

# Discussion on the Construction and Innovation of the Reader Service System of University Library Under the Network Environment

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**Abstract:** Based on the development of university library service in China, this paper analyzes the significance of university library service innovation and transformation under the "Internet plus" environment, puts forward the problems existing in the current university library service, first expounds the necessity of university library adapting to the new technological environment to build an innovative service system under the network environment, and then from the concept, management, resources The construction of innovative service system is discussed from five aspects of technology and service. This paper focuses on the analysis of the construction of the intelligent service mode of university libraries from the perspective of innovation and puts forward reasonable suggestions in order to improve the service ability of intelligent libraries and provide reference for people who pay attention to such topics.

**Keywords:** Construction and innovation ; reader service system; university library; network environment

## 1. INTRODUCTION

University libraries should rely on the concept of "Internet plus" and the strong support of information technology to fully guarantee the development of modern management and service optimization. Through technical support for the upgrading of library software and hardware, they should constantly change and supplement service content, expand service space, improve the service methods of university libraries, expand service scope, and improve service quality. Innovative education is a new educational concept, which is based on the cultivation of people's innovative spirit and is proposed to meet the era of knowledge economy. It can provide an important guarantee for the implementation of quality education.

From a macro perspective, innovative education is the innovation of education. According to the development characteristics and trends of the new era, the education function has been re positioned, mainly exploring, and solving the problems of innovation ability and consciousness. In addition, the wide application of cloud computing and mobile network also provides comprehensive help for the sustainable development of university libraries, can provide research directions and hot changes for disciplines, and provide academic sharing mirrors for researchers, it provides personalized services for readers and decision support for resource procurement.

(1) Therefore, the era of big data in university libraries has come. Fundamentally speaking, it is a service provider. How to provide a higher quality and high-level service to the majority of readers with the Internet as the carrier requires a clear service concept and awareness.

(2) The service tenet should be "reader oriented". How to attract readers into the library and how to provide diversified and characteristic services are all issues that need to be considered. The development of high and new technology, the

change of network environment, the rise of digital library, the formation of information market and the rise of information consultation have caused dramatic changes in the external and internal environment of library management.

Varying Characteristics of User's Demands on University Libraries under Ubiquitous Knowledge Environment is shown in the figure.

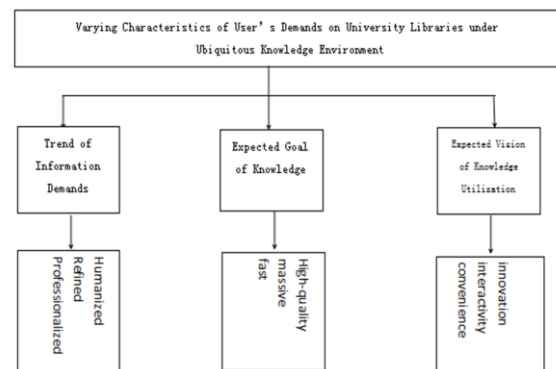


Figure. 1 Varying Characteristics of User's Demands on University Libraries under Ubiquitous Knowledge Environment

## 2. THE PROPOSED METHODOLOGY

### 2.1 The Significance of Service Innovation and Transformation of University Libraries under the "Internet plus" Environment

Under the influence of the digitalization of cultural communication carriers and the diversification of communication methods, various media such as television, radio, and the Internet are nibbling at the hereditary territory of libraries. More and more people have realized that the 21st century is the century of innovation, which will play an increasingly important role in social life, production,

operation, management, and other activities. The competition in today's society is becoming more and more fierce, people's life rhythm is relatively fast, and they have a certain sense of time. With the support of Internet technology, the service time can be shortened. In the "Internet plus" environment, business handling efficiency is getting higher and higher.

(1) University library staff can simplify the relevant work procedures, such as borrowing and returning books, handling of borrowing cards, etc. This can reduce the workload of staff and improve work efficiency.

(2) Actively learn new technologies and ideas, enhance their own innovation literacy, inject vitality and vitality into the construction of university intelligent libraries, provide readers with high-quality and high-quality intelligent services, and then play a guiding role for readers, so that they can consciously tap their own innovation potential, implement innovative education, and promote the sustainable development of university intelligent libraries. Library knowledge service is a complex and long-term systematic project.

(3) In today's knowledge economy era, when all kinds of network information are coming, and explicit and implicit information are intertwined, how can we mine and guide valuable information from the vast network?

It is often difficult to achieve ideal results only by relying on traditional qualitative or quantitative analysis and processing methods. It is necessary to use intelligent big data systems to correlate and classify this, so as to improve the pertinence and convenience of readers' search, Solve users' practical problems.

## 2.2 Reflections on the Innovation of University Library's Knowledge Service System from the Perspective of Big Data

University libraries can rely on WeChat official account to push various developments of the library, such as the latest activity information and latest books of the library. In the era of network information, the primary task of university libraries is to strengthen the construction of information infrastructure, the key and core of which is to promote the in-depth development and utilization of information resources and provide users with satisfactory services.

Therefore, the librarians of university libraries should be compound talents with high professional ethics, technical quality, and cultural quality. In order to meet the needs, libraries should strengthen the construction of professional ethics. Most college students will lend books for reading. In order to ensure that the reading needs of readers are met, university libraries should improve the speed of information circulation, and relevant staff can speed up the processing and putting on shelves of books. University libraries can cooperate with bookstores. Students can borrow books they are interested in directly from bookstores, which can fully reflect the basic role of Internet information technology and improve the speed of information circulation. For research smart librarians, in order to enhance their comprehensive quality, we can provide them with a platform for academic research, so that they can obtain new knowledge from it.

## 3. CONCLUSION

In the "Internet plus" environment, the speed of information dissemination has been rapidly improved, which has

strengthened the interaction between information and promoted the generation of network culture. With the development and progress of Internet information technology, people's traditional learning methods and information retrieval methods have been changed, which also has a negative impact on the development of university libraries. The development of anything has two sides, and constantly improve the quality and level of library knowledge services. It is believed that in the near future, libraries will step into the era of big data one after another. Although libraries have the advantages of resources, their technical disadvantages will be a major challenge to carry out big data services. How should libraries improve their strengths and offset their weaknesses to avoid marginalization of their status will be a major issue that every librarian should ponder.

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