

# Research on the Current Situation and Strategies of Micro - Letter Public Platform in University Libraries of Shandong Province

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**Abstract:** Along with the development of network technology and mobile equipment, WeChat platform has become the information carrier of new media era, which has provided many possibilities for mobile library, which is favored by domestic university libraries. By means of network survey and data statistic and analysis, 144 universities in Shandong Province were investigated and analyzed. Find out the existing problems, from the service content, operational management, interactive design and other aspects of the development of countermeasures.

**Keywords:** university library; WeChat public platform; Shandong; information service

## 1. INTRODUCTION

October 31, 2016 issued a WeChat user data report shows: "Young people accounted for 60% of the proportion of WeChat, 15 to 29 years old between the number of users account for 342 million in the city penetration rate, first-tier cities penetration rate 93%, second-tier cities for 69%, three-line to five-line city penetration rate of less than 50%. User active peak is 10 pm. From the WeChat content, 90 after watching entertainment gossip, 80 love to see the national event, 60 " According to Tencent 20 August 16, published in the second quarter results show that WeChat and WeChat consolidated monthly active account reached 806 million, an increase of 34% over the same period last year. WeChat the overall characteristics of the "six": popularity popular, younger audience, the use of frequent, deep penetration of the city, the topic content format, active time fixed. WeChat is the product of the development of science and technology, gave birth to different past micro-era phenomenon, the previous mass media has been as usual as the dominant position, in which case the media has produced substantial changes, The transition of the form of the deconstruction of the media. The resources of the university library under the mobile Internet, college students on the use of library resources significantly improved, in line with the user's reading habits and ease of use in the operation process. This paper takes the microblogging public platform of 144 colleges

and universities in Shandong province as the research object, and finds out the existing problems and puts forward the development countermeasures from the aspects of service content, operation management and interactive design.

The Micro - map Platform of Colleges and Universities Gives the Resource Function of University Library. The mobile phone has gradually integrated the PC-side functions, as well as the popularity of the use of intelligent computer students, college library WeChat public service platform has been greatly improved to improve the use of university library resources, play its proper the value of. At the same time the university library for the surrounding people to provide some lectures or open class benefits, to achieve the university library resources, diverse, multi-state integrated development. In this paper, through the network survey and data statistics and analysis, according to the Ministry of Education announced the list of regular colleges and universities in Shandong Province, 144, [including 56 ordinary institutions, 88 colleges and universities, as the object of research. The author in November 2, 2016 to November 7 during the micro-public platform through the "university name + library" to search one by one, not to retrieve the university micro-map through the "college name + library" for two Retrieval, and finally check the list one by one, three times to verify the search. And concerned about the public information of the university library WeChat, as of November 7, 2016, followed by the Shandong Provincial University Library WeChat public number visit, observation and experience, service content, operation management, interactive design and other aspects of statistics and analysis.

Through the investigation, there are only 57 colleges and universities in colleges and universities in Shandong Province, 74 colleges and universities opened the public letter (as shown in Table 1), accounting for about 40% of the total number of colleges and universities. Of which 36 undergraduate institutions, accounting for 64.29% of undergraduate colleges, college 21, accounting for about 23.86% of colleges. Undergraduate college library public number certification has 30, accounting for

undergraduate colleges library opened WeChat public number 83.33%, college library library public number 11, accounting college library opened WeChat public number 52.38% The Undergraduate colleges and universities micro-map opening rate and certification are much higher than the colleges and universities.

Shandong University micro-map has 22 colleges and universities opened the service number, 35 institutions opened subscription number. Subscription number is mainly biased towards the user to convey information, before and after certification are within 24 hours of intelligent mass of a message, and the information given to the user only show the "subscription number" in the folder, there is no push reminder; service number major bias In the service interaction, before and after the certification can be a group of four messages per month, issued to the user's information will be displayed in the other side of the chat list, there are push reminders, service numbers and subscription number opening and use of their own advantages and disadvantages.

Through the investigation of the public microblogging platform in Shandong Province (as shown in Table 2), the service setting items mainly include "Introduction", "Opening Time", "Collection Inquiry", "Borrowing / Renewing", "Binding / Unbinding", "Announcement", "Book Promotion", "Lecture / Training", "Two-dimensional Code Link", "Online Consultation", "New School", "Open Course", "Contact Us", etc. Between the settings are different, mainly reflected in the lack of content settings, set the content category is unclear and so on. Some institutions according to their own needs set up a "reading salon", "lost and found" and other related sections, some of which schools have also opened a personalized service, for example, Shandong University micro-map platform opened the "school bus query", "The service of the Yantai University Wenjing University micro-map platform for the library staff" librarian style "; Shandong University of Science and Technology (Taian campus) micro-map platform provides a "spiritual station", "readers gather" service; Shandong Foreign trade vocational college micro-map platform provides a "white wall" personalized service.

Through the "Qingbo big data - Qingbo index" [] for the university in Shanghai province micro-map public platform input and data capture, from October 1, 2016 to October 31 for a month of testing. And finally from the 144 colleges and universities micro chart public platform to obtain 60 institutions of public service information (Table 3), of which there are five colleges and universities micro-map public account problems or content information is not released, resulting in data can not be obtained, the final The number of valid samples is 55 colleges and universities micro chart public platform.

The influence of the micro-map is based on the

WeChat influence index WCI (V11.3), which is a standard reference value for the evaluation of the micro-public system. The greater the WCI value, the greater the influence of the WeChat public number. The smaller. Specifically, the influence index WCI operation will have two index values. First-level index is divided into reading index is divided into reading index and point of praise index, the two indicators as a whole reflects the WeChat public number of click-through rate and feedback. The second index is derived from two first-level indicators of the three indicators of variables, respectively, the total reading number R, the average reading  $R/n$ , the highest reading index  $R_{max}$  and the total point of praise Z, the average point of praise  $Z/n$ , the highest The weight of the secondary index is 40%, 45%, 15% of the proportion of the indicators of the weight index were 80% and 20%, respectively, in the six secondary indicators On the standardization. Among the top 20, there are 13 undergraduate colleges and 7 colleges. The largest number of articles in October for the Shandong University Library, the most reading the number of articles for the Shandong University Library, the original push the largest number of content for the HIT Da Weihai Library, the largest number of Jining Medical College Library, the average point of praise The largest number of Liaocheng University Library, the largest number of headlines for the HIT Da Weihai library.

## 2 ANALYSIS OF THE PROBLEMS AND CAUSES OF MICRO - MAP IN COLLEGES AND UNIVERSITIES OF SHANDONG PROVINCE

Micro-map public platform there is repeated opening phenomenon. The existence of the same school opened a number of micro-map public platform phenomenon and a school at the same time opening phenomenon. For example, Table 2, Shandong University at the same time opened a micro-map public platform subscription number and service number, resulting in Shandong University micro-map subscription number less content, update more slowly, resulting in management scattered. Jinan University opened two micro-map public platform subscription number, one of the micro-map platform content is no, at the same time cause the user to search for confusion, weakened the user's recognition.

2.2 micro-map publicity and promotion efforts are weak, lower update frequency

Microblogs public platform publishing articles push and update a small number. After the month of October data monitoring, Liaocheng University, Shandong University, Qufu Normal University, Shandong Vocational College of Foreign Trade and other institutions of the micro-map public platform, the number of articles compared to the previous month are reduced, a direct result of reading, Praise the number of published headlines reduced. Micro-map public platform article content update frequency

is low. Currently open micro-map public platform of the 55 colleges and universities, only 28 colleges and universities in this month was updated, accounting for open microblogging public platform about 50%, accounting for 19.4% of Shandong Province, the total institutions, the update rate is relatively low, And this month and the article last month, incremental uneven,

there is a clear downward trend, the number of published there is a big difference (see Figure 2,3). Article updated the largest number of Shandong University Library a total of 58 articles, at least 0 articles, which did not update this month there are 27 institutions.

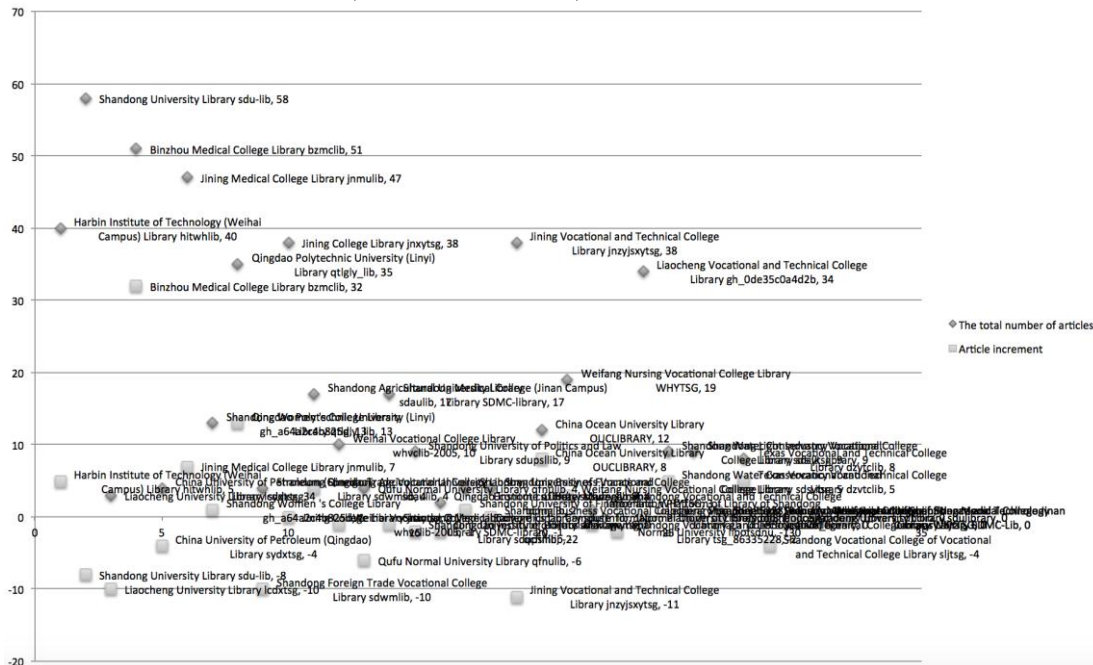


Figure 1: Total number of microfoto articles and articles in colleges and universities in Shandong province

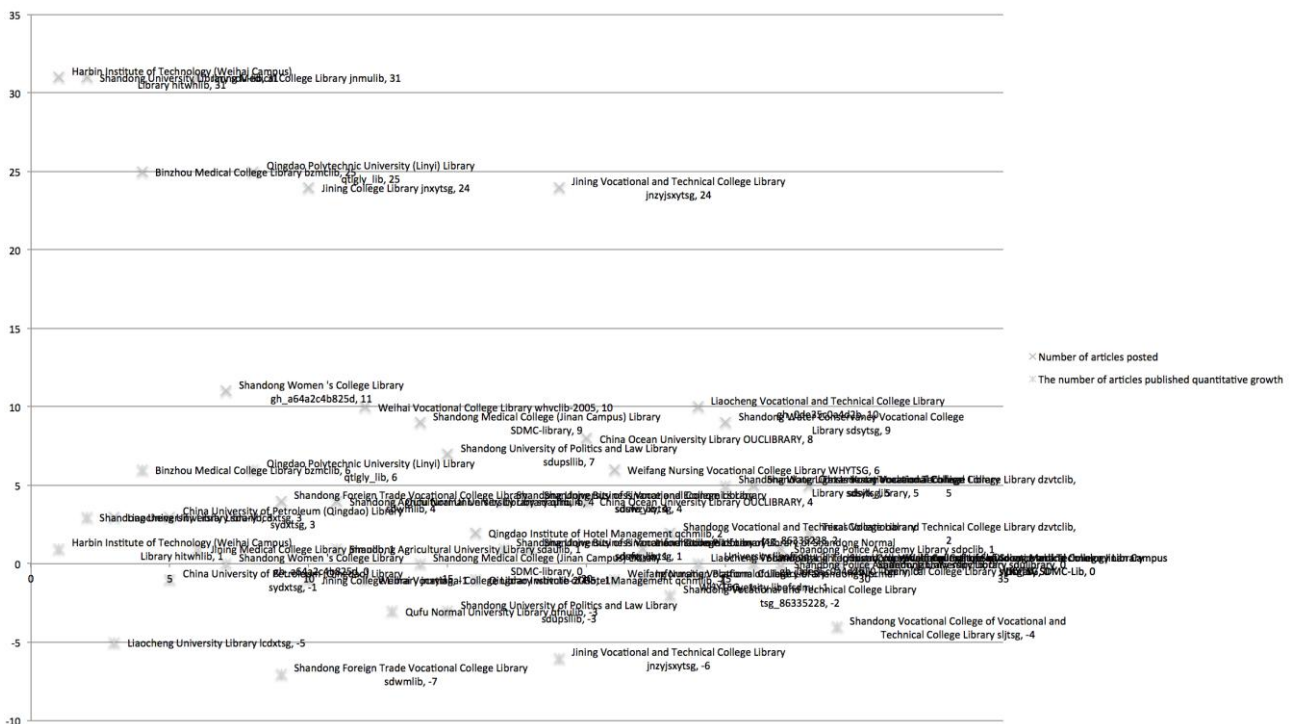


Figure 2: Increased number of microfolds published and released in colleges and universities in Shandong Province

Micrograph public platform less original articles. From October 1, 2016 to October 31 to detect the 55 samples, the original published microblogging public

platform this month, only 7 colleges and universities, accounting for 12.2% of the number of open micro-map, accounting for the total number of colleges and

universities in Shandong Province 4.9%, the number of original articles is very low, to some extent also reflects the college micro-map of the creative sense and innovation (see Figure 4,5). Published the largest number of original articles for the HIT Da Weihai library number 6, accounting for 15% of the total number of articles published this month, the original reading number of 10069 times, accounting for

32.1% of the total reading. It can be seen that the number of colleges and universities in the colleges and universities of Shandong Province is less than the original content of the public platform, the original content is not optimistic, of which the original article to attract readers to the larger, more readers of all ages.

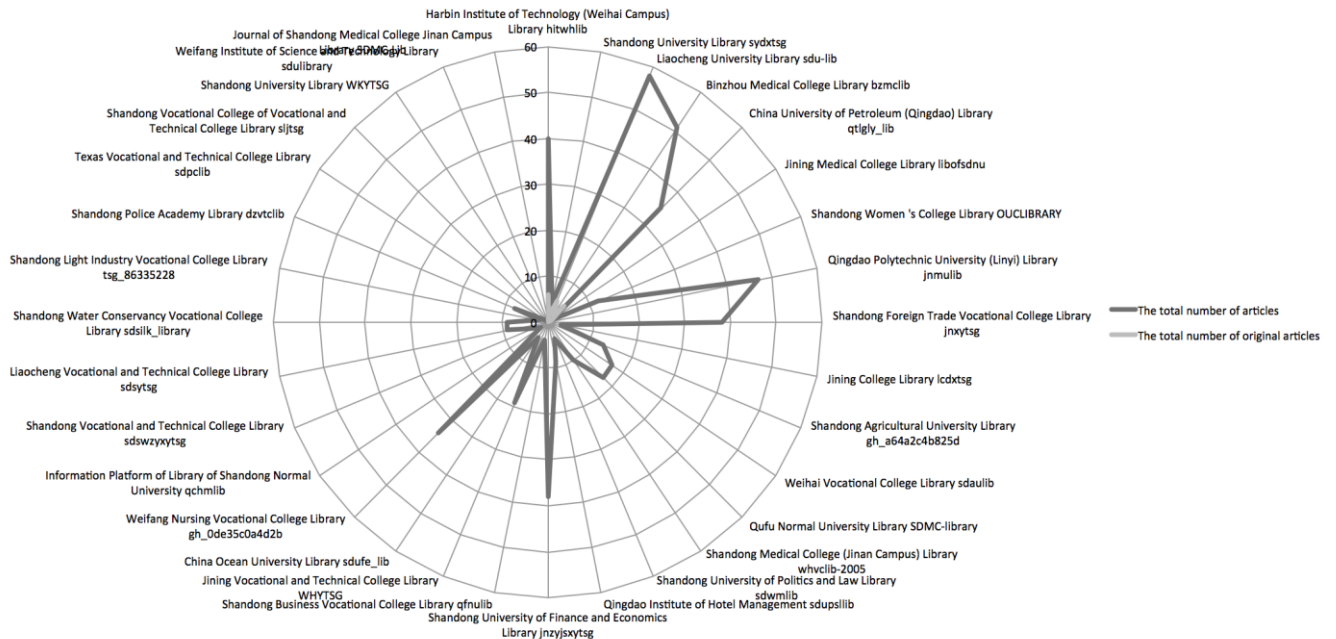


Figure 3: Total number of microfoto articles in Shandong province and total number of original articles

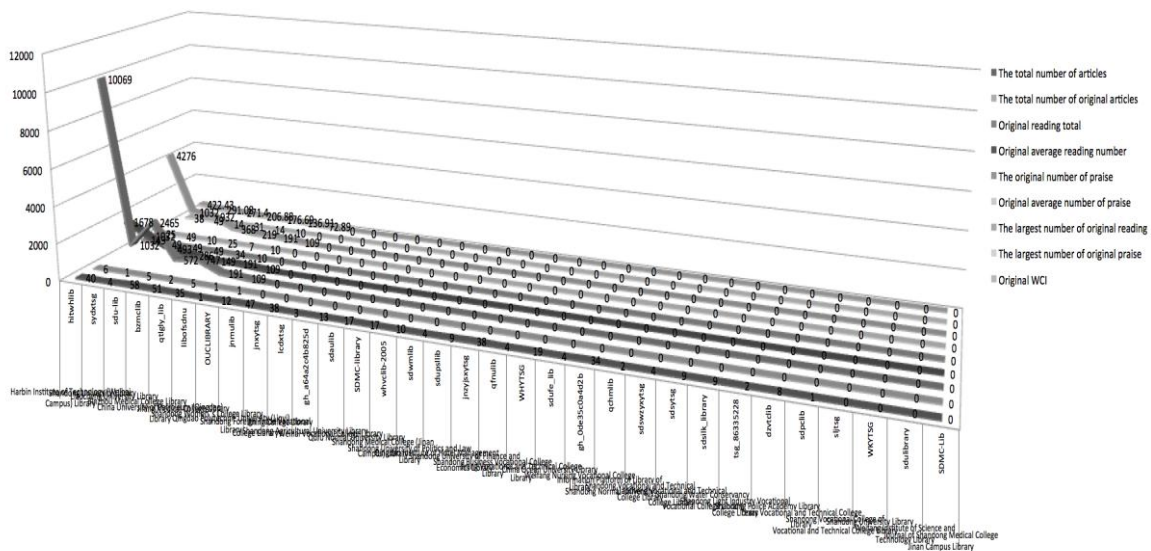


Figure 4: An Analysis of the Original Content of Micro Chart Public Platform in Universities of Shandong Province

Micro-map interface information division is not clear. Micro-map interface is generally three-stage, divided into micro-map basic dynamic, micro-map query information, micro-map service information. In the survey found that the existence of column sub-items confusion, the main item classification is not uniform and other issues. For example, Qufu Normal

University micro-map of the lectures and notice of the contents of the announcement of repeated, resulting in the audience on the column function is not clear, easy to miss some information. Advisory service section of the location of the inconsistency, the location of the university micro-map interface is not a reference, some listed separately, and some

hidden in the sub-branch. At present, colleges and universities micro-map to provide two ways of consulting services, one is the traditional WeChat dialog box to ask questions, micro-map to provide a fixed model of the answer, the other is called micro-community, integration of microblogging and post bar forum features. Through the study of the current use of the former is more, the dialog box-style model relative to the operating costs smaller, the micro-map content update and interactive requirements are lower. Only a few universities in Shandong University and other colleges and universities to use for the community micro-map mode, micro-community model on the micro-map multi-faceted resources require a higher, the need for a dedicated operating team to manage the above two micro-map model based on micro-map content and management Team staff how much practical application.

### 3 SUGGESTIONS ON THE DEVELOPMENT OF MICRO - MAP IN COLLEGES AND UNIVERSITIES OF SHANDONG PROVINCE

The importance of improving the public platform of microblogging in colleges and universities. According to the data, the article shows that the frequency of the article is low, the degree of attention is not high, the degree of attention of the managers is increased, the effective operation of the micro-chart public platform is promoted through the media pressure, the influence of the public platform of the university micro- Operational status quo, to promote the virtuous circle of microblogging public platform, consciously establish a two-way promotion model of society and mechanism.

Micro-map public platform official certification to increase the user's trust. To avoid "a museum

number", "more museum on the 1st", "empty number", "no number" and other irregular phenomenon, to avoid micro-map public number of resources scattered and fragmented spread, the establishment of users and micro-map public number A good user experience relationship, easy to form a wide range of spread by the point and surface, to maintain a fixed user groups, radiation potential user groups.

According to the different needs of users function interface design. According to Maslow's theory of demand for the application of evolution, divided into the nature of demand, human needs, personalized needs of three (Figure 3). The basic needs of colleges and universities microblogging public platform based on the needs of teachers and students to meet the basic use of library resources, including the collection of inquiries, borrowing / renewal, binding / unbundling, notice and so on. Humanization needs is the expansion of the service level, but also based on people-oriented user design, generally divided into lectures, book promotion, new columns, opening time, contact us, open class. Personalized demand is a service level of a promotion, different institutions according to different needs of the module settings, such as Shandong Foreign Trade Vocational College micro-map platform set up a white wall, Shandong University of Science and Technology Taian campus micro-map platform set up a spiritual station, highlight the personality To spread. According to different groups to carry out the corresponding public content push, so multi-level micro-map services to protect the fixed user groups at the same time, to attract potential user groups to meet the needs of a variety of user groups.

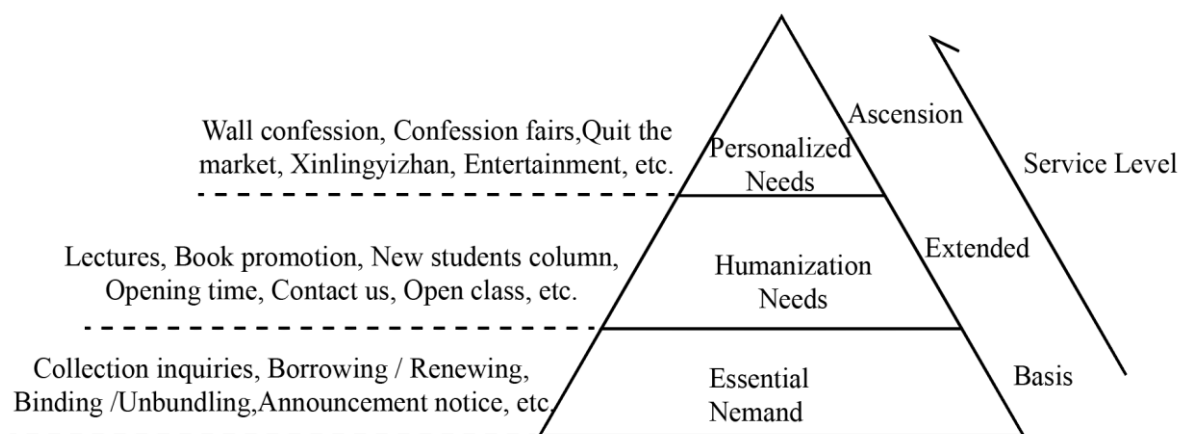


Figure 5: University microblogging public platform content service level model

Highlight the micro-map public platform features, from the depth and breadth of the spread of multi-angle. It is divided into three kinds of "deep road type", "hotspot mode" and "deep hotspot mode". "Deep-lane-type communication mode" point-to-point communication is more likely to resonate,

regularly planning different individual groups topic, creative original content, the depth of the depth of a deeper sense of some of the direction to share, according to the original content data show readers prefer to read Depth of processed information. "Hot spots spread mode" combined with students

concerned topics, such as: English four or six, adolescence and other topics; time festivals, such as: National Day, Double 11 shopping section and other topics; current news hot spots, such as the Nobel Prize, University rankings and other topics. "Deep hot mode" is a combination of the above two models, weakening the "deep Lane type of communication," the boring ingredients, make up for the "hot spots spread mode" shallow reading point of spill, from the depth of content, to create student groups New media's deep reading pattern. Promotion should be closely with the library's own business plan, through online communication, offline publicity and other ways to achieve multi-pronged, micro-map to increase popularity.

Improve the number and quality of the use of the team. On the one hand to protect the micro-map team to a certain number of people to operate, fixed a number of people responsible for micro-map public platform to promote the staff to play a high efficiency micro-map their own advantages, the establishment of college students as the main micro-map new media related groups. Combined with students, societies and other forms, into the young vitality, easy to understand the latest developments in the relevant groups, timely application to the micro-map public platform local communication domain, the manufacture of local hot spots. The use of student groups, but also save the operating costs of university libraries, but also to provide students with more real combat opportunities, rich and efficient student groups of cultural life, will also cause students around the micro-map public platform frequency. To ensure the use of the technical quality of the team, appropriate to learn some WeChat public number related tools, such as: WeChat public number layout editor, micro-scene editor, auxiliary software tools, WeChat third-party service platform and other WeChat operating tools, Graphics, writing, writing, biography, "and so on several aspects to the specific

implementation of each work to ensure that each link is convenient and efficient, as much as possible to reduce the quality of each link content of the loss of redundancy. Can be organized from time to time microblogging public platform-related skills training, and enhance the use of technical capabilities of micro-map, and at the same time can be used in the organization within the micro-map micro-use of the honor rating, supervise the overall progress of the micro-map team.

#### 4 CONCLUSION

The new media environment, the construction of micro-map platform and information dissemination of a new round of change, from a book to a library and then to a mobile phone library library resources continue to occur in the media changes, how to build a Good micro-map platform to improve the utilization of library resources for teachers and students, while radiation around the group to enjoy the library resources, we need to continue to explore.

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