

## Discussion on the Innovative Service Mode of Mobile National Library under the Network Environment

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**Keywords:** Network environment, Mobile ethnic library, Innovative service model

**Abstract:** Many intelligent mobile terminal under network environment, network platform to emerge, such as the realization of the mobile reading provides a good condition, both hardware and software, mobile national library in the new situation need to be innovative service mode, in order to better meet the demand of the reader's reality, promote the varieties of services. This paper expounds the advantages of mobile reading, clarifies the characteristics of libraries in ethnic areas, and further explores the innovative service mode of mobile ethnic libraries under the network environment, in order to promote the gradual improvement of service level of mobile ethnic libraries.

### 1. Introduction

Mobile reading is carried out by mobile terminals such as mobile phones, tablet computers and e-readers. With the advent of the Internet era, mobile reading has attracted extensive attention from the public. In the context of China's vigorous efforts to promote the construction of mobile terminal network infrastructure, it is necessary to clarify the impact of intelligent terminals on social life, and innovate the service mode of mobile national library with the support of the network, which is of great significance to the long-term development of national library.

### 2. The Advantages of Mobile Reading

Mobile reading is carried out with the assistance of reading devices or other terminals. Most of the mobile terminals used are easy to carry and small in size. Wireless network is the support to ensure the convenience and efficiency of reading content acquisition. The production process of e-books is unique, no need to involve paper and printing, and the cost can be controlled. For users, it reduces the investment of purchase, satisfies the demand of repeated downloading and viewing, and reduces the chance of loss and damage. Mobile reading terminals are convenient and can make use of the fragmented time to meet the differentiated reading needs of the public, instead of being restricted to reading in the library. Mobile reading terminal value lies in the fact that the actual storage space is larger, can meet the demand of reading extensively, in the terminal as the carrier, the large number of e-book readers are exposed, is no longer limited by conventional books, reading type also has diversified characteristics, including newspapers, comics, magazines, pictures, audio, video, etc., read a space to expand.

### 3. Characteristics of Libraries in Ethnic Minority Areas

In terms of the development of libraries in ethnic areas, they have strong regional, national and cultural characteristics. To be specific, most libraries in ethnic minority areas are located in the western region, with vast grasslands and deserts in the northwest and Qinghai-Tibet Plateau in the southwest. The economic development is slow due to the influence of poor land and backward transportation in the region, and the level of modernization is not high, which is a relatively obvious regional characteristic. There are many ethnic minorities in various regions, with differences in language, dress, architectural style, customs and other aspects. Each region has its own language and writing characteristics and unique national culture and world civilization. The existence of rich

and unique national culture promotes the construction of national cultural system, and there are also differences in the form of national characters, including hieroglyphic characters, pinyin characters, variant characters, Chinese characters, etc., which fully shows the cultural characteristics of libraries in ethnic areas.

#### **4. The Innovative Service Mode of the National Library under the Network Environment**

In the network environment, the realization of the innovative development of mobile ethnic libraries needs to clarify its own advantages, refine the service content, pay attention to the needs of readers, innovate the mode and improve the system of mobile ethnic library services, and ensure the refinement, diversification and convenience of mobile ethnic library services.

##### **(1) Innovate service concept and intensify service publicity**

The development of national libraries in the network environment needs to update the service concept, strengthen the innovation consciousness, adhere to the people-oriented, respect the main position of readers, seek survival and development based on users, and promote the formulation of the core strategy of the library. As a service institution, the starting point and end point of all the work of ethnic libraries are users and services.

Mobile national library service model innovation, need to update the concept, value service propaganda, improve mobile national library profile, also can affect user participation in the provision of services, so national library should start from various angles, make promotion plan, detailed implementation plan, to ensure the effectiveness of the promotion. The internal space of the national library should also be used scientifically, and the posters of the posters and display boards should be used to answer readers' doubts. With the support of information technology, the service navigation system, including pictures and videos, can be built to publicize the specific situation of mobile ethnic library and attach the function of TWO-DIMENSIONAL code connection to place the navigation map in the first-level column to ensure that readers can see it at a glance. Take QQ, WeChat, website as the carrier, penetrate the mobile information service in the portal information network, to meet the needs of readers. Mobile ethnic libraries should carry out positive interaction with readers, and the carriers of activities should be diversified, such as special lectures, questionnaires, knowledge contests, etc., so as to attract readers strongly. In terms of information acquisition of mobile ethnic libraries, information distribution, poster Posting and other ways can be adopted to carry out publicity activities in the concentration of personnel to ensure that the influence of mobile ethnic libraries can be significantly enhanced, and readers also feel recognized and supported.

##### **(2) Innovate the talent team and optimize the service mode**

The development of mobile national library cannot be separated from the support of talents. Through the building of excellent talents, it can better adapt to the new situation of social development. In practical work, ethnic libraries need to standardize the formulation and strict implementation of various standards, take library staff as the object, adopt standardized training methods, and urge them to consciously carry out work in accordance with the system to provide information for readers. Library staff should consciously become information providers and consultants, guide readers in the ocean of information knowledge, define service contents, provide services from direct and indirect ways, provide individual help for users, and guide the use of library and literature. These are direct services. It is an indirect service to help readers choose, borrow and use materials.

Conditions, the traditional library to decide on their own resources and services, and some changes in the concept of the library under the network environment, emphasize the readers as the center, based on this to carry out specific work, is optimized service pattern adjustment, realize to keep pace with The Times, the reader can combine autonomous demand to select resources, customer service also has the characteristics of self-independence. Ethnic libraries can carry out independent publicity and organize exhibitions, lectures and other activities through various media channels to ensure the diversity and benefits of activities and attract readers. In addition, the digital reading platform is built to provide readers with mobile reading services. Readers can read based on

mobile terminals, which is free from time and space constraints and more convenient and efficient.

### (3) Integrating resources and developing new service projects and products

Under the network environment, readers' demands have changed, and traditional services are no longer applicable. Therefore, it is necessary to combine the needs of The Times to improve the breadth and rapidity of services. Foreign libraries put forward a brand new concept of development, with information resource sharing as the core, and put forward 5A theory, that is, the provision of library services is not limited to the type, time and place, as well as the period, type, format and language of information resources, which brings new challenges to the development of ethnic libraries. The development of mobile national library in the network environment requires comprehensive analysis based on the society, keeping pace with The Times, evaluating the existing service items and products, and devoting to the development of new items and products.

The internal potential of national libraries can be explored to penetrate into the existing user market and service field, and the extension and development efforts can be strengthened to find opportunities for the development of libraries. The realization of this goal can be achieved from the two aspects of market and product. In the aspect of market development, based on the existing products and service areas to explore new markets, combined with the actual situation of ethnic libraries, the application of such measures as establishing branch libraries, handling collective library CARDS, and setting up mobile lending points can promote the extension of physical literature borrowing services. Guided by government policies, regulations and public requirements, the collection features are clearly defined and new service projects are established to meet the needs of special user groups. In terms of product development, new information products generated by deep processing of existing products or transformation of literature form are more adaptable to users. For example, on the basis of primary and secondary literatures, three literatures such as review, review and research report are developed, or traditional literatures are processed in the way of digitization or miniaturization, so as to meet the needs of users and protect the physical literatures. With the massive emergence of network information resources, readers' reading space has also been expanded. Libraries should assume the responsibility of network guidance, construct information system, reasonably organize and guide reading, ensure the efficiency and economy of library services, and improve readers' satisfaction with the library.

Based on the information network technology, the service innovation of mobile national library can strengthen the connection between service items and products, comprehensively improve the service efficiency and meet the practical needs of users. In this aspect, the service can be gradually extended and penetrated into users' life, work and study. Based on the Internet technology, a special library website can be established and a network database can be built to accommodate information resources without time and space restrictions. Users can read resources online.

The expansion of the service scope of the mobile national library can be realized through various ways and means, which is the so-called diversified growth, mainly reflected in the two aspects of service items and users. To promote the service of mobile national library, it is necessary to ensure the quality of basic service items. On this basis, new online reading services, including online information retrieval, online information navigation, and online multimedia services, should be explored to meet the differentiated needs of users. Under the network environment, mobile national libraries are facing new challenges. They need to give consideration to the convergence and integration of information resources and provide services for the public in order to achieve diversified development. Under the information age, the library can focus on the positive role of the society, make it bear the equalizer, "information fairness", from the perspective of the knowledge and information services to provide services for disadvantaged groups, so information outside the circle members can use of the Internet to read on, move the value of the national library in this respect also get into full play.

### (4) Promoting the development of information resources and innovating service features

The development of mobile national libraries under the network environment should objectively analyze the actual problems and attach importance to the construction of information resources, which should be regarded as the basic task of different types of national libraries in different periods

to promote the stable and sustainable development of national libraries. In order to improve the service quality, ethnic libraries need to pay attention to the display of the value of information resources, consolidate the material basis and basic conditions, include the historical and cultural heritage of human beings, provide high-quality services for readers, promote the display of library's own value, and enhance the social status of library. In order to promote the construction of national library information resources under the network environment, it is necessary to collect information resources from the aspects of content, quantity, value, characteristics and systematization, and do a good job in the collection, sorting, storage and dissemination of non-paper documents. In terms of the forms of contemporary library collections, most of them are complex, that is, the combination of paper documents and non-paper documents. Therefore, it is necessary to construct the collection system to ensure its integrity and effectiveness. From the perspective of the world, some people think that the traditional paper document carrier will be gradually replaced by the digital document carrier, while others hold opposite views. Each has its own advantages and characteristics and can coexist for a long time. To the latter point of view, we agree that network has become an important development trend of national libraries, and the network level of services has been improved to provide all-weather and all-directional services.

## **5. Conclusion**

Nowadays, the construction of information network in ethnic areas is gradually advancing. In order to achieve good development, national libraries need to pay attention to the scientific application of information technology and computer technology, improve the networking level of national libraries, and ensure the economic, accurate and convenient service. At the same time, it is necessary to grasp the regional characteristics, define the advantages of collection, develop information resources, promote the sharing of information resources, comprehensively improve the service level, and promote the comprehensive development of ethnic areas.

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