

Discussion on Innovation Strategies of University Library Management in the Internet Era

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Abstract: *With the development of Internet technology in modern society, universities and colleges have begun the construction of digital library. With the digitalization of the university library, the original service mode can not adapt to the modern university library service, so the innovation of the service mode has become very necessary, this paper will discuss the disadvantages of the original service mode, the innovation of the service mode and so on.*

Keywords: *Internet era; University library; Services and Innovation*

1. Introduction

Innovation is the driving force of development and the source of scientific and technological development. Without innovation, everything has no development attribute. In the "Internet Plus" model environment, different requirements are put forward for innovation. University library is an important teaching and research institution in colleges and universities in China, as well as an important place for the implementation of higher education. It plays an essential role in the training of talents in China's modernization construction. Therefore, it is necessary to carry out service innovation in university library and lead the trend of innovative education in order to adapt to the development of The Times. At present our country a lot of the management mode of the library in colleges and universities have made a lot of change, traditional library service idea and service mode is no longer suitable for the demands of the development of the library in the new period, therefore, must be essentially service idea and service mode of university library innovation, build perfect library service system, give full play to the role of the libraries of colleges and universities as the research education institutions.

2. Problems existing in the management and service of university libraries in the "Internet Plus" model era

2.1 Boosting effect

First of all, it is beneficial to improve the timeliness of students' reading and make up for the shortage of the slow update of library materials. In the era of the "Internet Plus" model, college students can quickly receive and send information through computers, mobile phones and other mobile terminal devices. In particular, the application of "cloud" technology has greatly accelerated the speed of information transmission. Students can find and obtain the information they need in time for online learning and utilization. The timeliness of reading is improved and the value of information data is amplified, which effectively makes up for the shortage of the slow updating of university library materials.

Secondly, it is beneficial to stimulate students' interest in reading and promote the development of the library's reading work. The multimedia forms presented by the Internet, such as pictures, videos and animations, make reading vivid and help to stimulate college students' interest in reading, make them actively participate in the nationwide reading activities organized by the library, and promote the development of the nationwide reading work in China.

Third, it is beneficial to expand students' reading channels and extend the function of the library. Students do not need to spend all day in the library reading extensively, the use of computers or mobile phones, the mass information of the Internet can allow college students to read anytime and anywhere, stay at home, erudite, knowledgeable, knowledgeable, in the library information consulting personnel

under the correct guidance, the library function has been extended.

Finally, it is beneficial to enhance students' information interaction, and provides ideas for library reform and development. In the "Internet Plus" model environment and in the "human-computer interaction" reading mode, college students can not only send and receive information, but also spread information. More users can participate in the same information, exchange ideas and share opinions with others in real time, and the interaction of information is greatly improved. In view of this, for the sustainable development of university library, the library should not only be a place for students to read quietly, but also open up space to become a place for students to exchange information and collide with innovative sparks.

2.2 Existing problems

First of all, the service concept is not innovative enough, which makes it less attractive to college students. In the era of the "Internet Plus" model, college students can obtain the information resources they need through the network terminals such as computers and mobile phones without consulting through the library. However, the service concept of university libraries is still stuck in the past, lacking the consciousness of active service by using rich collection resources, which makes them less attractive to college students.

Second, information resources are updated slowly and the "Internet Plus" model technology is not fully utilized. Restricted by subjective and objective conditions such as financial resources, material resources and updating speed, the university library has not realized the complete digital transformation, and the resource construction lags behind the network or other carriers, which makes college students become the main users of network information and leads to the loss of college students in the library. The "Internet Plus" model makes mobile service a new service mode for university libraries. After registration, readers can access the library at any place and at any time through tablet computers and smart phones, so as to realize the dream of "small devices, big reading". It is understood that after the launch of mobile library, fewer students pay attention to the WeChat public account, the frequency of service items is low, and the acceptance of new library services by college students is not high enough.

Third, there is less guidance to students' shallow reading and fragmented reading content. With the development of science and technology, new media, new technology, more and more deeply penetrated into the life of college students, make its attention was attracted by smartphones, tablets and other electronic products, difficult to have more time to quiet reading, reading lead to fragmentation, namely the students through mobile phones and other mobile terminal for intermittent, incomplete, "sail" way of reading, many students into the campus "down" and "mobile phone" control. Some college students lack planning for their study and life. When they use new media to read, they do not read word by word and sentence by sentence intensively, but read rough, fast and skim without any plan. Rather than using new media to learn professional knowledge, do not need to think deeply about the news, novels, and weibo, WeChat, QQ information such as entertainment information, formed the information fragmentation, superficial, materialistic reading characteristics, the result is that the reader thinking chain scission, free, let a person be tasted, it is difficult to form the system thinking, thinking in reading crisis. The university library should advocate text reading, strengthen the guidance of online reading, push more short, complete and healthy information to students, and guide students to acquire useful knowledge quickly.

Fourthly, there are not many organizations for students' diversified reading methods. With the popularization of the Internet, wireless network, big data and cloud technology make it more convenient for college students to obtain information, and their reading methods are diversified instead of limited to text reading. Fragmentation and quick-skimming reading on the Internet make college students lack of thinking about the content of reading and weaken the influence of reading on college students. College libraries should take the opportunity of national reading promotion activities every year to carry out more in-depth reading activities and cultivate the habit of systematic reading and in-depth thinking of college students.

Fifth, on the network of good and bad information screening propaganda is not strong. With the geometric growth of network information and the flood of pictures and image information, college students lack the ability to distinguish the good and bad information on the network, which is easy to produce confusion in their thoughts. Negative and negative information will affect students' physical and mental health and the formation and consolidation of correct values. In addition, in terms of reading time, 78 percent of college students read before bed, which affects the time and quality of sleep.

Reading objectives are leisure and entertainment. Popular film and television literature works are the most widely borrowed, while professional book borrowing becomes less popular, which also has a negative impact on college students' success and employment. The university library should make full use of its characteristic of abundant professional resources, strengthen publicity, promote more healthy and professional books and materials to college students, and guide students to grow up healthily. Finally, the professional quality of librarians needs to be improved and the privacy protection of college students needs to be strengthened. In the era of the "Internet Plus" model, more attention is paid to the sense of service. Some university library staff do not have enough understanding of the educational function of the "Internet Plus" model library service, and their professional ability is not strong, which also affects the enthusiasm of college students to use the library. In addition, data collection in the era of the "Internet Plus" model is no longer limited to the Internet itself. While providing services to readers, the library can also obtain the information of corresponding readers, and draw readers' preferences and topics of concern according to the information of readers. In addition, the camera of electronic equipment can record various states of readers. It can be seen that the application of new technology has broken through the boundary of user privacy protection, and how to protect the data and privacy of college students is also a problem facing the library.

3. Research on the service innovation mode of university library in the Internet era

It can be seen from the above that the traditional library service mode in colleges and universities has disadvantages such as passivity, closure, shallow level and labor intensive, while the library in the Internet era has begun to transform to digital. Original service mode is not well adapted to the age of the Internet now college libraries, so the service mode innovation is very necessary, and service should be more diverse, hierarchical, cannot only depend on the librarians to service, only for the Internet age college library service model innovation, to make the library digital resources better readers use, better play to the effectiveness of digital library.

3.1 Innovation of service concept

The innovation of service concept is the key of service innovation of university library. The innovation of librarians' service consciousness should first change their consciousness of being a librarian. The maintenance and development of the library cannot be separated from the management of the librarian, but the library reflects a kind of service, the library is an important place for readers to obtain resources, the purpose of its existence is to better serve the readers. Secondly, it is necessary to strengthen the attitude training of librarians. In the traditional service, librarians adopt some unreasonable service measures and attitudes in order to reduce their responsibilities, pressure and work intensity, which makes readers unable to obtain resources in a better way. Therefore, we should strengthen the training of librarians' working attitude and service attitude, so that librarians can serve readers more actively and actively, and avoid the phenomenon of using different service attitudes for different readers. In a broad sense, the innovation of service concept is to provide all-round services. In the era of the Internet, the good operation of libraries, computers and other equipment is the key to ensure readers' access to resources. Therefore, the maintenance and improvement of computers is also a service provided to readers. Colleges and universities should innovate the concept of service. They should not only regard the services of librarians as the whole of library services, but should also see that the maintenance of equipment, the sorting and classification of information resources, and the updating of information resources are also services for readers.

3.2 Innovation of service contents and methods

The innovation of service content and mode is the key point of university library service innovation in the Internet era. The innovation of service content and mode mainly includes three aspects, which will be elaborated respectively in the following sections. The first is to enrich the information and digital resources. In the Internet era, the updating and spreading speed of resources is accelerated. In order to enable readers to obtain more abundant and time-sensitive resources, the updating and classification of digital resources in the library should be strengthened. Therefore, it is necessary to enhance the librarians' ability on the basis of improving the librarians' consciousness, so that the librarians can timely discover new resources, organize and classify new resources, and integrate them into the existing resources. When the readers search the resources, they can obtain rich resources in time. Secondly, the targeted service for readers should be strengthened. This targeted service should

classify readers and make corresponding resource modules according to their classification. Of course, for students of different majors, corresponding modules can be made, and more modules can be divided according to other ways, so that readers with resource needs can search resources better, so as to realize the efficient service of college Internet library. Finally could also help readers to build a platform to communicate with one another, the spread of the Internet, digital resources can not only quickly, at the same time, more conducive to the exchange of people, so the university library under the Internet if you can build such a platform, to the dissemination and sharing of resources between readers, at the same time for the reader's doubt, through mutual communication can be better solved, this also is to serve readers, and the more direct and convenient services, to better serve the readers.

4. Conclusion

In the era of Internet, more and more colleges and universities begin to carry out the construction of digital library, but the service of college library has not kept up with the speed of the construction of digital library. Many libraries use the original service mode, but in the modern library service has shown a variety of shortcomings, only to do a good job in the Internet era of university library service innovation, in order to make the library better service to readers, so that readers better search and obtain resources.

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