

## Analysis on User Behavior and Needs of University Libraries

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**Abstract:** In the network environment, the user demand behavior of university libraries has changed. This paper takes the Hebei University Library as an example to discuss the information demand behavior of university library users. The questionnaire survey method is used to collect user data, and the data processing is used to analyze the needs of library users in the network environment, the current state of behavior, user preferences, behavioral tendencies, and factors affecting demand behavior. Finally, the promotion strategy for existing users and potential users was proposed for the Hebei University Library.

### 1. Introduction

The focus of library services is not whether there is a larger building, whether there is more comprehensive database resources, but the simplicity, convenience and comprehensiveness of the reader service. The research on library users' demand behavior in the network environment is to investigate the user demand behavior information of Hebei University Library from different angles, to understand the user needs, and to improve the user service of the university library is the significance of the research. The user can choose the library service in a short period of time. On the one hand, the user will be more willing to choose such a convenient and quick service method. On the other hand, the user's selection time is shortened, which means that the frequency of enjoying the service is increased. In the same period of time, the library provides users with a richer service.

### 2. The main body of user demand behavior in university libraries

The subject of the act is the issuer and implementer of the activity. In this paper, the authorized student users of the university library are divided into the teacher user group and the student user group according to the responsibilities of the user in the school. The research object of this paper is the university book. Library student users. The student user groups of university libraries can be subdivided into college students and graduate groups according to their academic qualifications. According to the degree of use of the library, it can be divided into existing users and potential users.

Psychologist Maslow believes that human needs are hierarchical and that the level of demand is low to high. The information needs of student users in university libraries provide motivation for their information behavior. After a user's level of information needs are met, a new high-level information demand will be generated, and the user's demand level will continue to improve and the information demand will be continuous. In this paper, the needs of college library users are divided into low-level to high-level by Maslow's hierarchy of needs, and the growth time of university library users is limited to a learning cycle, which takes a student from the beginning of school to the time of graduation. Defined as a learning cycle.

The learning needs are the most basic needs of university library users to maintain their own academic work, including the needs of professional and public-related books and magazines and the relevant digital resources needed to complete the final exam and graduation design. If these needs are not met, it will affect the student's academics, and library users will choose other channels and methods to meet their needs. In this sense, academic needs are the most powerful driving force for users to use library behavior. In the hierarchy of needs theory, the demand on the basis of survival is the demand for security. For the library users at this stage, the demand for college students to

complete the academic needs is the demand for finding a job. As we all know, a major problem faced by college students when they graduate is employment. In employment, not only must they meet the academic requirements, but also the professional skills and part of management knowledge related to the work. This requires university library users to acquire relevant skills and obtain professional qualifications during college study, which has created a demand for libraries. University life is different from the test-oriented education in middle and high schools. Students have more time and space to tap their potential, develop their own character and develop their own fun. The hobbies of college students are not only extensive, but also multifaceted. In a new field or in areas that require deep development, libraries are required to provide relevant borrowing materials and literature resources to provide a strong guarantee for the overall development of students. At the same time, the library can launch theme activities to cultivate a wide range of interests of college students.

Self-fulfilling needs are people who need to work hard to realize their potential and call themselves what they expect. The university stage is the pedal for students to go out of the exam-oriented education and go to the society. After the students' needs for learning work and entertainment are met, they need to realize personal values, fulfill their personal wishes or dreams. Maximize your personal abilities, enhance your ability to solve problems, be independent and be good at doing things independently, strive to realize your potential, and fulfill the needs of everything that matches your abilities.

### **3. Characteristics of User Demand Behavior in University Libraries**

User needs are knowledgeable. The college entrance examination is equivalent to artificial screening of university library users, which provides a guarantee for the library users' knowledge level. Compared with other online users, university library users have academic and professional backgrounds, and the academic level will gradually improve, and the demand for information is more biased towards their knowledge. Therefore, university library users may not satisfy the library to provide purely external documents with external features, and more need to go deep into the internal characteristics of the literature to provide relevant knowledge unit content related to the requirements. Specifically, users will process, absorb, and utilize the retrieved documents, and this series of processes will require deeper information needs. (2) User needs are sustainable. The identity of the user in a learning cycle is constantly changing, and the user's demand for the library is constantly changing and continuous. User research and learning itself are continuous and cyclical. It is difficult for users to complete a large research project in a short period of time, and users need different information resources in different research and learning stages. Library user needs are a continuous, cumulative, and recurring process. Therefore, the information demand behavior of university library users is a continuous and gradual behavior.

### **4. University library service improvement strategy based on user behavior analysis**

According to the impact of user demand behavior on library service content, this paper integrates library services into library products. The library products combine traditional library services, including information retrieval information query, and propose new service products based on the characteristics of user demand behavior in the network environment. Introduce fun equipment and theme display products in the library. According to the data analysis, the evaluation of the library environment by library users affects the use of the library by the users. The environment of the university library is mostly rigid and uninteresting, and the service origin is mostly scattered. It is difficult to have the same needs and the same hobbies. The users are grouped together, which is inconvenient for the communication between the readers and makes the user feel boring. In order to increase the user's interest in the use of the process and the closeness of the connection, the library can introduce fun seat products and theme display products. For example, according to the teacher-student relationship, student relationship, the seat can also be customized. For example, "couples", "roommates", "brothers", "sweet seats", "joining together for a good youth" or other

topics, and slogans are posted on them, check-in.

Starting with the details of the users of the university library, discovering those unmet needs, and then implanting them into the library service. For example, for users who are not motivated to participate in library activities in colleges and universities, the library can launch an APP that can set a time to remind them to get up. If the user can enter the library within one hour at the set time of getting up, the user can get the corresponding reward by verifying the APP. This is to combine library services with the details of the daily life of users and create new demand points to encourage users to participate in the use of the library. In the same way, such demand-based mining of life details can also be designed differently for different users.

The library's service channels are through the library website and the library. The library can combine these two channels for user interaction. The website is online and the library is offline. For online and offline users, users can connect in an activity manner, which enables users who use the library website to participate in the library's presence service. Users of the library can use the website to satisfy themselves. demand. In this way, it is possible to broaden the user's usage channels, realize the change of the identity of online users and offline users, and at the same time cultivate user loyalty. The library shakes the activity online and offline. The website page of the library can be designed to shake or scan the function area. During the process of using the website, the user can participate in the activity by shaking the mobile phone and scanning the code. The user can go to one or a few stars, and the user can accumulate through the stars. You can get discounts such as coupons from the library cafe. The more stars you have, the more benefits you can redeem. In addition, users can get more network usage rights through the records read at the library.

Today, smartphone pedometer apps and wearable devices are popular, and library self-quantification can be designed as a personal version of a personal mobile app that enters library users, helping users with data metering and data analysis for better planning. Personal daily activities, the initial goal of using the library. The library quantification APP can speculate or predict the user's learning state and learning quality according to the time, space, content, etc. of the user's use of the library and predict the outcome of the student's upcoming activities based on the data.

Content measurement is a measurement detail of the reading content of the library user. The indicator records the specific activity content of the user when using the library. The specific content is, for example, the user's reading notes on the book, key annotations, reading volume, and the like. At the same time, content measurement for non-reading time, including mobile phone use items, reading related content and non-related content retrieval. If you allow the user to upload the study notes to the cloud, users with the same reading behavior can view them, thus achieving the purpose of information exchange. Further readers can upload the remaining questions to the cloud, and other readers can understand according to their own understanding. Analyze the solution. Time measurement, spatial measurement and content measurement complement each other in three related measurement items. In the data analysis and forecasting, the three can be combined to show the readers their reading efficiency, time and cost details.

## **5. Conclusion**

There is a difference in the demand behavior of users in the network environment. There are differences in information behavior between graduate students with different professions, genders and levels, which will have certain impact on information needs, information retrieval, information screening and information acquisition. It proves that the investigation and analysis of user information behavior in the network environment has certain practical significance.

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