Optimization Strategy of Information Transmission Service in University Library Based on Information Fusion Technology

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Abstract: In recent years, the entry into the digital environment has made the requirements for information transmission services in university libraries more stringent. The widespread application of digital technology has changed the past collection methods of university libraries, leading to significant changes in the way information is transmitted and users read. At the same time, the essence of universities is knowledge production, and the way users read has fundamentally changed the traditional way of information dissemination. Colleges and universities in China are knowledge producing areas, and library information delivery services have various resource advantages. This article explores the optimization of information delivery services strategically.

1. INTRODUCTION

Colleges and universities are currently relatively concentrated and occupy an important position in China's knowledge output "frontier", and university libraries are the main platform for knowledge exchange, dissemination, and collection. Due to the rapid development of digital technology, the original reading habits of humans have undergone tremendous changes, basically achieving the goal of reading without leaving the house, breaking the shackles and limitations of original time and space, which to some extent indicates that paper books have gradually faded out of public view, while the reading mode centered on the Internet and mobile Internet technology has already become the mainstream, especially the emergence of a large number of mobile terminals and electronic devices, It has made its user group radiate from the scope of universities to society, and has established electronic libraries.

Provide physical and e-book reading services for users. Due to the low cost and massive storage capacity of electronic libraries, their storage capacity and update speed are unparalleled in the past, but their utilization efficiency is unsatisfactory. This directly affects the dissemination and exchange of knowledge. As well as universities' own education, scientific research, and transformation of knowledge achievements, universities have not achieved their due advantages in terms of knowledge economy and social benefits. Create a healthy space for online communication.

Due to the characteristics of loose network information dissemination and uneven type and quality, the management of information network dissemination is also relatively loose. Therefore, the healthy operation of the network needs to invest more resources to ensure that, on the one hand, it is necessary to strengthen the moral level of flexible management systems to control, such as the code of conduct of network information operators, ethical codes, and user network etiquette. On the other hand, policies and laws are also important control measures to ensure network health. As a library that provides resource sharing for the public, promoting the healthy development and orderly progress of

network communication is its responsibility, and it is also a supervision method that must be nurtured by the development of the network environment to a certain extent. In the modern big data environment, the speed of information update continues to accelerate, and users' ideas and needs continue to increase. This requires changes in the overall mobile information service, including form and content.

Traditional information services can no longer meet more requirements of modern users, with relatively old-fashioned forms and content, mainly focusing on browsing and borrowing. They fail to fully utilize the advantages of modern information technology and fail to convey real-time messages to users in a timely manner, affecting users' judgments of things and their satisfaction with their own access to information. Since entering the digital era, the rapid development of information technology has meant that the gap in users' demand for intelligence information has gradually shifted from value orientation to diversification. In other words, users no longer focus on learning or mastering more theoretical knowledge, skills, and skills while reading, but instead pay more attention to meeting the diverse needs of social education and scientific research. At the same time, the changes in user groups, namely, the gradual expansion from the original school students and teachers to scientific researchers and social user groups, have determined that their information transmission requirements are increasingly diverse.

2. THE PROPOSED METHODOLOGY

2.1 Analysis of Obstacles to Information Transmission

Information transmission must adopt scientific and reasonable technical means, constantly enrich existing channels, and achieve the goal of transmitting information to users in the first time. Libraries should mainly serve students, teachers, and research personnel of the university. Some colleges and universities with library collections have not kept up with the future mainstream development trend of "going out of school, going nationwide, and going global". The types, capacity, and updates of books in the library are far from keeping up with

the reading needs of users in the digital era. "This has resulted in outdated and rigid information sources. In addition, in terms of reading methods and services, some colleges and universities still rely on traditional reading rooms and outdoor borrowing. Physical book reading is still regarded as the main body by some colleges and universities, and the reading advantages of electronic books. Libraries should focus on their own students, teachers, and research personnel as the main service groups.".

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In an intelligent information management system, mobile information services can perform statistics and prediction on book borrowing information, and timely display and remind users of retrieved information. This management system connects with the user's smartphone client, providing timely feedback and reminders on real-time messages from home and abroad, meeting the greatest needs of customers, and improving customer satisfaction with mobile information services in university libraries. Electronic libraries have application advantages that physical libraries do not have, such as massive library storage capacity and breaking time and space constraints to meet the real-time or simultaneous reading needs of multiple users, truly improving the interoperability of communication between users. The collection of university libraries is rich and diverse, and their advantages in information resource construction are relatively distinct, laying a solid foundation for expanding the scope of information services and expanding the service user group. At the same time, during the construction of channel services, major universities have the prerequisite to disseminate and interconnect massive information and data, namely, mobile networks, global Internet, and local area networks. Mobile media, typically represented by mobile phones, can meet the dissemination needs of massive information. In short, during the information transmission service period of university libraries, it is inevitable to highlight their advantageous resources.

2.2 Optimization Strategy of Information Transmission Service in University Library

In addition, most university libraries are still under closed construction, and there is a lack of communication between school libraries and the outside world, which has not formed the vertical and horizontal integration that should be expected in the digital era. This self-enclosed status quo inevitably leads to a relatively narrow range of information transmission services. Educators of information skills to cultivate users' network information literacy.

The rapid spread of network applications has placed the information resources of university libraries in a dramatically changing environment. The traditional literature information retrieval methods have become outdated and are not suitable for the retrieval of new information resources. Therefore, the training of user information skills is imminent. The specific information skills education content includes:

1. Training on retrieval methods. The theory and technology of information retrieval, the approaches and methods of document retrieval, the use of various reference books and citations, and various methods of using well-known retrieval systems are all training content for retrieval methods.

2. Guide education. Reading guidance mainly refers to providing effective guidance to users on the reading strategies, objectives, methods, and content used for online information. The key issue for university libraries is that traditional university library content cannot attract users' interest.

Therefore, integrating the essence of university library culture into the mobile data services of university libraries, promoting, and inheriting library culture, and displaying and pushing personalized information of library information services may achieve the goal of increasing user attention. It is an appropriate information service method to display and push personalized information through an intelligent information consulting system. To improve the service quality of the information service platform, it is crucial to apply modern information technology reasonably and scientifically. On the one hand, it is necessary to actively explore effective ways to personalize information resources based on the development requirements of the national innovation system and network information technology, to effectively meet the personalized reading needs of different readers.

At the same time, for university libraries, it is necessary to focus on users, organize rich collection resources, conduct in-depth analysis of users' knowledge needs and behavior habits, and use modern information technology to construct SEO search engines and databases. Due to the impact of the development needs of universities, most universities in China have their own disciplinary advantages, and comprehensive universities only account for a portion of the national universities. As a result, in terms of knowledge storage in university libraries, most universities only meet their own needs, often taking knowledge books that are inclined to their own discipline construction as the main collection body. This also fully reflects the advantages that each university library has. Colleges and universities should break away from the closed concept of construction and increase communication with other colleges and social groups.

3. CONCLUSION

Through this article's exploration, it is recognized that the information transmission services of university libraries in the digital environment rely on library collection methods, user reading methods, and user groups, presenting a changing state, resulting in personalized, diversified, and diversified service needs. Therefore, relevant universities adhere to the working principle of seeking truth from facts, based on the needs of library information transmission services, keep abreast of the trend of development of the times, and continuously optimize the strategies for library information

transmission services, such as: reasonably integrating advantageous resources, opening up the path and channels of information transmission the diversified, diversified, and personalized service demands brought about by it require maintaining the ability of intelligence information transmission to keep pace with the times in service. This article only discusses how to optimize the strategy of information delivery services in university libraries in China, and further research is needed on more in-depth issues.

4. ACKNOWLEDGEMENT

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