Research on University Library Management Strategies Based on User Needs

An Haiyan, Li Qing

Library of Taishan University, Tai'an, 271000, Shandong, China

Abstract: In the midst of rapid advancements and the flourishing library profession in China, the user-centered approach has notably risen to prominence within the domain of university library management. This paradigm shift not only enhances the efficacy of library operations but also ensures a seamless and convenient access to library resources for both educators and students. This paper delves into an in-depth exploration of user-oriented management strategies, specifically tailored for university libraries. Through integrating pertinent theoretical analyses and practical insights, the paper strives to furnish valuable resources for a broad spectrum of teachers and students. Furthermore, it endeavors to contribute to the elevation of the overall national standards in library management, ensuring that libraries remain indispensable academic and research hubs, well-aligned with the needs and expectations of their diverse user base.

Keywords: User needs; University; Library management; Strategy research

1. Introduction

University libraries bear numerous heavy responsibilities such as information retrieval, book storage, and teaching research for students and teachers. With the rapid development of information technology, this provides both opportunities and new requirements for the management work of university libraries. Since serving university students, teachers, and student workers is the purpose of the creation and operation of university libraries, the reader's needs must be taken as their own goals when formulating management system reform strategies. Next, this article will specifically analyze the user needs of university libraries, and discuss how to formulate corresponding management strategies based on user needs.

2. Exploring different user needs and improving university library management strategies accordingly

2.1. User Informationization Needs

With the rapid development of information technology and the advent of the information age, the wave of informationization has swept the world, and the era of big data has brought opportunities for reform to the management system of university libraries, as well as severe challenges to their operating strategies. Traditional university libraries mainly use paper resources, and their management methods mainly rely on manual labor, which has disadvantages such as difficulty in information retrieval, low work efficiency, and difficulty in storing paper resources. At the same time, the management method has also become rigid. Under the new situation, university libraries have a large number of book categories, a large user base, and a wide range of search ranges. Therefore, the traditional human resource management model can no longer meet the information needs of university library users [1]. In this regard, we need to combine the development of the big data era and use information technology equipment as a platform to build a scientific, mature, and complete informationized university library management platform. Below, this article will study the university library management strategies to meet user information needs from two aspects. First, we need to strengthen the information management awareness of library managers, which is also an important factor in promoting the informationization reform of the library management system. On this basis, the relevant departments of the university library can organize activities such as "Cultivating Employee Information Management Awareness Conference" and "Application Teaching of University Library Information Management System" to provide information knowledge for university library managers to ensure the construction

and normal operation of the library information management system. Second, we need to pay attention to the establishment of the university library's information management system to meet the reader's information needs and establish a scientific and reasonable library system. Through comprehensive input of book barcodes, book numbers, catalogues, and author names, as well as recording the location of books, readers can find the books they want more quickly. For example, when a user wants to borrow the book "One Hundred Years of Solitude," they can quickly obtain the book's catalog and location distribution by entering the book's name or the author's name in the school's library information retrieval system, which greatly improves the user's efficiency in obtaining information and helps them better understand the university library's informationization needs. This provides a one-stop service for the university library's readers, promotes the collection of management information resources in the university library, and meets the diversified information needs of users [2].

2.2. User Documentation Diversification Needs

University libraries serve all teachers and students, but within universities, the educational levels of teachers and students vary, including undergraduates, junior college students, doctoral students, master's students, etc. At the same time, their professional backgrounds are also different, such as mechanical manufacturing, preschool education, etc. Due to their own educational levels and professional needs, their use of university library literature also varies, so their demands for literature also show diversity. The literature work of university libraries should meet the diverse requirements of readers, not only doing a good job in organizing paper literature resources, but also paying attention to absorbing electronic literature resources and network knowledge resources, expanding the literature resources of university libraries, and ensuring the diversified needs of readers for literature. Taking the library use needs of undergraduate students in mechanical manufacturing as an example to explain this point, university libraries should provide various domestic and foreign literature resources for undergraduates, and on this basis, subscribe to the latest "Mechanical Manufacturing" journals, establish a shared network of electronic resources for mechanical manufacturing professional knowledge at home and abroad, allowing university students to use the electronic resource sharing platform connected with the university library, thus obtaining the latest, fastest, richest, and most comprehensive professional knowledge in mechanical manufacturing. At the same time, the literature resources of university libraries should not only be limited to the development of undergraduates, but should also look to the future, providing references for students who plan to take the postgraduate entrance examination, adding monographs, papers, and records of expert conferences in mechanical manufacturing to the collection, using the rich literature resources of university libraries to meet the needs of readers, and illuminating the path for undergraduates to take the postgraduate entrance examination. In order to meet the diverse needs of readers, university libraries should undergo strategic changes in managemen t [3].

2.3. Interaction Needs Between Users and University Libraries

In traditional university libraries, the mode of use is relatively simple; users simply borrow and leave, resulting in minimal interaction and communication with the library. For a long period, the connection between users and libraries has been in a state of vague separation. This not only hinders users from understanding the feeling and needs of using university libraries but also prevents the formulation and implementation of management policies based on user feedback. In the long run, this results in low resource utilization in university libraries, making it challenging to achieve the goals of their reforms. To break through this dilemma, university libraries should satisfy the perspective of interaction between readers and libraries when formulating management strategies. University libraries can utilize WeChat Mini Programs and official WeChat accounts to promote new categories, recent changes, notices, reader activity information, and management strategies. Furthermore, official WeChat accounts can be used as an effective tool to collect information for the management reform of university libraries. Users can leave messages through WeChat, facilitating better communication with the library's management and allowing for the creation of innovative management strategies based on user needs. Through the WeChat account, libraries can also identify shortcomings in their management, such as poor sanitation, overly cold air conditioning, disorganized book categories, and seat occupancy in reading rooms. Addressing these issues will help university libraries improve their management and enhance the interaction between users and the library, allowing users to become a part of the library management system. This real-time interaction between users and the library management system helps cater to users' interactive needs and contributes to the smoother operation of the library management system [4].

2.4. Efficient Utilization Needs of University Libraries by Users

With the continuous influx of information, university libraries face a proliferation of book categories and an abundance of literature, including a variety of documents. This makes the management of book categories in university libraries increasingly difficult. In the context of growing resources, it is challenging for users to quickly access the knowledge they need. To address this issue, university libraries should consider the efficient utilization needs of users when formulating management strategies and create pathways for users to effectively access literature through hardware facilities. For example, using embedded query tablets for book retrieval and installing them on library desks allows users to use the query system as needed. Suppose a user wants to query the digital resources of the "Yilin" magazine for the entire month of 2008. In that case, they can use the literature resource query device to quickly and efficiently access the electronic version of "Yilin" under specified time and specifications. In the case of highly self-service university libraries, this approach, which eliminates the cumbersome process of literature retrieval found in traditional libraries, also reduces the user's expenditure on literature resources during the reading process. This adaptation to the efficient use of literature resources by users helps university libraries more accurately position their service functions, subsequently reducing the workload of the libraries in information retrieval.

3. Current Analysis of User Needs in University Libraries

3.1. Diversification of User Information Needs in University Libraries

In the age of information and big data, the information needs of university library users have transformed from purely informational needs to demands for networked, personalized, knowledge-based, specialized, and convenient services, requiring more diverse information services. Users of university libraries are gradually shifting from a singular demand for traditional paper literature to a coexistent demand for paper literature, electronic literature, and online literature. Presently, readers in university libraries have increasingly high requirements for online information resources. In terms of information acquisition, the focus of users' needs is gradually shifting towards the timeliness and breadth of information, with diversified methods of access emerging. As the demand for information becomes broader, people are raising higher expectations for the mobile information services provided by libraries, demanding the ability to quickly and conveniently retrieve and access the desired information anytime, anywhere. The demand for personalized information is also growing.

3.2. The Urgent Demand for Space from University Library Users

As university libraries undergo a paradigm shift in management styles and systems, their transformation into cultural symbols of higher education is evident. Traditionally centered around the collection of books and materials, these libraries have now expanded their roles, incorporating spaces for self-study, inquiry, and collaborative learning. This evolution has positioned university libraries as crucial spaces for independent study, attracting an ever-growing number of students. The surge in student utilization has, however, led to an acute shortage of space, with reading rooms frequently overcrowded, highlighting the urgent need for spatial resources. The increasing demand for library space necessitates innovative solutions to accommodate the rising number of users while ensuring a conducive learning environment. This situation calls for strategic planning and potential expansion of facilities, alongside creative use of existing spaces to optimize their utility for student use. Addressing this pressing issue is imperative not only for enhancing the academic experience but also for maintaining the library's relevance as a vital learning hub within the university ecosystem [5].

3.3. The Diversity in University Library Users' Needs Based on Their Identity Attributes

The main readers of university libraries are teachers and students, and their information requirements vary based on different academic qualifications and majors. The main student users are graduate students, undergraduates, and junior college students. Graduate education mainly adopts research-oriented teaching, while teaching for undergraduates and junior college students focuses on acquiring knowledge. Their needs are characterized by being direct, popular, purposeful, and diverse. On the one hand, these needs are to assist in learning professional courses, deepen the breadth and depth of knowledge, and expand the range of professional knowledge. On the other hand, it is to enhance their cultural quality and comprehensive abilities through extensive reading. Additionally,

some students consult professional literature for in-depth research and writing their theses. University faculty members use the library for teaching and research projects, seeking information on professional and cutting-edge topics.

4. Research on University Library Management Strategies Based on User Needs

4.1. Focus on Students' Actual Needs and Upgrade Hardware Facilities

To genuinely improve the practical service level of the library, the first thing to do is to upgrade the library's hardware facilities and create an environment conducive to learning for students. The construction of hardware facilities can also affect students' enthusiasm for learning to a certain extent. A good environment can stimulate students' learning motivation, and soft lighting can help immerse them in a study atmosphere. Therefore, when improving management, it is necessary to analyze all aspects of management in detail and discuss with other library managers to develop corresponding measures. It should be pointed out that in the construction of library hardware facilities, investment should not be made blindly. The primary goal should be to improve the quality of the students' learning environment and create a better learning atmosphere. For example, the climate in northern China is relatively cold, so in winter, students bring more items with them when they read in the library. However, due to the limited number of seats in the study rooms, it is impossible to accommodate all items, so more electronic storage lockers could be established to provide students with their own private space [6].

4.2. Based on Students' Real Needs, Create a More Comfortable Learning Environment

In alignment with the prior discussion on hardware facilities, this segment delves into the refinement of non-hardware amenities within the library premises. Taking into consideration the daily operational hours of the library, it is customary for an announcement or a bell to signal the impending closing time. Nevertheless, considering the library's late hours, students might be engulfed in fatigue, with some potentially succumbing to drowsiness. In such scenarios, the abrupt ringing of a bell can inadvertently trigger anxiety and disrupt the students' concentration. Furthermore, recent findings from domestic medical studies have illustrated that a sudden, loud bell can exert substantial stress on both the brain and heart, potentially jeopardizing the students' physical and mental well-being. To mitigate these adverse effects, library management should contemplate enhancements, such as transitioning from the startling bell to a series of gentle, calming musical notes. By gradually lowering the volume and tempo, students can be eased into a state of awareness without the accompanying shock, ensuring a tranquil and conducive learning environment.Beyond this immediate concern, there's a broader spectrum of factors that contribute to a student-friendly library environment. This encompasses the availability of ergonomic furniture, adequate lighting, and a temperature-controlled atmosphere, all of which play a pivotal role in optimizing comfort and concentration. Additionally, incorporating elements of nature, such as indoor plants or a small library garden, can significantly enhance the aesthetic appeal and create a serene ambiance. Providing access to drinking water and designated relaxation zones can also prove beneficial, catering to the holistic needs of the students. By adopting these comprehensive measures and continually seeking feedback from the students, libraries can truly transform into havens of learning, tailored to meet the real needs of their primary beneficiaries [7].

4.3. Subscribe to More Documents to Meet Students' Information Retrieval Needs

The assortment of books and documents stands at the heart of a library's identity, and determining the strategic approach to augment the collection becomes a paramount task. This endeavor directly correlates with enriching the library's repository, aiming to satisfy the informational and educational needs of students across diverse academic spectrums. The primary function of a library pivots on its ability to furnish students with essential literature and research materials. In instances where these materials are unavailable, students are compelled to make personal purchases, a solution that is not always feasible due to financial constraints. Recognizing this, it becomes imperative for university libraries to shoulder the responsibility of enhancing the academic and reading landscape for students. In the pursuit of expanding the document collection, university libraries must adhere to well-defined standards, steering clear of indiscriminate and uninformed acquisitions. A comprehensive and methodical approach is required in compiling the collection list, ensuring an active and open line of communication with the student body. This not only fosters a deeper understanding of their specific

needs and preferences but also facilitates the selection of literature that is both relevant and in alignment with the overarching goal of nurturing well-rounded university graduates. Additionally, libraries should also explore the potential of digital resources, as they offer a vast array of information that can complement the physical collection. Engaging with faculty members, subject matter experts, and other stakeholders can further enrich the decision-making process, ensuring that the library's content is up-to-date, diverse, and fully equipped to support the academic journey of every student. By embracing these strategies, university libraries can significantly enhance their role as pivotal educational hubs, catering to the evolving information retrieval needs of their students and contributing to the cultivation of future talents.

4.4. Strengthening the Construction of Users' Spiritual Needs

University libraries should not only provide users with a healthy and warm working environment, but also offer a good platform for their spiritual needs. To enhance the users' experience, university libraries' operational strategy should focus on strengthening the users' needs for cultural and intellectual development. University libraries should increase funding for document orders. The purchase of documents by university libraries should not be done blindly in large quantities, but should be based on a profound understanding of the development of the times, while also taking into account the reading needs of school teachers and students. A questionnaire survey can be adopted to ask questions such as "Which books would you like the library to purchase more of?", "What are the problems in the document purchasing of the university library?", and "Recommended bibliographies". Through in-depth understanding of teachers and students from all major disciplines in the university, more reference materials can be provided for teachers and students of various disciplines [8].

4.5. Developing a Variety of University Library Activities

University libraries not only have various functions that can be provided by traditional book collections, document management, and reading platforms, but also have innovative expansions in academic seminars and exchanges, cultural activities, and more. They offer a wider variety of venues for interaction and communication to their readers, allowing them to better meet the users' needs for the library. To develop a variety of activities in university libraries, the focus should be on cultivating students, and utilizing activities such as "One Hour of Library Reading", relay races, university library book classification contests, warehouse experience, calligraphy extracurricular activities, and Fragrant Cinema. These activities use the various resources of the university library to further bridge the gap between users and the library, involving users in the management strategies of the university library. Activities should revolve around enhancing the experience of university library users, thereby better improving the management work of the university library.

5. Conclusion

In the era of big data, people's information needs have changed, posing higher requirements for the management of university libraries. Under the new historical conditions, the needs of university library users are increasing. Therefore, university libraries must grasp the needs of their users, establish a user-centered management approach, continuously innovate in service concepts, and do better in organizational management, resource management, and space management. This is to ensure that users' personalized information needs are maximally satisfied, thereby enhancing their own service level.

References

[1] Xie Jing. Discussion on existing problems and strategies of e-reading Room management in University libraries [J]. Shanxi Youth,2023(04):175-177.

[2] Gao Weihui, Duan Xuemin. Analysis on innovative strategies of university library management in the new era [J]. Heilongjiang Archives,2022(06):275-277.

[3] ZHANG Chao. Research on management strategy of paper book loan volume in University library [J]. Paper Making Information,2023(04):111-112.

[4] Wu Rong. How Big Data can help the construction and development of University libraries -- On the construction strategy of intelligent library acquisition management model [J]. Office Business, 2023(08):149-151.

[5] Hu Yuhua. Practical Application strategies of big Data in Archives management of university

libraries [J]. Archives of Heilongjiang Province,2023(02):236-238.

[6] Wang Yanfeng. Research on Innovative strategies of university library management and service in the era of "Internet +" [J]. Journal of Higher Continuing Education, 2019,36(02):76-80.

[7] Li Yueqi. Innovative Strategies of university library management in the era of "Internet +" [J]. Office Business,2023(09):173-175.

[8] Xu Haoming. Research on quality control in the process of large-scale book digitization [J]. Cultural Journal,2022(12):188-191.