Research on Information Accomplishment Cultivation of University Readers under the Background of "Internet +"

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Abstract: The planning and implementation of the national "internet +" development strategy has raised the demand level of information accomplishment of university readers, and also provided new opportunities for the information accomplishment cultivation of university readers. The internet promotes the construction of library information resources, improves the learning ability of library readers, and also changes the service model. Under the "internet +" background, university libraries should stimulate learning motivation, perfect course system, update interaction model and enhance practical teaching to achieve the goal of information accomplishment education for university students.

1. Introduction

Information accomplishment is a kind of adaptability to the information society, which mainly includes the awareness of information, the ability of information and the application of information [1]. Information accomplishment education refers to the cultivation of reader's attitudes towards information, the ability to collect and process information, and the application of information in practice. It is very important to improve reader's information accomplishment education. The improvement of reader's information accomplishment education can not only greatly reduce the information consultation service, save the operation cost of the library, but also make it a lifelong skill possessed by the reader and benefit the reader for life. The information consulting service of university library not only provides information accomplishment education for readers, but also provides individualized information consulting work for readers. "Internet +" represents a new economic form which gives full play to the optimization and integration of the internet in the allocation of production factors, and integrating the innovative achievements of the Internet into all sectors of the economy and society, enhancing the innovation and productivity of the real economy, and forming a broader new form of economic development based on the Internet infrastructure and tools. On the one hand, "Internet +" has brought many opportunities for the products and services provided by university libraries. On the other hand, the demand for information accomplishment training of university readers has been increasing under the background of "Internet +". How to cultivate and educate reader information accomplishment in university libraries is not only an important mission of university libraries, but also a hot research topic [2].

2. Opportunities of Information Accomplishment Cultivation of University Readers brought by Internet

2.1 Promote the Construction of Library Information Resources.

Internet promotes the construction of compound information resources in university libraries. Under the background of "Internet +", the paper literature resources of university libraries still play an important role in information. But with the help of the new generation Internet technology, the role of electronic resources and databases in information dissemination has become increasingly evident. Paper literature coexists with virtual resources, learning research and leisure entertainment sharing,

cultural heritage preservation and utilization equally, literature borrowing and information services taking into account, and culture. The coexistence of knowledge dissemination and education is always the unchanged purpose of libraries. The introduction of "Internet +" has attracted much attention for the operation, upgrading and compatibility of computers and network systems. The digital development of academic resources and other collections of literature and special literature has attracted much attention. The revelation of knowledge content and the unification and sharing of information carriers have attracted much attention. It promotes the network and data construction of university library information resources, provides a convenient and fast platform and broad development space for the construction of library information resources, and promotes the construction of compound information resources of university library. "Internet + Library" also has the basic characteristics of internet timeliness and interactivity. It is not limited by time and place. As long as there is a network, the library can transmit messages wired or wireless, and promote communication and communication between information transmitters and receivers.

2.2 Improve the Learning Ability of Library Readers.

Modern university students have good autonomy in learning in the internet era. Under the background of "internet +", everyone is the transmitter of information, and also the receiver of information [3]. The original information accomplishment education has been unable to meet the needs of students' upgrading and social development. University libraries must reform the education mode of reader Information accomplishment in order to meet students' demand for self-learning ability. University students have enough curiosity about new things and are willing to accept new knowledge and ideas, which also determines that they have good independent research ability. In modern society, university students are required not only to master professional knowledge, but also to have a deeper information accomplishment. Readers information accomplishment education can meet students' actual needs and cultivate their independent research ability. The purpose of learning knowledge is to use and maximize value. If students only learn knowledge but do not understand how to use it, then they cannot achieve educational significance. Under the background of "internet +", the information accomplishment education of university libraries can enhance students' ability to use knowledge. Therefore, the university students can give full play to the role of knowledge, and become useful talents for the country and society.

2.3 Transform the Service Model of Library Readers.

The traditional library reader information consulting service mainly adopts asynchronous digital reference service, and readers and library information consulting service personnel adopt email and other ways to achieve. In the multimedia environment, the development of digital reference services in libraries is an important direction to optimize the mode of reader consultation services. Digital Reference Service is a kind of network-based information consultation service, which takes the way of network information exchange as the main service means and digital resources as the main information source to provide users with all-round information consultation service without time and space constraints [4]. Through electronic means, readers ask various questions to library information consultation service personnel and ask for answers. Library information consulting service personnel provide real-time feedback and online answers by online electronic means. The implementation of digital reference service in libraries means that in virtual environment, librarians directly face users and answer reader's questions in time. Therefore, digital reference service is also called real-time interactive reference service, online reference service or virtual reference service. In order to meet the actual needs of students, university libraries should constantly improve their information service capabilities. We should pay attention to the application of network technology, strengthen the hardware reconstruction, strengthen the training of library staff, change the current situation that librarians lack professional knowledge of library and information, improve librarians' professional ability, and better provide professional services for students.

3. Cultivation Methods of Information Accomplishment of University Readers under the Background of "Internet +"

3.1 Stimulate Learning Motivation.

When freshmen enter the university, librarians should not only explain the basic functions of libraries, but also carry out basic knowledge education of information accomplishment, so that students can have a preliminary understanding of information accomplishment ability. In the teaching of document retrieval, we teach students how to use Internet technology to search books or materials, and lay a foundation for student's future study and research. In the special lecture, we should stress on the necessity of solving the information accomplishment ability and how to make use of the advantages of "internet +" to enhance the comprehensive ability of students and promote the all-round development of students. Change the original single paper media, so that readers can understand from multiple senses. The purpose of information accomplishment education is to cultivate the reader's academic information ability, that is to say, the ability to participate in personalized and professional academic activities and acquire new knowledge by using academic information. In the process of teaching, teachers need students to master a certain degree of relevant professional literature retrieval knowledge. According to the individual requirements of professional teachers, university libraries can incorporate the training of literature resources retrieval methods and skills for students into their curriculum, so that students can master the distribution, retrieval tools and retrieval skills of professional literature resources. Under the background of "internet +", the media and communication modes of information accomplishment education are not single. For example, MOOC is a new carrier of information accomplishment education. It realizes the full participation of information accomplishment education curriculum. On the MOOC platform, it brings students a new experience of aggregation, efficiency and interaction, increases their interest in learning, and can read at anytime and anywhere on the mobile terminal. It is free from the constraints of time and space, and enjoys personalized services. There is also a professor who takes advantage of MOOC class to lead students to develop this course into online game software and embedded it in the platform to realize the combination of teaching and pleasure.

3.2 Perfect Course System.

In the traditional information accomplishment education of university students, the main purpose is to provide literature retrieval course, which aims to let university students know how to obtain valuable information by means of library resources and network resources. Under the background of "internet +", the demand for students' ability training has been increasing. It is urgent to reform the information accomplishment education in university libraries. We should change the existing teaching contents, innovate educational forms, strengthen students' learning ability, and enhance their comprehensive quality. Universities should do a good job in basic education, so that students can grasp the key points of literature retrieval and make proper use of media knowledge. University libraries should attach importance to information ethics education and guide students to use information strictly in accordance with relevant laws and regulations. It cannot be used at will, otherwise it needs to bear legal responsibility. University libraries should pay attention to the application of information technology, increase the application of information technology in the teaching process, let students learn to use information technology to query the information they want, and form a database, in order to better enhance information accomplishment. At present, most universitys and universities offer literature retrieval courses, some of which are optional courses and some of which are compulsory courses. Document retrieval course should adopt the teaching method of combining theory teaching with on-line practice. Library teachers should keep track of the changes of various literature resources at any time, adjust the teaching content in time according to student's needs, and improve students' practical ability of literature retrieval through classroom explanation, proposing homework topics, letting students practice on-line and answering questions on-site. Some

libraries have also developed online classes to publish courseware and homework exercises on the Internet, which makes it easier for students to use the Internet to learn literature retrieval skills, and the learning effect is very remarkable.

3.3 Update Interaction Model.

Change the original interactive webpage communication, and further improve library services through social media and other channels. Under the background of "internet +", we should pay more attention to communication with readers, understand the needs of readers, and improve library services. With the help of internet, we can improve the traditional way of communicating with readers through interactive web pages, collect high efficiency through on-site consultation, and participate in consultation through instant social network services such as Wechat and Microblog. Questionnaires, various forms, regular communication and other methods can also be favored by readers. Through various reading communities, we can understand their general needs for reading. University libraries can also design a cross-system, cross-equipment platform, so that readers can interact with all kinds of library resources dynamically, and promote reader's exploration and use of Library resources. At the same time, libraries will find the relevant content that readers care about and need. With the development of information accomplishment education in University libraries, it is hoped that the library can provide the above communication channels, increase the understanding of readers' needs, and further improve library services. Libraries should intensify propaganda, create an environment conducive to the learning of new media information knowledge, and create a good atmosphere for students to improve their information accomplishment. This kind of propaganda is various. It can help students to understand and learn new information technology through on-site visits, network videos and other ways. It can also help some students to understand and master new knowledge by means of volunteer teams, and then let them use their spare time to practice constantly. The one-to-one service can help other readers master information knowledge and ability.

3.4 Enhance Practical Teaching.

Under the background of "internet +", we should change the traditional way of communicating with readers, break the traditional boundaries, and understand the readers' feelings through various activities. University libraries can establish links with the Ministry of Work and organize book donation activities for graduates during the graduation season. Some of the donated books can enrich the collection resources. Some textbooks are self-help to students with financial difficulties. The other part is part of book drifting, so that more readers can read them. At the same time, University Libraries guide students to participate in the scientific research activities of teachers and librarians of their specialty, and construct an all-round information accomplishment education and training system. At present, in the information accomplishment education of readers in winter libraries of universitys and universities, only offering literature retrieval course cannot meet the needs of student's ability cultivation. We must strengthen the reform of curriculum system to provide students with practical and practical opportunities in order to improve the level of information accomplishment education. Combine with the actual work of the library and increase the practical hours. Document retrieval course is generally short of hours, so we can use the second classroom and teaching practice week to organize students to carry out on-site teaching in the winter library. Combining the classroom content with the actual work of the library, students have a perceptual understanding of the work of the winter library, and their learning enthusiasm has been improved, so as to achieve twice the result with half the effort. We should guide students to participate in the scientific research activities of teachers and librarians in our specialty and build an all-round information accomplishment education and training system. In scientific research, such as project setting and patent application by teachers and librarians, students are responsible for data collection, screening and novelty search, which not only increases the strength of scientific research work, but also cultivates, exercises and improves student's information accomplish ability.

4. Conclusion

University library has multi-disciplinary, multi-type and multi-carrier literature and information resources, which is not only the second classroom for readers to learn and cultivate innovative thinking, but also an important classroom for readers information accomplishment education. Under the background of "internet +", the library should change the passive way of education. While providing the readers with literature information, university library also helps readers get effective information. Actively cultivating and guiding the improvement of reader's information accomplishment ability reflects the information hub function and cultural center function of the library.

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