

Research on Improving the Service Management Consciousness of Library Information Work Based on Network Environment

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Abstract: Under the background of the new era, "Internet plus" is the deep practical result of Internet thinking, which has effectively promoted the development and innovation of library information work. This article analyzes the changes in the service characteristics of library information work and the special significance of information services in the new era, probes into the promotion and application strategies of service awareness of information work, and proposes that libraries should use Internet technology to innovate the service mode of library information work in the network era, which virtually highlights the importance of enhancing the service awareness of library information work. This article starts with the importance of studying the importance of enhancing the service management awareness of library information work, elaborates on innovative service content and methods, and proposes effective application strategies based on actual situations, providing strong theoretical support for researchers.

Keywords: Service Management Consciousness; Library Information Work ; Network Environment

1. INTRODUCTION

"Internet plus" has become a new driving force to promote social, economic, and cultural development, and has a profound impact on the transformation and development of libraries. In the Internet era, library services have widely applied various modern web-based technical means, such as virtual reference, one-stop unified retrieval, and the application of various instant messaging tools, providing excellent interactive service tools for libraries. The greatest advantage of a library is its rich information resources. Libraries should enhance their awareness of information services, innovate service concepts and methods, integrate library information resources with the needs of readers, and maximize the benefits of library information resources. With the wide application of information technology, it is urgent to enhance the awareness of library information service management. The high-level needs of readers need to be reflected largely based on computer technology.

Readers can obtain the information they need by owning a terminal and network without being limited by time and geography, which determines the urgency of developing computer intelligence services. If the library information work service management work cannot meet the needs of social development and meet the needs of readers to varying degrees, fundamentally leading to readers obtaining their own required information through other channels or libraries, it will lead to modern libraries not being able to keep pace with the development of the times. Library information service personnel should have a keen insight, overcome the inherent concepts of passivity, establish the concept of active service awareness of finding information for users and finding users for information, overcome the traditional simple understanding of library information service work, become familiar with and understand the needs of users, fully understand the meaning of active service awareness, and improve their professional literacy and master modern information technology. To master the retrieval of various intelligence information and serve readers, it is first necessary to have a comprehensive understanding of the readers and fully investigate their needs.

The work of all library employees must be centered on serving readers. In their daily work, regardless of whether they have direct contact with readers, they must pay attention to the needs of readers. Firstly, the top management of a library must go deep into the hearts of readers, have more contact with them, understand their inner thoughts, and actively carry out library construction on macro decision-making; The reading department must actively cooperate, quickly collect information from readers and their diverse needs for reading services, understand readers' opinions on staff service attitudes, business skills, and learning environments, and take corresponding measures to meet the needs of readers. The purpose of modern library services is to establish the concept of "actively serving readers", and provide thoughtful services to readers in a timely, accurate, convenient, and flexible manner.

THE PROPOSED METHODOLOGY

1.1 Analyzing the Importance of Improving the Service and Management Consciousness of Library Information Work

For the innovation of ideas, it is the key to all work innovation. Only when there is a change in ideology can innovation in management methods and technology be brought about. Of course, in specific practice, to effectively implement this purpose, the functions of library information work are reflected through the existing service content and corresponding changes in the library field. Therefore, it is necessary to analyze the usage rules and corresponding changes of library users to form an effective unified service whole. The diversification of library functions is mainly reflected in providing users with reading and information collection services. However, without effective collection of literature resources, libraries cannot form a standardized resource integration.

It is necessary to respect, understand, and care for readers, be honest and helpful to readers, and be reflected in specific transactional work. It is our responsibility to meet the needs of

readers, so that readers can truly become the owners of the library, such as listening to readers' complaints, establishing readers' suggestion boxes and public complaint offices, and seriously and timely responding to readers' messages; Only by understanding readers' borrowing psychology and needs can we conscientiously perform library information services. Train basic service personnel, attach importance to basic service work, enhance service concepts, improve their basic service quality and level, reduce reader dissatisfaction, etc. Change the original thinking mode, help users find relevant information based on their needs, break away from the shackles of traditional work services, and carry out innovative service awareness on this basis, enabling them to comprehensively grasp user needs.

At the same time, we should improve our professional quality, consolidate our information technology in the process of work, and master multiple skills such as intelligence information retrieval and collation. While promoting our own development, we should also contribute to our own service work. Moreover, some messages have strong timeliness, so consider them from the perspective of the reader. The latest news can satisfy the reader's desire to learn new things. Of course, it is also necessary to pay attention to the authority and authenticity of the information. It is worth mentioning that when effectively utilizing secondary information, it is necessary to selectively extract its key points and provide readers with valuable intelligence information in the shortest possible time. Library information services should emphasize efficiency and innovation to ensure the accuracy, timeliness, and efficiency of information. For example, for major current and political information, which cannot be prepared in advance, library information services need to respond quickly and provide the most accurate information in the shortest possible time.

1.2 Strategies for Enhancing Service Consciousness in Library Information Work

In terms of innovative services, library information services cannot be restricted to a single mode but can take various methods. For example, information can be written or electronic, and can also be combined with multimedia means to form animation modes. Mindful, do your best to find the information users need, not just limited to the shackles of traditional work services. On this basis, make bold innovations in service awareness and fully understand the needs of users. Not only that, but also a strong professional literacy is required. While providing service work, one must firmly grasp the latest information technology and master various skills such as information retrieval and collation, which not only improves one's own skills, but also facilitates the smooth implementation of various services.

Doing a good job in the construction of librarians is the key to the sustainable development of libraries. This can be started from the following aspects: First, focus on comprehensive quality training. A competent library staff must establish the concept of constantly improving themselves, updating their knowledge, continuing to learn, and adapting to the development of the times. The second is the cultivation of business skills. Improve the professional quality of staff by participating in a series of "going out" and each training, such as computer operation training courses. The third is the cultivation of professional ethics. In the cultivation of professional ethics, it is necessary to educate and learn staff members to establish the service ideology of "readers first".

At the same time, it is also necessary to carry out a series of measures such as teacher's ethics education, love, and dedication, implement listing services, and facilitate reader supervision. To effectively meet the various needs of users, combined with existing Internet application technologies, public libraries have established a service index system based on the network environment, innovated Internet technology and spatial models, and effectively analyzed users' needs to achieve the effectiveness of the entire public library environment.

Innovating the "Internet plus" technology can effectively integrate the various functional blocks of the library, effectively distinguish the functions, conduct in-depth investigation on the needs of readers through various ways, and create conditions for developing a humanized and integrated management plan. To enhance readers' satisfaction with library services, it is necessary to deeply understand readers' needs and formulate effective travel plans. It also requires library service personnel to observe the information required by readers on any occasion and at any location, contact readers in various ways, and carefully accept their suggestions and opinions. For collection, borrowing, and reading, adopting a humanized and integrated management approach, such as using computer terminals to solve the procedural problems of readers' borrowing, can to some extent enhance the enthusiasm of library service personnel, and provide readers with more scientific and reasonable information services.

In the past, our library service work, such as the collection, collation, and management of literature and materials, usually focused on collection, primarily collection. Now, we not only need to improve our service awareness, but also apply it to the actual service of library information work. First, we should make ideological changes to respect, care for, and understand readers, such as listening to their voices, taking meeting their needs as our own responsibility, attaching importance to basic service work, and training the comprehensive quality of service personnel. Secondly, consider expanding the scope of the newspaper reading room, diversifying the functions of the reading room, improving the reading room environment, and using high-tech means such as multimedia and multi-function halls to provide readers with a clean and comfortable reading environment. Finally, it is necessary to consider scientifically arranging the layout of information in the library, changing from closed shelf reading to open shelf reading, with various types of literature and reference books primarily for use, to provide readers with the required information services to the maximum extent.

2. CONCLUSION

In the Internet era, libraries must base themselves on the Internet and big data environment, enhance their service awareness of information work, and transform passive service into active service. With the progress of science and technology, the degree of informatization has put forward higher requirements for library information work. Therefore, we need to transform shallow document services into deep processing information services, and transform passive service into active service, maximize the function and value of library information work services, and promote the healthy development of library information undertakings. Realize the innovative development of traditional library business, encourage, and attach importance to the application of new technologies, enable libraries to rely on Internet technology to provide high-quality services to users, promote library

transformation, and promote the comprehensive improvement of library business.

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