Study on the Construction and Promotion of Characteristic Digital Library in Colleges and Universities

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Keywords: University characteristic library, Network information quality, Digital construction, New media promotion, "Digital Books +" mode

Abstract: With the development of digital information age, digital reading is loved by people because of its convenient reading, rapid and accurate access to information, personalized reading and other characteristics, and has gradually become the main way for people, especially young people to read. In order to adapt to the development of the times, improve the network information literacy of students, and promote the development of teaching and scientific research in colleges and universities, since the end of the 1990s, colleges and universities across the country began to build digital libraries widely based on the necessity of digital library popularization. However, at present, it seems that insufficient construction funds, lack of unified standard and its own characteristics, low quality of the librarians, inefficient promotion and other problems hinder the popularization of digital libraries in colleges and universities. In view of the current situation of the development of digital library, this paper puts forward some constructive and innovative ideas, including the establishment of university characteristic digital library under certain norms, the use of new media and the "Digital Books +" model to promote digital books. It is hoped that the characteristic digital library of colleges and universities can better serve the teachers and students of colleges and universities and the whole society.

1. Introduction

With the rapid development of information digitization, the number of digital documents has increased dramatically, and the demand for digital document retrieval has increased. In line with the development of the times, the digital library for managing digital documents has begun to emerge, and the management service mode of contemporary library has begun to change from traditional management mode to digital service mode. As a learning and scientific research institution, in order to better serve teachers and students and benefit the society, colleges and universities began to establish their own characteristic digital library. Based on the necessity of digital library construction, this paper analyzes the problems encountered in its popularization and puts forward constructive and innovative solutions.

2. The importance of construction and popularization of characteristic digital library in colleges and universities

1. Facilitate the storage and management of documents

The traditional library takes up a lot of space, the management and checking of books need a lot of time, money and manpower. In addition, because paper books are easy to wear and tear, some precious materials are generally not allowed to be lent. To some extent, digital library overcomes the shortcomings of traditional library in storage and management. Digital documents are stored on the network and occupy little physical space. The management of books can be carried out through the

document system to avoid resource consumption. By transferring materials to the Internet, we can not only avoid the abrasion of physical books, but also expand the scope of references.

2. It is conducive to the cultivation of network information quality of college students

With the advent of digital information age, digital books came into being, digital reading is accepted by the masses of people, and gradually become the main way for people, especially young people to read (Figure 1 shows the proportion of people at all ages who are exposed to digital reading). The construction and promotion of digital library in colleges and universities can better cultivate students' network information quality, that is, the ability to quickly locate and select information on the Internet, and to accurately use the information sought. It can regulate young people's reading habits and methods and contribute to the cultivation of information quality talents.
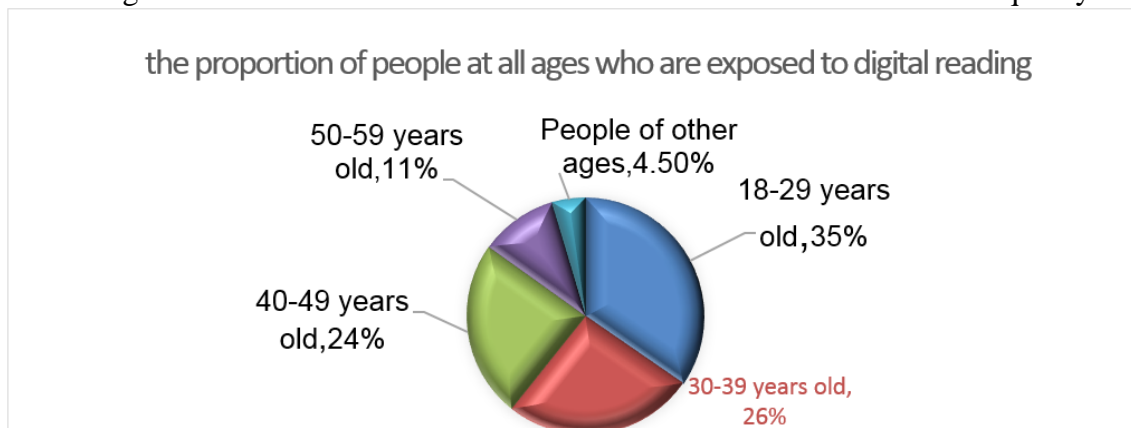

Figure 1. The proportion of people at all ages who are exposed to digital reading

3. Facilitate the study and scientific research of teachers and students in colleges and universities

Reading literature is an important way for teachers and students to acquire knowledge and determine the direction of scientific research. According to statistics, the time spent on searching and digesting scientific and technological data is the most in the research of scientific researchers (the approximate proportion of business time distribution of scientific researchers is shown in Fig.1). Therefore, it is very important for teachers and students to locate quickly and read widely the latest literature. Digital library itself has the characteristics of convenient retrieval, large storage and fast update speed, which is conducive to teachers and students to quickly obtain a large number of latest information related to research and learning by searching key words.
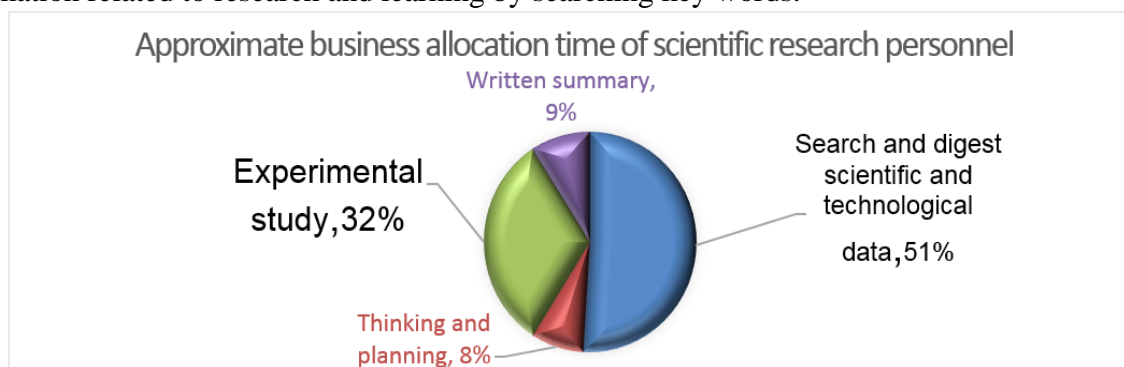

Figure 2. Approximate business allocation time of scientific research personnel

4. Conducive to the acquisition and effective use of foreign documents

Foreign literature has a high reference value for the development of scientific research and teaching in colleges and universities. Most of the high-quality articles in science and technology are published in foreign journals. Take the published achievements in the field of STM (science technology medicine) in China as an example. More than 80% of the papers included in SCI are published in foreign journals, and 95% of the important research achievements are published in foreign academic journals, which shows the importance of foreign journals. Therefore, whether we

want to obtain high-quality literature of domestic authors or the most cutting-edge academic achievements, we must read foreign literature in most cases. Traditional library can't transfer foreign language resources to teachers and students in time and unlimited. However, the digital library can store a large number of the latest foreign documents, which is convenient for the readers to locate effectively, obtain the required foreign information quickly, and improve the efficiency of document utilization.

3. Problems in the construction and promotion of university library

1. Problems in construction

(1) Insufficient funds for the construction of digital library

The lack of construction funds hinders the construction and promotion of digital library. For the key national universities, the construction of their digital libraries is supported by special state funds. But for most ordinary universities, there is no special appropriation, and the main source of the digital library construction fund is the university appropriation. The proportion of the university's literature construction fund in the total fund is often restricted by other construction funds of the University, such as: teaching funds, departments and professional construction funds, etc., and the amount of funds is limited.

(2) Lack of unified construction specifications and standards

Since the end of 1990s, the construction of digital library has begun to take shape. However, due to the lack of unified construction norms and standards, some problems hindering the construction of digital library are gradually exposed. For example, the follow-up construction of digital library in colleges and universities is lack of construction planning, blindly pursuing the quantity of digital book resources, and ignoring the teaching needs of the school itself and the characteristics of its own existing collection. The phenomenon of homogenization of digital library resources is serious. There is no unified construction standard in each university, which leads to great differences in the management system, retrieval language and user interface of their own digital library. There is a common phenomenon that each database cannot be compatible. These phenomena hinder the exchange and cooperation between universities, and cause a serious waste of construction funds.

(3) The characteristics of university digital library are not strong

At present, most colleges and universities choose to purchase literature database to support the construction and supplement of digital library, but ignore the data arrangement and construction of their own characteristic collection and teaching resources. At present, it seems that the original data documents of colleges and universities, such as dissertations, teaching plans, courseware and scientific research files, as well as the development history and major decisions of colleges and universities, are not complete and comprehensive in digital construction and not updated in time. The digital construction of university's own characteristic resources is not only the soul of university's digital library, but also the basis of sharing, communication and cooperation among university's digital libraries. Therefore, colleges and universities should pay attention to the digital construction of their own characteristic resources in the process of digital library construction, so that the digital library can better serve the school and society, and become a bridge for the outside people to understand the situation of the school.

(4) The professional quality of librarians is not high

The construction and development of digital library need the management and support of a large number of librarians with high professional quality. Digital book managers need to have a certain knowledge of literature database construction and management, and have a certain sense of service management and experience. But at present, it seems that the lack of high-quality talents, backward knowledge and skills, aging, lack of enthusiasm and other problems are more serious. In our country, the development mode of library does not change all the year round, the concept of management and service is not updated in time, and the posts are lack of technical content and are not valued. As a result, a lot of library, information, computer and digital talents seldom put the library in the priority position when they choose their jobs, forming the current situation that professional talents are

difficult to introduce. In addition, due to the lack of regular training on digital knowledge and skills of librarians, the traditional service level of librarians is difficult to meet the requirements of modern digital information resource services.

2. Problems in promotion

(1) Single promotion way and lack of publicity features

On the basis of establishing and improving the infrastructure construction and service of digital library in colleges and universities, the insufficient promotion has become an important obstacle to the popularization of digital library. Nowadays, the propaganda way of digital library is single and the propaganda is lack of characteristics. Some colleges and universities only recommend good books through the web pages of digital library, but do not or rarely use new media, campus book activities, digital library publicity and other ways to widely and continuously carry out book publicity. In addition, the publicity is lack of characteristics, so it is difficult to leave a deep impression on students. Finally, the promotion is not in place, which makes the construction and maintenance of digital library become a mere formality, and does not play its real service function.

(2) The popularization of digital book related knowledge is not in place

Understanding the knowledge of digital information retrieval is the premise of using digital library. Because colleges and universities have not popularized the related knowledge of digital books to students, many students have the need to use the digital library but will not use it correctly. In addition, for the students who lack of subjective initiative, because the school digital books related courses and activities are not in place, they lack the motivation to use digital books. Therefore, the lack of students' knowledge about digital books is one of the reasons for the waste and idleness of digital library resources.

4. Suggestions on the construction of university digital library

1. Broaden the sources of construction funds and increase the investment of funds

The construction of digital library is conducive to the construction and development of national culture. The state should pay more attention to digital library and set up a special fund for the construction of digital library. Colleges and universities that need the financial support of digital library construction should make a detailed application for construction projects, so as to highlight their own characteristics while standardizing the construction. The state shall examine and approve the special funds of colleges and universities that meet the construction requirements, and carry out relevant performance evaluation to ensure the rationality and effectiveness of fund utilization. In addition, colleges and universities can expand the sources of funds by raising funds from the public, or providing paid information services or training to the outside world in order to absorb private and enterprise capital.

2. Establish and perfect digital library construction standard

The construction of unified standards is conducive to the personalized construction of digital book resources and the cooperation and sharing of university books and documents. Establish technical standards and norms for digital library construction, standardize the procedures of digital library construction, the database system and management system used. At the same time of ensuring the individualized construction, the database between universities can be compatible. So that he digital document resources can be shared, the utilization efficiency of construction funds can be improved, and the waste of resources can be avoided. In addition, establish service standards and norms for digital library construction, pointing out the direction of modern services. The management mode of library should be changed from management type to service type, and the strength of embedded consulting service should be increased to keep up with the development of technology.

3. Increase digital documents and strengthen the characteristics of digital library

In view of the current situation that the digital resources of university digital library are insufficient and the characteristics of university digital library are not obvious. The digital library in colleges and universities should strengthen the construction of digital literature, through the purchase of literature database, strengthen the cooperation with network technology companies to develop

new data resources, timely update the database and other ways, increase the digital literature resources and enrich the digital library collection. At the same time, universities should pay attention to the construction of digital documents with universities' own characteristics. Colleges and universities should strengthen the accurate positioning of their own library characteristics, organize and sort out the original dissertations, courseware and documents related to the development characteristics of colleges and universities, and digitize them through the organization of technical personnel. On the basis of universities' own characteristics, strengthen the exchange and sharing of digital documents with other universities.

4. Attach importance to the introduction of high-quality librarians, and conduct regular skill training for librarians

At present, the lack of professional talents in digital library is quite serious. Therefore, the university library should pay attention to the introduction of high-quality talents and the cultivation of the professional quality of the original librarians. Colleges and universities can attract more high-quality talents by improving the salary and welfare, paying attention to the construction of digital library posts and other methods. At the same time, through regular training and assessment of librarians, librarians can pay attention to and improve their professional quality and improve their service level. To ensure that university digital librarians can master not only the basic theoretical knowledge of the library, but also the basic knowledge of computer operation, accurately locate the needs of readers, and provide timely related literature services.

5. Suggestions on the promotion of digital library in colleges and universities

1. Make full use of new media for publicity and expand publicity channels

With the development of Internet, new forms of media such as library websites, WeChat public numbers, micro-blog and QQ have been widely accepted by the public, and have gradually become the main way for the public to receive external information. For the publicity of the digital library in colleges and universities, colleges and universities can release the detailed introduction, latest news, daily good book recommendation and other information of the digital library on each new media platform, establish and improve the online interaction mechanism, answer the readers' questions in time, and locate and push the relevant information required by the readers. Track and count the books searched by each reader, and use big data to push books of interest to different readers. Collect and count the books searched by all readers, rank the books by year, month and day, push the popular books on the new media platform, and promote the digital books more deeply. In addition, colleges and universities should hold more activities related to digital books to expand the publicity channels.

2. Promote the characteristic publicity mode of "Digital Books +"

Colleges and universities usually open a variety of campus activities to encourage the participation of teachers and students, hoping to explore and cultivate the potential of college students in all aspects, so as to achieve the purpose of comprehensive quality education. Therefore, in the campus of colleges and universities, we can see the recruitment scene of different activities almost every day. In order to better participate in activities and get the ideal ranking, we must get a lot of relevant information. Digital library has the characteristics of fast retrieval, including large and complete data, so it can be used as the best way to obtain knowledge. Therefore, colleges and universities can organize the posters and flyers on the recruitment site of each campus activity, attach the title of "Digital Books + XX activity", and list some reference books related to the activity, such as "Digital Books + college sports meeting" activities, which can list related books such as sports methods, health and sports, and "Digital Books + campus food festival" activities, can be listed with healthy recipes, cooking methods and other related books. In this way, we can highlight the characteristics of digital book publicity, maintain the continuity of publicity, and achieve the purpose of promoting the use of digital books by students.

3. Education of digital library

In line with the development of digital information age, the effective use of digital books can more effectively and conveniently acquire the required knowledge, broaden the vision and improve their own quality. Therefore, learning how to use digital library is one of the necessary skills for college students. It is suggested that colleges and universities should offer general courses on the effective use of digital books, not just elective courses, so that students can learn the principles and applications of digital books systematically, improve the digital awareness and information quality, and retrieve and apply the information needed more effectively. In addition, colleges and universities can regularly or irregularly carry out propaganda activities of digital library, inform the latest development of modern digital library, recommend excellent digital books, and encourage teachers and students to use digital library effectively.

6. Conclusion

Since the concept of digital library was put forward in China at the end of 1990s, the construction of digital library in colleges and universities has taken shape. Based on the importance of digital library in colleges and universities, through the analysis of current situation, this paper puts forward innovative solutions to the problems existing in the process of construction and promotion of digital library in colleges and universities, which is conducive to the popularization of characteristic digital library in colleges and universities and the improvement of service quality, as well as the improvement of network information quality of teachers and students in colleges and universities, so as to better accept the service of digital library.

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