Analysis on User Demand Behavior of University Library under the Network Environment

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Abstract: This paper analyzes the changes of information users' needs in college libraries, and expounds the research contents of information users in college libraries under the new situation. It provides a basis for university libraries to better serve their information users in the network environment.

1. Introduction

University library is the document information center of colleges and universities. It is an academic institution serving teaching and scientific research. It is an important base for school informationization and social informationization. The personalized service of university libraries is fully embodied in the concept of "people-oriented". The so-called personalized service fully considers the reader's personal characteristics and unique information needs, and provides readers with a personalized information environment, including personalized search methods and individuality. Information needs, personalized user interface and personalized information processing methods. In order to provide high-quality services for information users, university libraries must understand the needs of information users. Therefore, it is necessary to study the changes and characteristics of information users in the network environment.

2. Analysis of Information Users in University Libraries

With the rapid development of modern information technology and the rapid increase of network information, it has become very difficult for university information users to obtain their own content from a large amount of network information. Due to the convenience of obtaining network resources, a lot of time is saved, so the channels for students and teachers to obtain information are increasingly tending to network resources. However, the redundancy and complexity of network information often result in the acquired information not being the most desired by the user, and the accuracy is not high. Therefore, university libraries should not only provide them with a certain amount of information from the perspective of facilitating users, but also provide high-quality information, save users time as much as possible for information, and ensure that those who are in school obtain The quality of information, otherwise it may delay scientific research, resulting in the loss of economic and social benefits.

Now in the information age, there is a lot of information in the world every moment, and the update speed of information is so unimaginable. Especially those researchers, who stand at the forefront of technology, must get the latest information resources. This requires college libraries to provide them with the most necessary and accurate information quickly. The premise of college library to do information service must be to study the psychology of information users, and the information services provided should be based on the user's usage behavior, interests and habits. Under the network environment, the psychology of information users is also quietly changing. This change directly affects the service work of university libraries. Therefore, timely understanding of the psychological needs of the information users, in order to make the university library information services meet the user information needs.

Network information technology provides an open information environment for information users, and the information needs of university libraries have also changed. Their range of needs

breaks the limitation of space, and the richness of network information resources makes it difficult for traditional university library books and information resources to meet their information needs. Moreover, the information required by information users requires comprehensive content and various forms, and the personalized information needs are increasingly enthusiasm for university library users. This trend will become the development direction of future information services. The emergence and development of digital libraries has greatly changed the way users use information. According to relevant surveys, in academic research, the majority of people who prefer to use university libraries' digital resources and network queries (search engines, academic forums, etc.) through the network account for a large part. In the daily learning of information users in college libraries, information resources are often combined with traditional paper resources. Although the network information resources are rich but the quality is uneven, the library resources are characterized by authority and high quality. The combination of the two uses the change in the way users use information.

3. Analysis of Research Contents of Information Users in University Libraries

Research on the needs of information users in university libraries has always been the focus of research. With the continuous advancement and development of society, research on the needs of information users must also keep pace with the times. In recent years, the research on the information needs of university library users has presented the characteristics of novelty, diversity of methods and extensive research content. The first is the novelty of user information needs research. Due to the rapid development of network technology, in recent years, there has been more in-depth research on the user information needs in the network environment, and many new problems have arisen. The second is the diversity of research methods for user information needs. In the process of user information research, various literatures use statistical tools such as system analysis and SPSS analysis software, and adopt comprehensive, logical reasoning, empirical research, qualitative and quantitative research methods. The third is the extensive content of user information research. In the research of reference literature, it is found that the research on user information demand in recent years involves the characteristics of information user demand, the law of information user demand, and the psychology of information user demand.

The characteristics of user information needs of university libraries, in addition to the diversification of information demand content, the increasing variety of document carriers for information needs, the electronic means of information acquisition, the "wide and fine" of individual information needs, and the specific needs of individual users. The characteristics also reflect the following characteristics: First, the inherent unity of the virtuality and authenticity of information needs. The particularity of information users in college libraries, the information they request is specific, accurate, reliable and complete, and has high quality requirements for document information, with accuracy and authenticity. The network information resources are not processed, and the information content is complex and difficult to distinguish, reflecting the virtuality of information needs. The second is the unification of the broadness and selectivity of information needs. The wide range of information needs means that with the integration and deepening of disciplines and the mutual penetration of information content, users have more and more requirements for information retrieval. Users' demand for information resources is no longer limited to a certain period of time or related books. in. Selectivity refers to the user's freedom of information needs and the selectivity of the information provided. The development and application of network technology has prompted users to unify the generality and selectivity of information. The third is the unity of the arbitrariness and purpose of information needs. In the network environment, users often use library information resources with their own problems or problems they need to research, and query and retrieve the information they need from the library. However, it is arbitrarily used when using network information resources, because the network provides a large amount of information, which makes it easy for information users to cause information to be vain without a clear purpose.

Information needs are themselves a kind of psychological activity that reflects a need as a

conscious spiritual activity. Although the information users of university libraries belong to different professions, different ages, different personalities and different hobbies, no matter what the difference, as long as there is information demand behavior, they can find their common psychological laws. Their pursuit of information is nothing more than two main aspects: knowledge needs and entertainment needs. The information user psychology of university libraries refers to the various psychological phenomena and psychological changes that users display when they use library information resources (including paper resources and electronic resources). The psychological change process of the information user to obtain the required information when carrying out the information demand activity includes the following aspects: the sensing process of the demand, the thinking process, the demand emotion and the obtaining result. Studying the psychology of information users in university libraries is the general principle and method of applied psychology. It analyzes and studies the psychological activities of information users to grasp the rules of the psychological activities of information users, grasp the user's demand trends, and satisfy the users to the greatest extent. Information needs, including studying the psychological characteristics of library users, understanding their social background, cultural characteristics, gender differences and age differences. At the same time, users of individual information should try their best to meet their individual needs. 2.3 Information User Behavior Research University libraries, as an important channel for school users to acquire information knowledge, are constantly being impacted by the external environment in the network age. In order to improve the quality of library information services, exercise the traditional social education and service functions of the library, and attract more information users, the research on university libraries in recent years has gradually shifted from the construction of collections to the research on information users. The so-called information behavior is based on the user's information needs, and the psychological and behavioral processes that are interrelated and mutually constrained by internal and external factors are the directional choices made by users in intelligence and information in information activities. Although this concept is aimed at traditional information users, there are still some people who are targeting network information users. Therefore, some people have proposed the concept of network user information behavior, that is, network users use network tools to conduct network information retrieval, selection, communication, and release activities under the control of information needs and ideological motives.

Information service based on social network platform. The rapid development of social networking sites, the spread of information based on social networking platforms has been widely developed, and these are called websites, and most of the college students use them. The university library establishes Weibo WeChat account, and the library sets up special jobs for daily operation and management, including hot topic discussion, WeChat soft text, and various voting information. At the same time, the book promotion and Weibo WeChat will be combined to publish the latest information, search knowledge, book recommendation, campus life, wonderful book review and other related information on the Weibo WeChat platform. At the same time, the social network platform is a very good information collection platform. Library users can interact with the library directly through comments, comments, likes, and forwarding. According to the interaction of these platforms, university libraries can understand user needs and get feedback on service results. Professional data analysis can also be performed by crawling relevant data such as user search paths.

4. Conclusion

This paper starts with the changes in the information users of college libraries along with the development of society, and analyzes in detail the more important parts of the current information needs of university libraries. Of course, there is still a lot of content in this area, and we need to continue research in future work. Chinese university libraries should not only pay attention to the domestic environment, but also continue to learn the construction of libraries in developed countries.

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