New Media Promotes the Development of Subject Service in University Libraries

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Abstract: In the era of big data, with the rapid development of new media, new media has an increasing influence on the subject service of university libraries. In order to better serve the scientific research and teaching work in universities, university libraries need to pay attention to the role of new media in the subject service, and make full use of the advantages of new media. First of all, this paper introduces the connotation and relationship of new media and the subject service of university library, expounds the important role of new media in the subject service of university library, and puts forward corresponding solutions to the existing problems, hoping to provide suggestions for relevant personnel.

Keywords: New Media; University Library; Subject Service

Foreword

With the rapid development of new media, it also has a great influence on the subject service of the library. New media refers to the technical system that integrates text, sound, pictures, video and other information through computer, mobile communication, Internet and other technologies to realize the interaction of information and spread these information out. As an important place for universities to carry out discipline services, libraries should make full use of new media technology to provide convenient conditions for discipline services in the era of big data. However, there are many problems in the discipline service of university libraries, such as the lack of professional and technical personnel, the lack of perfect management system, and the imperfect construction of subject librarians. In order to solve these problems, it is necessary to make full use of new media technology to improve the level of subject staff team construction.

1. The connotation and relationship between new media and subject service

New media is a new form of media based on network technology. It is a comprehensive form of communication based on the Internet and multimedia and various ways of communication as means, including news websites, blogs, microblogs, wechat, mobile APP, etc. Subject service of university library refers to the targeted information service provided by the library for a certain subject or a certain subject. Its main purpose is to meet the needs of readers and promote their academic exchanges. Under the background of new media era, university libraries should combine the characteristics and needs of discipline service, make full use of new media technology, actively expand discipline service, and provide better information service for readers[1]. New media is closely related to the subject service of university library, and they complement each other. New media provides the university library subject service platform, under the background of new media era, university library need to strengthen the application of new media and promotion, make it to promote discipline construction and development, improve the utilization of literature resources, strengthen librarians comprehensive quality and one of the important ways to enhance the influence of university library.

2. The important role of new media in the subject service of university library

2.1 Realize resource sharing and improve resource utilization efficiency

In the background of new media era, university libraries can make full use of the network platform for resource sharing. On the one hand, they can provide digital services, which can not only reduce the input of labor cost, but also improve the service quality. However, on the other hand, they can strengthen the cooperation and communication through the network platform to realize resource sharing. In this way, it can not only break the space limitation, but also improve the efficiency of resource utilization, and promote the discipline construction and development of university library[2] 。

2.2 It provides an efficient and convenient platform for the subject service

With the application and popularization of modern information technology in the subject service of university library, the new media technology has been widely used in the subject service of university library, thus providing readers with efficient and convenient subject service. Through the new media platform, readers can easily retrieve the required information resources, such as search keywords, user name, url, related literature, etc. In the discipline service, other information resources can also be shown to readers with other retrieval methods through the new media platform

2.3 It is conducive to enhancing the influence of university libraries

In the context of the new media era, university libraries can establish a direct connection with users, adopt various new media technologies to strengthen the communication with users, and make full use of information technology and other advanced technologies to improve the level of discipline service. For example, through wechat public account, Weibo, short video and other new media ways to interact with users, so that users can participate in the discipline services of university libraries, and expand the influence of university libraries.

3. Problems existing in new media in discipline service

New media is a brand-new mode of information dissemination, which has an important influence on the subject service of university library. However, there are still the following problems in the discipline service of new media:

3.1 The understanding of new media is not in place

Due to the lack of understanding of new media, the subject service personnel of university libraries cannot take the initiative to use new media to carry out their work, and they cannot timely solve the problems raised by users in practical work, and cannot better meet the needs of users.

3.2 Lack of professionals

Although many university libraries pay attention to talent training, they lack talents with professional knowledge and skills. In order to improve the efficiency of discipline service, it is necessary to introduce professionals to improve the discipline service level. In the introduction of professional talents, personal ability and career development direction should be taken into account.

3.3 The maintenance of the new media platforms is not strong enough

When carrying out subject service, university libraries should make full use of new media platforms and technologies. However, university libraries do not maintain the new media platform enough, which causes users to obtain the desired information through the platform. In addition, due to the complex and huge new media platform, they cannot update the content regularly to ensure the timeliness of user information acquisition.

3.4 The optimization path of new media in the discipline service

3.4.1 Pay attention to the construction of discipline service team

With the wide application of new media in the subject service of university libraries, university libraries need to introduce new media technical talents and professional talents to form a high-quality and professional discipline service team. In order to ensure the quality of team construction, we need to pay attention to the following points: First, we should pay attention to the introduction of

talents with new media technology, network information management and other knowledge background. Since new media technology is still in the preliminary application stage in university libraries, professional and technical personnel are needed to better meet the needs of users; secondly, the introduction of discipline service team members [3] with certain experience and ability. Due to the wide application prospect of new media in the discipline service of university library, the members with certain experience and ability are needed to participate in the new media discipline service.

At the same time, it is also necessary to formulate a long-term and scientific talent training plan, and constantly strengthen the construction of the talent team. Through the training of subject service personnel, the professional ability of librarians can be improved, so as to better meet the needs of users. Regular professional knowledge training should be conducted for discipline service personnel, and to improve the knowledge level and comprehensive literacy of discipline service personnel through training. At the same time, various forms of activities can also be carried out to stimulate the learning enthusiasm of the subject service personnel.

3.4.2 Strengthen the publicity efforts

In order to give full play to the role of new media in subject service, university libraries need to increase publicity, let users understand the advantages and characteristics of new media, so as to improve users' awareness of new media and provide more convenience for the subject service of university libraries. First of all, university libraries can publicize it by setting up subject service columns on the school website. Secondly, university libraries can establish discipline service working groups in various departments and other relevant departments of the university, and strengthen the publicity efforts by releasing information in the group and publicizing discipline services. In addition, university libraries can also use wechat, Weibo, QQ and other new media platforms to strengthen the publicity, and take these platforms as the main way to communicate with users.

At the same time, university libraries need to pay attention to the content and form in the process of publicity. In the new media publicity, we should pay attention to the quality of the content, and we should not blindly pursue the quantity. Only by combining content quality and form can the role of new media in discipline service be truly played.

3.4.3 Regular maintenance and update of the content

In order to make the new media play a greater role in the discipline service, the university libraries also need to establish a perfect maintenance mechanism, update the content regularly, and ensure the timeliness of users' access to information. University libraries can establish a special information release platform on the new media platform, and publish the relevant information of subject services on this platform. In order to ensure the timeliness of the information release, the subject service personnel need to push the latest information to the users regularly, and update the content regularly. University libraries can use real-time interaction when communicating with users to ensure that users can timely understand the relevant information of subject services. In addition, university libraries can also maintain and update the platform according to the user comment information in the new media platform. Subject service personnel can set up a special comment area on the new media platform to sort out users' problems and opinions on the discipline service, and solve these problems through the Internet[4]. In this process, university libraries should fully consider the needs of users and adjust the content of the platform accordingly.

Epilogue

The application of new media in the subject service of university library is a trend. In the era of big data, more attention should be paid to the role of new media in the subject service. In order to better play the role of new media in the subject service of university library, University libraries should establish the corresponding new media management system, And to train professional and technical personnel, Improve the service quality, To improve the working ability and professional quality of the subject librarians; Strengthen the connection with the discipline users, Timely understanding of user needs, Constantly enrich the subject resources, To improve the professional ability of the subject librarians; Emphasis on the application of new media technology in discipline services, Provide users with personalized, diversified and professional services hope that relevant personnel can pay attention to the role of new media in university library subject service, Make full use of new media technology to improve the quality of discipline service, Promote the development of university libraries.

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