

Current Situations and Optimization Suggestions of Reference Service of Library Website of China

Shuxin Chen

Beijing Normal University, Beijing, 100091, China

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Abstract: From the perspective of users, this paper analyzes the teaching reference service of university libraries in China through the research on the setting of the teaching reference service module of the library website and the analysis of users' needs. The author gives the concept of reference service of library and the research status of library reference service of China. Finally, the researcher analyzes the intention of using the service of teaching reference of Beijing Normal University students and proposes the optimization suggestions.

1. Introduction

In today's world, the digital and personalized development of information is faster and faster. As one of the information concentrations, the function of the library is also questioned by people. When users browse the library website, their information service needs are often not fully met. Compared with the Internet search engine, the visit rate of library website is generally lower. College students usually start their academic search with Internet search engine or Wikipedia, and none of these students start their search with library website. University Library has rich collection resources, and its website is the most convenient access to the basic information of these resources. No one pays attention to the library website. To some extent, it shows that the corresponding library resources are idle, which has caused a great waste of university library collection resources. In the OCLC survey, the college students said: search engines and Wikipedia are more convenient, easier and faster to use than library resources. In other words, students think that the library website is not convenient and fast enough to meet their expectations. University library wants to promote itself better, on the one hand, it can cooperate with search engine, let it link to library web page more; on the other hand, library should fully realize the difference between itself and search engine. First of all, the library is an entity that can contact with individuals, and it should and can provide users with more diversified personalized services. The library should make long-term marketing plans from this aspect to better promote itself [1].

2. Concept of Reference Service of Library

If the library wants to make better use of its collection resources, it needs to develop its own characteristics, play its strengths, participate in campus life and integrate into students' studies. This study focuses on the integration of library into students' studies, and studies the development of library course Reserves Service (teacher designated reference book service, or teaching reference service, teaching reference service), hoping to provide help and suggestions for the improvement of library teaching reference service and the development of library work in China.

According to its carrier, it can be divided into traditional teaching reference service (Print Reserve or Paper Reserve) and electronic teaching reference service (E-reserve). Traditional teaching reference service is a kind of service that the library collects the high-frequency entity materials (teacher designated reference books, etc.) and places them in a certain area of the library for teachers and students to borrow for a short time. E-learning service was first developed in the United States in the 1890s [2]. It is rising under the background of the development of computer network. The library services provided to teachers and students after the digitalization of teaching reference materials.

According to the library collection, the teaching reference service can be divided into the narrow

sense and the broad sense [3]. In a narrow sense, the teaching reference service only provides the teaching reference materials designated by the course teachers and required to be read by the students. On the basis of the designated reading materials, the generalized teaching reference service collects other reference materials such as books related to teaching and subjects, previous year's papers, etc., and provides them to students and teachers to help them with their research and learning. The scope of teaching reference service provided by the library can be very wide. This study will limit the scope of research to the teaching reference service module provided by the university library website.

3. Research Status of Library Reference Service of China

There are two kinds of research methods of teaching participation service in our country: (1) the researchers summarize the problems and construction experience in the process of the actual construction of electronic teaching participation service in the library of the university where they work; (2) the researchers investigate, compare, analyze and summarize the construction of teaching participation service in the library of our country or foreign universities. These two kinds of research, as well as some other research, will ultimately aim at providing suggestions for the teaching and reference services of university libraries in China [4].

In the first kind of research, most of the researchers in our country first summarize the shortcomings of the existing library's teaching participation service in our country, and then elaborate the problems encountered in the process of the actual construction of the library's electronic teaching participation service, and according to the measures taken to solve these problems, summarize the experience of the construction of the library's electronic teaching participation service. For example, the library of Shanghai Jiaotong University cooperates with the academic affairs office and the network center, takes the teaching information service network of the university as the platform, relies on the library collection and staff, adds the teaching reference book module in the student schedule, and constructs the "wisdom ubiquitous classroom" e-teaching reference service system.

In the second kind of research, the researchers focus on the research of the construction of the foreign university library's teaching participation service, and then compare, analyze and summarize from the theoretical level. Most of them choose one of our country or foreign countries to carry out relevant theoretical research. Wang Yuan et al. investigated the construction of electronic teaching reference service in 676 colleges and universities, focusing on the statistics of the existence of teaching reference service, the name of teaching reference system, the layer of teaching reference service located in the library website, retrieval path, collection status and whether there is a recommendation form of teaching reference [5]. The results of the investigation and analysis point out that there are many deficiencies in the service of college teaching participation in our country, and make the corresponding opinions and suggestions. There are also some researchers who compare the development of China's and foreign countries' teaching participation services, and find out the similarities and differences in the construction of foreign libraries' teaching participation services and the shortcomings of China to draw lessons from foreign construction ideas and construction methods to put forward suggestions for the retrieval of China's teaching participation services.

Scholars have emphasized the importance of teaching reference service for students' studies and the full use of library resources. But from the theoretical point of view, the majority. In fact, there are relatively few libraries carrying out the construction of teaching and reference service, and most of them have a long-time interval with the present. To some extent, this shows that the development of teaching reference service in university library is slow and the renewal frequency is low. It should be noted that, even if the actual research on the construction of school library's teaching participation service is carried out in China, it is more from the perspective of the library side, combined with the existing theory and technical departments to cooperate in the construction of relevant services. Research often lacks the analysis of user needs in the early stage. This often results in the built teaching and learning system cannot meet the real needs of users, and even only a few users actually visit it. It is the focus of this study.

4. Improvement Suggestions of Library Reference Service of China

The development of teaching reference service and the construction of related service platform in university libraries in China should be improved from five aspects: user demand mining, curriculum relevance, resource type, website retrieval entrance and publicity and promotion. The five aspects will be described in detail.

4.1 Strengthen User Demand Mining.

In the construction of teaching reference service in Colleges and universities in China, there is a lack of analysis and mining of user needs, and most of them rely on the theory to construct the teaching reference service in the library of our university. In the analysis and interview of the students in Tsinghua University, the interviewees showed their intention to use the service, and expressed their opinions and suggestions on the service and even the library service. In the analysis of the students in Beijing Normal University, although the open-ended questions are not necessarily answered, many interviewees actively put forward suggestions for the library service. Therefore, the library should be fully aware of the importance of the implementation of the concept of "user centered" to improve the utilization rate of resources in the library and the influence of the library. The most important thing of "user centered" is to meet the needs of users, and the needs of users need to be understood by the library through relevant analysis. In the early stage of opening up new services, the library or library website should make a detailed and sufficient analysis of users' needs. Simple analysis, such as analysis can obtain the most basic needs of users; deeper needs sometimes need the library to carry out open interviews. For example, through interviews in this study, in addition to teachers' designated reference materials, course handouts, course related video recordings, course related papers and exercises, the library's teaching reference service can also provide links to professional related resources websites, provide a platform for learners of similar courses to recommend reference materials, and can be based on classification or similar courses The learners' browsing records provide the library's recommendation. These are the "alternative" teaching and reference service needs that cannot be found by theory alone.

4.2 Closely Related to the Course Content.

The ultimate purpose of teaching participation service is to serve students' studies, so it is particularly important to have a close relationship with students' courses. According to the results of the comparative analysis of the current situation of the teaching reference service in foreign university libraries, the teaching reference service provided by our country is often not related to the student curriculum. According to the interview results of students in Tsinghua University, students believe that the significance of teaching participation service lies in providing convenience and help in their course learning, helping them to contact the background and frontier of their major. It is closely related to the course content of students, not only to provide reference materials related to the course, but also to continue to update and accumulate. In this respect, the Librarians in our country should actively cooperate with the teachers to provide and update the paper bibliography, electronic full text, previous papers, standardized handouts or problem sets that the students in our country feel need, as well as the website links that are helpful to the curriculum. It should be noted that the library website may not be able to keep up with the speed of the search engine in the updating of materials, which is not the key point for the library to improve; what the library really needs to do is to fully cooperate with the teaching teachers, to provide authoritative and professional reference materials for students' academic study and access to the frontier of the field.

4.3 Enrichment and Integration of Resource Types.

According to the results of library website survey, there is still a lot of room for improvement in the digitization of teaching reference materials in University Libraries in China. More documents should be digitalized and electronic within the scope of copyright. With reference to the construction of foreign educational reference services, the existing and future development of educational reference services in China should appropriately enrich the types of resources, such as providing

video and other resources should also be considered. From the analysis of users' needs, the library should not only be limited to the reference materials designated by teachers, but also develop broad teaching reference services, such as providing lecture notes, papers, etc. It should be noted that no matter the reference materials designated by the teachers (electronic full text and paper bibliography), curriculum handouts, curriculum related video recordings, or curriculum related test papers, exercises and professional related resource website links, all can be completed by the library side. The library should put itself in the position of the main undertaker of the construction of teaching participation service, actively promote the construction of teaching participation service, and even promote the improvement and transformation of the teaching mode and student learning mode in colleges and universities in China.

4.4 Improve Website Search Entry.

According to the results of comparative analysis on the construction of teaching reference service in foreign countries, there are some problems in the information of teaching reference service on the websites of libraries in China, such as the confusion and disunity of naming and modules, the long retrieval path, and the unobvious retrieval access. According to the feedback of twenty interviewees who were asked to browse "Tsinghua University's teaching reference service platform", there is also a problem that users can't find the entrance of teaching reference service on the library website in the actual retrieval process. From the perspective of the researcher's own browsing and analysis of the websites of foreign libraries, although there are some foreign university libraries in which the service is not the same platform as the library, the information about the course reserves on the website of the library is very obvious, providing a simple and quick jump path; even if it is used for the first time and there is a language gap, it can also quickly locate the entrance of teaching reference service. The library of our country should be improved in the process of constructing teaching reference service and in the future. Attention should be paid to the visualization of retrieval access to ensure that users can pay attention to the existence of this service in the process of browsing the library website. The entry name or the name of the upper class is simple and easy to understand to ensure that users can understand its connotation.

4.5 Increase Publicity and Promotion.

From the results of the analysis of the students in Tsinghua University, the vast majority of the respondents who have not used the "Tsinghua University Teaching Reference Service Platform" said: "the reason for not using it is that they do not know the existence of this service". This is a problem worthy of attention for the university library which has already built the teaching reference service - the library has built the teaching reference service and has the basic function of the teaching reference service, but because of the lack of publicity and promotion, it is not known by the students. In fact, it is not only the teaching and reference service, but also many resource services carried out by the library. In order to solve this problem, the library should not only strengthen the publicity of its services, but also broaden the publicity methods. We can use social media, create attractive library activities, etc. For the university library which has not been fully developed, if we can carry out the relevant user demand research in the early stage, on the one hand, we can ensure that the construction services fit the needs of actual users, on the other hand, we can also play a certain role in publicity.

5. Conclusion

The construction of teaching participation service in university library is not only one of the ways to improve the utilization rate of library collection resources, but also can help the students to better carry out curriculum learning. Paying close attention to the construction of teaching reference service in university library is helpful for university library to play its function in students' study and improve the utilization rate of library collection resources. The construction of teaching participation service in University Library in our country started late and developed slowly in the past twenty years. There are still many works to be done. In the early stage of service construction, the library should pay attention to the needs of Chinese students for teaching reference materials, enrich the existing types of

resources for teaching reference services, improve the division of library website modules, and make the services provided easy to be found by the users in need. At the same time, we should adopt various ways to promote the service of teaching participation and other services in the library.

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