

# **The Construction of Characteristic Resources of Public Library under the New Information Environment**

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**Abstract:** 5g Network Technology, Big Data, Cloud Computing, Internet of Things and Other Information Technologies Will Change the Living Environment of Public Libraries. in the New Information Technology Environment, There Will Be New Changes in the Working Mode of Public Library and the Way of Users' Access to Information. the Construction of the Core Competitiveness of Public Libraries Lies in Accurately Meeting the Needs of Readers. Resources, as the Core Facilities of Libraries, Become the Focus of Construction. Only by Making Resources More Distinctive, Can They Be Easily Found by Readers and Accessible to Users.

## **1. Introduction**

Since the 1990s, with the Rapid Development of Network Technology, the Development Mode of Library Has Been Subverted Once Again. Digital Library, Composite Library and Intelligent Library Have Emerged One after Another. Nowadays, 5g Mobile Network Technology, Big Data, Cloud Computing, Internet of Things and Other Information Technologies Will Change People's Thinking and Habits of Obtaining and Using Information, Thus Changing the Living Environment of the Library, Which is the Opportunity and Challenge That the Public Library Will Face [1]. by Analyzing the Characteristics of New Technology, the Changes of Users' Habits in the New Information Environment, and the Construction of Library's Core Competitiveness, This Paper Points out the Significance of the Construction of Public Library's Characteristic Resources and the Transformation of Resource Presentation and Application Methods to the Construction of Core Competitiveness.

## **2. Analysis on the Construction Factors of Library Characteristic Resources under the New Information Environment**

### **2.1 Characteristics of New Information Technology**

New information technology refers to 5g mobile network, big data, cloud computing, Internet of things and other technologies closely related to information dissemination [2]. They change the way readers access information, give birth to new industries, and change the way people think about the world. In view of cloud computing and Internet of things have been widely used in libraries, this paper mainly analyzes 5g and big data technology [3].

5G network has fiber-optic access rate, “zero” delay experience, 10 billion device connection ability, ultra-high traffic density, ultra-high connection number density and ultra-high mobility, etc[4]. which can achieve consistent service in multiple scenarios, intelligent optimization of user perception, and at the same time, it will bring over 100 times energy efficiency improvement and over 100 times bit cost reduction to the network. This is the technical characteristic of 5g mobile network.

### **2.2 User Changes in the New Information Environment**

The change of users has three meanings. First of all, it refers to the change of user community centered on the change of age level of readers who use the library. Due to the technical threshold of digital database, the middle-aged and old people with low information literacy will be excluded

from the digital communication threshold. Second, the old group habits will change. With the development of information technology, the amount of information resources increases geometrically. Original users have higher requirements for information and need to improve their convenience, timeliness and uniqueness. If you are competing, you will have pressure. Information organizations that can not meet the needs of readers are gradually excluded by society. Third, the time to get information will change. Due to the accelerated development of modern social life, the fragmented time of readers has attracted more and more attention. Micro video, audio and other new media resources are welcomed by people. People can get information in the era of reading pictures, pictures and books. Fourth, the types of knowledge used have changed. Due to the development of video technology, invisible knowledge that was difficult to express in the past can be visualized through video[5]. Various learning platforms and knowledge sharing platforms are emerging, and the limiting factors of knowledge popularization are decreasing. Anyone can be an information publisher. New media, such as class and vibrato, reconstruct the distribution of human knowledge.

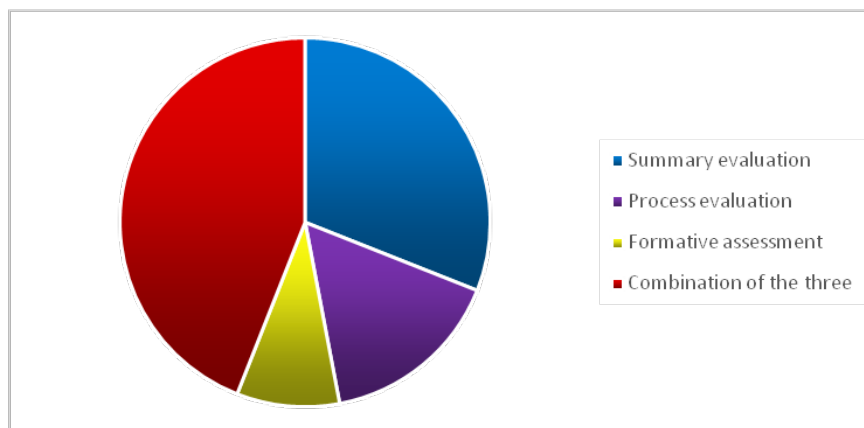


Fig.1 Distribution of Library Resources

## 2.3 Core Factor of Change User Experience

5G mobile Internet can make users get information more easily and quickly, but users also put forward high requirements for information sources: friendly interface, zero delay, less technical threshold, convenient retrieval, rich resources, accurate retrieval results, easy to obtain Weber Schramm, the father of communication science, put forward the probability formula to calculate the audience's choice of media based on the “most labor-saving principle” of economics, which is used to express the possibility of a certain media being chosen by the audience[6]. The formula is as follows: selection probability = media reward commitment / effort required. According to the formula, if you want to improve the probability that a media is selected by the audience, you can start from two aspects. One is to improve the molecule, that is, to improve the reward commitment of the media, to increase the revenue that the audience may get, and the higher the revenue the audience gets, the wider the selection. The income of the audience is highly related to the content provided by the media, that is, the information is more practical for the audience. This involves subjective factors, so there will be different opinions. For example, there are totally opposite views on the identification of information content, which is another aspect to be considered. The second is to reduce the denominator, that is to say, to reduce the efforts that the audience needs to pay for the reward. The cost that the audience pays is related to the difficulty of obtaining information. The higher the effort the audience makes, the less likely it will be to choose. The effort here refers to the difficulty of obtaining information. So the inspiration for us is to increase the selection probability of users by reducing the difficulty of information acquisition.

## 2.4 Order Change Decentralization

In the new information environment, the Internet is not a hierarchical structure, and there is no central node, so it can not become a certain kind of authority. The technical structure of the Internet determines its inner spirit, which is decentralization, distributed and equal communication. From

this, we can see that equality is a very important basic principle of the Internet. The first is that people gradually get rid of the limitation of time, providing information across time and space will become the demand of the times, and the opening time of public cultural facilities will eventually disappear. Readers can determine the specific time to obtain information according to their own needs. The second is multi-directional communication[7]. The traditional library service is a one-way delivery mode, that is, a one-way delivery from the library to the readers, with fewer levels and no complexity in content delivery. In the new information environment, the one-way communication mode will be changed to N times of network three-dimensional communication. The direction of communication also changes from one-way library to three-dimensional communication among librarians, readers and libraries. Online, some libraries with development ideas will build knowledge exchange platforms or online communities for readers to share knowledge information and ideas, which is the application of user contribution theory in the field of library [8]. When readers transmit and transmit all kinds of information in a three-dimensional way, that is, to present a network communication mode, its communication range will be greatly improved.

## **2.5 Coping with Change - User Loyalty**

In the new information environment, users can actively participate in the creation of value. Now popular network red is also this development mode. Communication media can use powerful digital resources and cloud computing functions to grasp the user's demand information in time and provide personalized services for users. These contents and services can be directly generated by advertisements and users, who need to pay specific fees. In this game mode, the basic concept of users and media is necessary[9]: emotional positioning is the psychological experience of the audience. In order to satisfy their feelings, the audience accepts the necessary information and the information to express their feelings. In this way, through the link of the media, the whole feeling of receiving information is formed and the effect of emotional cognition is produced. The width of emotional identity, the number of users, its depth, comes from the loyalty of users, the value of loyalty! Please consider what users are thinking.

## **3. The Significance of Characteristic Resources to the Library in the New Information Environment**

Since the 1880s, China's library industry began to build characteristic libraries. However, in the new technological background, we must re understand the unique significance of characteristic resources from all aspects and multiple perspectives, and view the characteristic resources and its construction methods from a new perspective.

### **3.1 Basis of Document Resource Sharing**

Library is just a node in the information society. Society endows it with a unique division of labor, and stereotypes and symbolizes its role. This is the result of social specialization. At the same time, in the face of massive publications, public libraries, especially small and medium-sized public libraries, can only selectively build their own resource system according to financial resources, material resources (especially the area of the library premises), and real users. This will inevitably lead to different emphases of each library and different development characteristics. Especially because of the difference of regional culture, the library with regional characteristics is produced. The mobility of modern people is large and the demand is diverse, so document sharing becomes a real demand. At present, the utilization rate of interlibrary loan service in more developed countries is increasing year by year, which is the reflection of this demand.

### **3.2 Precisely Meet the Specific Needs of All Users**

In the 1980s-1990s, although the construction of characteristic resources and characteristic library took into account the factors of document guarantee, resource sharing, characteristic brand construction and so on, but because it is an exclusive way of construction, there is a substitute price

to meet the needs of another part of readers at the expense of one part of readers, such as aquatic library, ceramic library, shoe industry library, etc., which led to the library The loss of publicity makes the public library become a professional library, which is the reason why the characteristic library in the past is gradually silent. The characteristic resources in the new information environment are more reflected in the different organization and presentation of resources. The service object is all users, and it meets the specific needs of all users. Its operation mode breaks the linear arrangement mode of resources in the traditional environment, arranges a variety of resource combinations through new information technology, understands user needs through cloud computing, and realizes the precise docking of services and needs. Therefore, although some resources are exclusive, the overall resource system has a strong inclusiveness, which can win a wide user base for the library.

#### **4. Construction Mode of Characteristic Resources**

The construction of characteristic resources of public library is also a form of paper literature. It is mainly achieved through traditional technical means including collection and purchase. The core of collection is to establish a comprehensive collection network. In terms of purchase, it can be subdivided into Taobao, online shopping and bidding in the old market. Here, we focus on the methods of building digital resources of concern.

#### **5. Conclusion**

In short, the new information technology has broken the traditional barriers of obtaining time and place information, changed the way of information transmission, and changed the way people communicate with each other. That promotes profound changes in society. In the information age with resources as the king, the public library should change the way of constructing characteristic resources, and improve the core competitiveness of the public library in the new information environment in a way that is easier to find and access.

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