

# The Service Ability and Promotion Strategy of Local University Librarians in the new Era

**Jing Bao\***

*Department of Library, Nanyang Normal University, Nanyang, China  
bj0209@126.com*

*\*Corresponding Author*

**Abstract:** *With the continuous development of socialism with Chinese characteristics, education has entered a new era. Under the background of the new era, the traditional service mode of "Book oriented" library is gradually replaced by the service mode of information automation and network, and the university library is also developing rapidly from the traditional paper collection to the construction of digital resources. Library plays a very important role in teaching, scientific research, quality education and cultural communication in Colleges and universities. It is the basic symbol of the development level of colleges and universities. Therefore, the service ability of university librarians is becoming more and more important in the new era. In order to better promote the service ability of University Library in the new era, this paper first discusses the characteristics and service mode of University Library in the new era, and then puts forward some strategies to improve the service ability of librarians from four aspects: constructing information service system, improving service consciousness, enriching service content, and optimizing management connotation.*

**Keywords:** *new era, librarian, service ability, promotion strategy*

## 1. Introduction

With the continuous development of socialism with Chinese characteristics, the cause of education has entered a new era. In the context of the new era, the digitization of the collection resources of university libraries and the collection of digital resources have gradually become the development trend of libraries[1]. As the external business card of university libraries, librarians' high-quality service ability not only makes college teachers and students feel happy when they study and read in university libraries, but also reflects the rich and active cultural life of university libraries, which occupies an inestimable position in the construction of university spiritual civilization. The service ability of university librarians is the key to establish a good quality relationship between university teachers and students and university librarians. The harmonious and lasting relationship between university libraries and university libraries is an important guarantee for the survival and development of university libraries[2]. Therefore, this paper first discusses the characteristics of university libraries under the background of the new era, then expounds the connotation of librarian's service ability, and finally puts forward the strategy of improving librarian's service ability.

## 2. New Era Library Features

China's education has entered a new era, the Party and the state with new ideas, new ideas and new ideas to promote China's new education. Since the new era, with the rapid development of science and technology, China's university libraries continue to introduce computer technology, network technology and multimedia and other modern technologies into the university library, the university library community in academic and practical have made a qualitative leap, this leap has changed the reading and teaching methods of college teachers and students, the traditional model of university libraries has been transformed into a more intelligent university library[3-5]. And any advanced technology and facilities left people will become useless, as the synonymous with technology artificial intelligence is also by transforming the service functions of university libraries, service channels and service methods to make it more human[6].

### **2.1. Favorite Mode**

Before entering the new era, the university library has always been a paper version of the literature as the main collection object, but also some electronic literature resources such as tape, CD, audio and so on. After entering the new era, with the internet being introduced into the construction of university libraries, the collection mode of university libraries has undergone a great change, although paper literature is still an important collection object of university libraries, but more and more e-books and even databases and other literature resources are accepted by university libraries. The collection mode of university library can cover the resources of traditional university library collection in the new era, which reflects the great reserve of university library in the new era. Paper version of the literature in the preservation work is more demanding, not only to do moisture and waterproof, but also to do anti-pollution and damage prevention, digital library in the preservation of these cumbersome work, but also more green environmental protection, space saving, but also reflect the new era of university library style, expand the collection of university libraries, can better serve college teachers and students readers, to meet their reading and learning needs.

### **2.2. Management Style**

As an important work of book management, the efficient and stable operation of books cataloguing determines the degree of function of library to a certain extent. In the traditional mode of university library cataloguing, mainly rely on the university librarian manual classification of books, and the search card of books also need librarians to make, not only time-consuming and labor-intensive, and sometimes there will be operational errors, will affect the normal operation of university libraries, to teachers and students readers bring unnecessary trouble. With the aid of modern science and technology, university libraries can realize the automatic classification and cataloguing of books, which not only improves the efficiency of library work, reduces the workload and time of librarians, but also greatly improves the quality of university libraries' work, and further embodies the advantages of university libraries in the new era.

### **2.3. Service Work**

Intelligence is synonymous with the university library in the new era, and its service work has become more and more intelligent. College teachers and students readers can according to their own needs in the e-book database search, access, can be achieved in line reading, so that reading more convenient, but also to achieve the goal of many people at the same time, breaking the traditional mode of book lending limitations. The opening hours of the library are limited, in the traditional mode, the readers of college teachers and students can only borrow during the opening hours stipulated by the library, and can not meet the reading and learning needs of the readers of colleges and students all day long. In the new era, the university library can not only realize the freedom of time and space in reading and learning, but also realize the service work of the university library in the new era.

## **3. The Connotation of Librarian Service Ability**

Librarian's service ability refers to the ability of university librarians to provide services for university teachers and students in library study work, and to benefit college teachers and students readers. Librarian's service ability covers many levels, according to the research in "Study on the Impact of Library Librarian's Service Capability on library-User Relationship Quality", it is shown that the three dimensions of service attitude, professional level and manner instrument can better reflect the satisfaction, trust and commitment of college teachers and students readers to the library, and are more typical and representative in librarian service ability[7].

### **3.1. Service Attitude**

Service attitude refers to the reaction and attitude that college librarians show when they provide services. The warm, accurate and thoughtful service attitude of university librarians is the key to the satisfaction of college teachers and students. If the university librarian warmly for each borrowed college teachers and students are smiling to greet, accurate for each borrowed college teachers and students need books in the chest, and can tell the reader the first time in the classification area, thoughtful to the university teachers and students can provide timely and reasonable recommendations, college teachers

and students will feel the librarian's respect for their own, so that the university teachers and students to the librarians to form a good feeling, and then to the university teachers and students to leave a good impression, can effectively ensure that the university teachers and students continue to use the university library.

### **3.2. Professional Level**

With the continuous progress of our society and the sustainable development of economy, the library has more and more information resources such as books, periodicals and books. Libraries play a leading role in cultivating national information literacy by relying on the role of providing a wide range of information resources. Therefore, in this context, university libraries should reflect their own specialization, university librarians need to further improve the professional level. University librarians provide readers with a platform for the effective use of information resources by fulfilling the duties of information literacy educators in a timely manner, which is the performance of the important role that university libraries play in colleges and universities[8]. A librarian with high professional level is the foundation of the library's operation, which is embodied in the university librarians to have rich professional subject knowledge and subject background, master certain Internet knowledge and certain foreign language skills, have basic computer operation ability and so on. Librarians reliable professional level in the service for college teachers and students readers can provide a full range of services, can be targeted to meet the requirements of college teachers and students, which will bring teachers and students a satisfactory service experience, the user satisfaction experience will reduce the university teachers and students on the university librarian service capacity uncertainty, so that college teachers and students readers have confidence in the future service capacity of university libraries, and then if college teachers and students demand information, they will choose college libraries first.

### **3.3. Miriam Meter**

University librarians are the interaction with university teachers and students, not only should have a thoughtful service attitude and reliable professional level, but also the university librarian's speech and behavior and instrument dress is also very important. Their appearance instrument not only serves as a role model, but also makes the students and teachers of colleges and universities have a feeling of being respected, showing the unique spiritual outlook of colleges and universities. On the one hand, the instrument is not only the business card of the university librarian, but also represents the personal mental outlook and gives the first impression to the teachers and students readers. On the other hand, elegant posture instruments can show the teachers and students of colleges and universities their reliable service ability. The elegant manners of university librarians have an important influence on improving the communication between librarians and university teachers and students readers.

## **4. Librarian Service Capability Improvement Strategy**

Under the new era, education should always carry out the modern educational model, and then form the educational thought and education system required by the new era. Therefore, in the new era, we should pay more attention to students' learning ability, vigorously promote the ability of independent learning and innovation among students, while teachers should guide students correctly, update the previous teaching methods and lead students to complete the educational work. At this time, the university library plays a key role in providing learning and work for college teachers and students. Based on the three dimensions of service attitude, professional level and posture instrument, this paper puts forward some suggestions and suggestions to improve the service ability of librarians.

### **4.1. Improving Service Attitudes**

In the new era, the relationship between university librarians and university teachers and students has a stronger correlation with the service attitude of university librarians. Therefore, university librarians should not only be able to treat college teachers and students readers warm and thoughtful, kind attitude, but also to be proactive and standardized operation. The librarian's good service attitude can promote the good cycle of the relationship between the university librarian and the university teachers and students readers, and it is an important way to improve the quality level of the relationship between the university librarian and the university teacher and student. By establishing the service consciousness and pride of university librarians and implementing the education of university librarians' professional ethics, we can

improve the service consciousness of university librarians and show better service ability, so that college teachers and students can experience more sincere service[9]. To this end, university libraries should encourage librarians to strengthen their initiative in service work, not only to solve the problems of readers at that time, to do the initiative to inquire, timely feedback. Librarians can also be trained in language, tone to be gentle and kind more affinity, highlighting the librarian's good service attitude.

#### **4.2. Improve your Professionalism**

Since entering the new era, our country has repeatedly stressed the importance of professionalism. The quality influence results of the relationship between university librarians and university teachers and students show that the professional level of university librarians is the one that has the greatest influence on the satisfaction and trust of university librarians. The professional level of university librarians directly affects the trust level of college teachers and students, and is very important to maintain the good relationship between the two. In the digital library model, the library staff's computer level is also very important, librarians not only need to master the relevant book management expertise, but also have high computer skills. Improving the professional level of university librarians service ability and computer skills is the requirement of the times, requiring librarians to update ideas, change ways, with new ideas and better professional level and computer skills to complete the work of serving college teachers and students. Therefore, university libraries can regularly train librarians in professional knowledge and computer skills, and develop relevant assessment criteria to screen qualified librarians, so as to supervise and improve librarians' professional knowledge and computer skills.

#### **4.3. Pay Attention to the Instrument**

The relationship between university librarians and university teachers and students is most relevant to the pattern instrument of university librarians. University librarian posture instrument is the key factor that affects the ability of university librarians to evaluate the service ability of university librarians, a person's instrument can reflect a person's inner world, representing a person's mental outlook, university librarians have a good instrument form is an important part of carrying out the work of college teachers and students readers, therefore, college librarians dress neatly and normally, behave properly, generous, will bring harmonious atmosphere to college teachers and students. Because of this, university librarians customize the uniform work uniform, reflecting the new era of vigorous and upward style. Train librarians to stand, sit and walk, expression to show respect for teachers and students readers, understanding and goodwill, smiling and talking to be sincere and cordial.

### **5. Conclusion**

Since the new era, as an important platform for learning practice of school information resource centers and university teachers and students, the service ability of university librarians has become more and more important under the background of the new era. The service ability of university librarians is the key to establish a good quality relationship between university teachers and students and university librarians, and the service attitude, professional level and manners table are the important connotations of librarian's service ability, which is more typical and representative in librarian service ability. Pay attention to the appearance of instruments and other aspects to enhance the librarian service capacity, better comply with the development of libraries under the new era, so as to better protect and serve China's educational undertakings.

### **Acknowledgements**

This work was supported by Youth scientific research project of Nanyang Normal University (2020QN047), Nanyang philosophy and social science planning project in 2021: Research on the innovative development and construction of knowledge discovery service of Nanyang Digital Library.

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