Research on Innovative Thinking of Library Reader Service Work under the Background of the Information Age

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Abstract: As a place for storing human knowledge, libraries have the function of transmitting knowledge and spreading culture. The main function of grassroots libraries is to provide readers with book borrowing services, allowing them to understand relevant knowledge during the process of borrowing books. Due to the limited human resources in reader service in traditional libraries, one staff member can only serve one reader during the service process, making it difficult to meet the service needs of multiple readers at the same time, and it is difficult to effectively improve service efficiency and quality. Reader service is one of the important tasks of high school libraries. In the context of the information age, it is of great significance to explore the innovation of reader service in middle school libraries. A study was conducted on the reader service work of high school libraries, and strategies for innovative reader service in the context of the information age were proposed, to provide reference for relevant needs.

Keywords: Innovative Thinking, Library Reader, Information Age

1. INTRODUCTION

Grassroots libraries mainly undertake various functions in cultural dissemination, such as collecting, organizing, storing, and transmitting cultural materials. By developing and organizing cultural materials, they provide the necessary information resources for the grassroots masses. With the development and progress of modern technological networks, the function of libraries as carriers of cultural materials has gradually changed, shifting from traditional paper-based literature services to providing diverse carrier literature services. Libraries not only need to provide users with various paper-based materials, but also need to provide users with various professional literature, domestic and foreign works, historical and cultural works, and other electronic materials, according to the individual needs of users, Provide personalized reader services. The traditional library provides information services for readers, mainly reflected in the borrowing of library collections.

The increasing demand for knowledge in social production has led to fundamental changes in traditional mechanisms and operations, and library service methods have been severely impacted. Under networked conditions, the information of literature is mainly automatically completed by computer systems or readers on their own terminals. Therefore, library service work has shifted from mainly meeting the literature needs of book and journal proxy reading to meeting knowledge and information needs and expanding to network services.

Middle school libraries should actively utilize modern technology to provide maker services, stimulate students' innovation awareness and creativity, and improve the service function and social value of the library. Middle school libraries can introduce 3D printing technology based on the actual situation of their own library, set up maker spaces with different functions according to different themes, encourage middle school students to brainstorm based on extracurricular homework, and effectively stimulate their innovation awareness and creativity.

In the information age, the relationship between readers and libraries has also undergone a transformation. The reader services provided by libraries based on the Internet are more approachable, and their service methods are also more humane. When carrying out reader service work, libraries should strengthen the utilization of information technology and actively improve the existing infrastructure within the library to provide guarantees for the development of information services. Libraries should fully respect every reader, actively create a more personalized reading atmosphere for readers, and continuously improve the quality of library reader services.

Information technology transforms original paper information data into network information data, enabling readers to obtain data more efficiently and accurately, thereby effectively saving readers time searching for relevant information. In order to truly meet the needs of people in the information age for library reading services, libraries need to conduct a comprehensive analysis of the development of modern information technology when carrying out reader service work, explore the factors that affect the development of paper book carriers in libraries, timely convert paper information data into network data, store it through various storage carriers such as network CDs, and improve the convenience of information resource dissemination. The digitization of literature information resources and the networking of information transmission have highlighted the function of collecting and distributing library literature information resources.

2. THE PROPOSED METHODOLOGY

2.1 The Impact of the Development of the Information Age on Libraries

The collection, organization, and storage of information resources are stored and transmitted through bibliographic databases, online databases, e-books, and multimedia electronic literature that integrates text, sound, animation, and images. There are abundant and diverse digital resources. In a high-speed network transmission environment, making full

use of computer network information technology, readers can query multiple distributed information resources at any place and time, greatly shortening the transmission time of information, narrowing the distance between information providers and users, and improving the utilization rate of information resources. Under the influence of mobile Internet, the middle school library adapts to the changes of user needs and provides mobile information services by using the WeChat official account platform. WeChat has the advantages of convenient use, simple operation, large user group and ready access. Its WeChat official account platform has rich functions, which can not only push messages through official account, but also embed the library's OPAC system and digital resources in official account to achieve users' mobile information acquisition. Middle school libraries should actively utilize WeChat to provide users with more convenient mobile information services.

The effective combination of reader service work and information technology can help libraries to achieve accurate positioning of reader needs. In the information age, when carrying out reader service work, libraries need to accurately locate the needs of readers themselves, provide more effective services based on their actual needs, help readers better solve various problems they encounter during the reading process, meet their needs, and thus maximize the security of information services and the effectiveness of reader service work.

In the daily operation process of traditional libraries, they mainly rely on manual sorting and classification of books. Library staff need to perform a lot of mechanical and cumbersome operations, such as manually encoding, classifying, and returning books to shelves. Staff need to understand the placement of books in the library and spend a lot of time searching for the corresponding positions of relevant books, which is tedious, High workload and low work efficiency. The development of information technology has changed the basic working methods of libraries. Library staff can store a large amount of information data on the network without worrying about losing or not being able to return books. Libraries need to provide services in a networked environment, and library professionals need to adapt to the modern library's reform service model, change traditional service concepts, and improve service quality and information technology processing capabilities.

This requires library professionals to master network technology, multimedia technology, and information technology, master network construction and management, and master network platforms while mastering professional content. Only in this way can they effectively, scientifically, and reasonably organize information, select the best, most basic, and necessary literature information, and meet the needs of readers in a targeted manner. In terms of service methods, the development of reader service work often involves a lot of content and requires collaboration among multiple departments. However, due to their own library management philosophy and other reasons, some libraries only focus on book borrowing when carrying out reader service work, making it difficult to meet the diverse reading needs of readers and unable to adopt and implement the ideas proposed by readers.

2.2 The Characteristics and Necessity of Reader Service Work in the Information Age

However, some libraries still choose a single service method, which makes it difficult to effectively improve the quality of library reader service. If libraries want to adapt their reader service work to the development trend of the information environment and break through the limitations of offline libraries' paper book carriers on readers' reading space and conditions, they need to provide effective services for the vast number of readers in the online environment. Library staff need to adapt to the current development trend of library work, promote the development of libraries towards informatization and networking, and establish a service concept of informatization.

In the process of providing services to library readers, library staff should pay attention to the content and quality of the services provided, actively search for corresponding books for readers, and provide guided services for readers. The development of contemporary network information technology has brought about changes in people's lives. In the network environment, library services have shifted from traditional service models to modern information service models. In this model, libraries not only need to expand their service areas and enrich their service content, but also need to strengthen the depth of their services and provide high-quality services through active promotion and personalized services.

Firstly, by establishing intelligent information retrieval systems, professional information resource navigation, and developing information service systems, we provide readers with highly integrated, accurate, convenient, and reliable information services, enabling them to easily and timely access the necessary resources at any time and place. Due to the era of information technology, any activity cannot be without promotion, so the promotion channels for promotional activities are also crucial for the success of a series of service activities in high school libraries.

Middle school libraries can fully utilize mobile internet technology to promote and promote activities and service content anytime and anywhere. For example, information such as "new book express", "good book recommendation", "borrowing ranking list", and "activity preview" can be posted on the WeChat Weibo platform of the school library. At the same time, teachers can also be invited to join this platform to provide students with corresponding reading guidance, forming a positive interaction between teachers and students online and offline. Library managers can invite domestic online library enterprises with successful experience to provide training to their staff, actively learning the construction models of online and mobile libraries, and enabling them to master basic network information operation methods.

Independently completing information input work in daily work, thereby improving the development level of the library, promoting its development towards informatization, networking, and convenience, and deepening the understanding of library staff about various new library development models and carriers. Secondly, adhering to the service concept of "people-oriented, service-oriented", we aim to achieve dynamic services that integrate the entire process from retrieval to obtaining information resources. To meet the specific needs of readers, libraries should fully utilize network information technology, actively carry out research on readers, timely identify needs, communicate information, and track

services. Comprehensively utilize various resources and information tools to provide solutions and strategies for specific readers' problems. Through a comprehensive and multi-level service approach, we have won readers' satisfaction with information needs and achieved the goal of high-quality service.

3. CONCLUSION

In the context of the development of modern information technology, library reader services should not only meet the technical needs of traditional offline services, but also meet the informationizable needs of modern network services. Traditional libraries have always been limited by the complexity and diversity of book materials, and in the process of serving readers, they often encounter problems such as slow service speed and limited-service scope, making it difficult to meet readers' needs for related reading activities. The development of information technology has driven the diversified transformation of contemporary people's reading habits, communication methods, and information search methods. We deeply understand the connotation of innovative work in reader service, always adhere to the goal of meeting reader needs, continuously enhance our management and service capabilities in the network environment and use modern information technology to provide high-level information resource services.

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