

Analysis of the Trend of Extended Service in Chinese University Libraries

Li Zhou

Journal Department, Wuhan Textile University, Wuhan 430073, China

1043111648@qq.com

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Abstract: With the development of extension service in Chinese university libraries, the object, mode, platform and content of the extended service were quite different from the traditional service mode of the university libraries. Therefore, the systematic arrangement and analysis of the extension service trend of Chinese university libraries were of great significance to further extend service. The extended service of university libraries in China will need present four major trends: the expansion of service objects, the diversification of service methods, the technicalization of service platform and the meticulous service content. And each university library can choose the most favorable mode of its own development in the four trends according to its own situation.

1. Introduction

At present, all libraries in Chinese universities are actively carrying out the innovative practice of extended service, and some gratifying achievements have been achieved. Although they each have different definitions of service objects, service methods, service platforms and service contents. But in the development trend of the extended service, the development of the extended service in Chinese University Libraries shows four major trends: the expansion of service objects, the diversification of service methods, the technicalization of service platform and the meticulous service content.

2. Enlargement of service object

As the academic institution of the document information service, the university library serves the teaching and scientific research of the University, and its service objects are mainly teachers, graduate students and University Students. The expansion of service object in university library means that the service object of university library should not only aim at the teachers and students of our school, but should expand in two dimensions: horizontal object and vertical object. The horizontal object refers to the teachers and students in the universities and colleges in the area where the universities are located. Through the signing of the alliance agreement among the university libraries, the teachers and students of each university can carry out interlibrary loan, consultation, training and other services through their own libraries. Vertical object refers to all potential clients except teachers and students in universities, including communities in colleges and universities, urban areas, provinces, and even people from all walks of life.

First of all, the university library mainly serves the teachers, staff and students of their own schools. Therefore, the staff, college students and graduate students of the library's colleges and universities become the basic object of service, which constitute the bottom of the service object of University libraries. Secondly, any university has its own characteristic subject, and its library paper books, electronic books and information services also have their own characteristics and advantages. For example, the Wuhan textile university serves as a local university for textile and clothing, the related materials of textile and clothing in the library are incomparable to other universities in Hubei Province. Similarly, the Wuhan University, Huazhong University of Science and Technology, Huazhong Normal University, Wuhan University of Technology, South-Central University for Nationalities, Zhongnan University of Economics and Law have their own characteristics and advantages in the humanity, polytechnic, normal school, transportation, ethnology and other

disciplines. However, in the context of the increasingly interdisciplinary disciplines, the service of any university library can not be exhaustive and perfect. In order to better serve the teaching staff and students, we must establish similar academic library alliance mechanism. realize the cooperation and communication among libraries. In this way, the cooperation and exchange among libraries can be realized, and the integration of the characteristic and the advantages of service resources can be truly realized, so that the service object of the university library will be expanded horizontally to form the middle layer of the object of University Library service; Finally, although the university library mainly serves the universities, the basic function of the library is to disseminate knowledge to the public, so the university library can not be ignored. Therefore, the university library can provide different levels of services in the community, the urban areas, the province's urban residents, and so on.

3. Diversification of service methods

At present, the service mode of university library shows a trend of diversification. The author thinks that according to the degree of connection between the service object and the service provider, the service mode of the university library can be divided into three types: autonomous, experiential and project-based. As is known to all, the traditional service way of university library is mainly based on autonomous service. Autonomous service refers to the whole process of service, without the help of anyone, only the whole process of enjoying the service. In fact, autonomous service is now the most basic way of service in University libraries. For example, the university library classifies, sorts and catalogued books, magazines and other documents, and store them in stacks of quotes. The reader queries the index card or the library management system to the index number of the required literature, and then goes to the stack to find the required literature through the index number and complete the borrowing process when they leave the library. It is not difficult to see that in the autonomous service, the library staff need not have any professional communication with the readers. Library staff only need to scan the books to borrow the bar code, play the role of registration documents out of the library. The author thinks that the independent service of university library has low requirements for library managers, and belongs to the procedural work. It only needs to do well the classification, collation, cataloging, warehousing and delivery of books.

Experiential service in university library has the same characteristics as experience service in 'experience economy'. It has the characteristics of interactive, personalized, diversity, initiative, immediacy, continuity and so on [1] It emphasizes the service as the foundation and the reader as the center, breaking the shortcomings of the autonomic service of the University Library and focusing on the 'things' (books, magazines, etc.). At present, many universities in China have already introduced personalized customization service. It is an important means of experiential services, that is, through mail, push technology, online questions and answers, etc., will be customized to push the information to readers. In essence, in the background of rapid development of computer network platform and mobile platform, experiential service in university libraries will cause readers to fall into the ocean of information, and a considerable number of readers do not find the information they really need. The personalized service of university library can reduce readers' losses as much as possible because of the storage, browsing and reading of the articles which are not related to their own needs.[2] However, one aspect of this service mode, readers need to take the initiative to make claims to the library service, put forward the information needed for their own requirements, if not satisfied with the information provided by the instant library readers, but also keep in touch with the library, ask the continuity of service; On the other hand, it requires librarians to have the ability to process documents. The ability of document processing is represented by the two processing of literature, efficient processing speed and efficient use of information retrieval platform. Therefore, the experiential service of university library has put forward higher requirements to librarians and readers.

The project service of university library is based on experiential service, and provides

professional services for readers in a scientific research project. The author believes that the university library can appropriately recruit some librarians who are related to these characteristics or dominant disciplines in the characteristics and advantages of their respective school disciplines. Subsequently, librarians are trained in the field of Library and Information Science. These librarians have a knowledge of relevant subjects and a high level of professional skills. When a reader needs professional services for a particular research project, the library should assign a research librarian according to the relevant disciplines or majors to provide personalized service to the project. In the project service mode, research librarian even can be directly added to the project team, maintained close contact with the reader. Librarians can use their professional knowledge, background and information to collect, sort out, process skills, and provide readers with high quality service quickly and accurately.

4. Technology of service platform

According to the different ways of providing service and information media in University Libraries, the author thinks that the service platform can be divided into three categories: the traditional service platform, the network service platform and the mobile service platform. The traditional service platform mainly refers to the service platform formed on the basis of data processing such as paper books, periodicals and so on. Although the traditional service platform is in the lower level of the university library service, it can also expand in the service object, service mode and service content. For example, the Wuhan Textile University Library provides annual entrance training for new students, and at the same time set up information retrieval courses. These are the expansion of service content under the traditional service platform level. In addition, the library sets up a consultation room in the lending hall to provide interactive and personalized experiential services to teachers and students. The network service platform refers to the digital library platform developed by the University Library under the support of computer multimedia and Internet technology. The network service platform not only enables the service object to search and evaluate the library paper data before the networked computer, but also provides the electronic data inquiry, retrieval, downloading and browsing service for the service object. More importantly, the library through the network platform can build an open, interactive teaching and information services platform. Mobile service platform is a new kind of library service platform which is based on the mature wireless mobile network, the Internet and multimedia technology to browse, download and read digital resources. Users and readers can conveniently and flexibly query, browse and acquire library books and information through portable digital book reading devices. [3]

By comparing the traditional service platform, network service platform and mobile service platform of university library, we can find that the service platform of university library is becoming more and more personalized and convenient, and its technology is more and more strong. Web2.0 has been widely used in the network service platform and mobile platform of University Library. Web2.0 technology mainly includes the BLOG, RSS, Encyclopedia(WIKI), open source software, social bookmark, social network (SNS), P2P, TAG, instant messaging (IM) and so on.^[4] At present, Wuhan Textile University has made a useful attempt in these respects. It uses SSL VPN technology to realize the remote access service of digital resources in the library, so that the teachers and students can realize the inquiry and download of the electronic data outside the school, and break through the space restriction. The mobile service platform of university library is mainly aimed at mobile phone, notebook computer and other portable electronic network equipment users to develop the service platform. Mobile service platforms are generally based on WAP site applications. Because of the low transmission rate, the small bandwidth and the limited objective of the WAP terminal device, the service on the mobile service platform can not compare with the service on the network platform of WAP. However, the author believes that with the development of portable electronic network equipment and WAP network technology, mobile service platform may be an important direction of digital library development.

5. Refinement of service content

As the center of scientific and technological information in Colleges and universities, the service of University Libraries becomes more and more detailed with the extension of their services. The Internet era brings a large number of information resources to the University Library Service object, However, due to the restrictions of time and energy on the teaching and research staff, college students and graduate students, it is difficult for them to log on and browse these information one by one, and it is difficult to keep abreast of the latest information in the forefront of science and technology. This requires libraries to regularly push and report the extended services of libraries for different service objects. This service is based on discipline and serves scientific research. It aims to broaden the channels for teachers and students to obtain research information resources.^[5] Of course, this kind of service can be carried out on different service platforms. The author takes the Library of Wuhan Textile University as an example, the library service is the main content of 'new resources and recommendation' 'off-campus access' 'mobile library' 'library one hundred questions' and 'self print/copy/scan' 'readers and librarians' 'freshmen must read' 'subject service platform' 'document delivery' and so on. In addition, the unit provides a large number of Chinese, foreign language database in the database, including characteristic databases of textile and clothing Colleges. Such as WGSN world fashion information network, textile and clothing special library (self built), clothing graphic database (self built), textile and clothing special library (self built). The content of the library is suitable for the use of teachers, which is 'subject librarian' 'lending service' 'interlibrary loan and document delivery' 'papers included query' 'academic navigation' 'subject check' 'Sci-tech Novelty Retrieval' 'off-campus access' and so on. Library service is also suitable for the use of students, which is 'lending service' 'interlibrary loan and document delivery' 'reader's message' 'teaching and training' 'submission of graduate thesis' and so on. It is easy to see, Wuhan Textile University Library constantly refines the content of service in terms of service platform, service object and service mode. This is also the trend of the extension service of University Library.

6. Conclusions

Through the above analysis, the author thinks that the extension service of Chinese university library shows the following four trends: ①The expansion of the service object of the university library that is Horizontal service objects expand to other universities' teachers and students. Vertical service objects are gradually extended to the community, the urban areas, and the public. ②The service mode of university library shows a trend of diversification, which can be divided into three types: autonomous, experiential and project-based. ③The service platform of University Library presents a technical trend, and the service platform is becoming more and more personalized and convenient. ④The service content of university library is becoming more and more detailed and humanized. Under the trend of extending service in university libraries, if different levels and different scales of university libraries can be guided by the correct extension of service concept, university library should will find a suitable position in their extended service reform.

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