

Analysis of Mobile Information Service Strategies of University Libraries under New Media Environment--Based on SWOT Analysis

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ABSTRACT. *With the development of new media technology, readers' demand for library is more and more unsatisfied with the traditional stable and invariable model, library mobile information service arises at the historic moment. This paper summarizes the relevant concepts of library mobile information service, points out the differences between library mobile information service and mobile library, summarizes the advantages and opportunities, disadvantages and threats of mobile university library development with SWOT analysis method, and finally puts forward the development countermeasures of mobile university library information service in the new media environment.*

KEYWORDS: *New media, University library, Mobile information service, The SWOT*

1. Introduction

By using a more mature wireless mobile network, the Internet and multimedia technology, make people not restricted by time, place and space, through the use of various mobile devices to convenient and flexible to the library book information query, browse and get a new kind of library information service, mobile library information service refers to the user to mobile devices for library information resources by modern network technology services. Due to the development of information technology, the mobility of information service in library mobile information service mainly refers to the application of mobile terminal equipment in library information technology, such as the mobility of reader space (traditional library is fixed in a specific location) and the mobility of information transmission[1]. As a manifestation of library mobile information services, the common characteristics of mobile libraries and handheld libraries meet the 3A standard, that is, Anytime, Anywhere, access to Any information. Readers can read at any time and anywhere according to their own reading needs in order to obtain the

resources they need. The media used by readers is not limited to the mobile terminal device, and many other devices can perform this function. The precondition of library mobile information service is to have network link and to get wireless Internet. Thus it can be seen that the formation of library mobile information service must meet the following conditions: network technology, information resources, mobile terminal equipment, and reader demand.

2. SWOT Analysis of Library Mobile Information Service

2.1 Advantage

First, university libraries have huge collections and abundant database resources, which is the foundation of the development of library mobile information service. The university library is an important place for teachers and students to carry out scientific research and teaching. The university purchases a large number of paper literature resources and a large number of database resources, making the library collection rich. Colleges and universities are actively increasing the purchase of various literature resources, including paper resources and digital resources, mainly including books, periodicals, magazines and other common paper documents, as well as some databases, such as audio-visual databases [2].

The second is the mobile function of library mobile information service. Library mobile information service not only has the function of traditional library, but also has the function of digital library. This makes the library mobile information service realize the function of reading anytime and anywhere and meet the needs of readers for information materials in time. With the organic combination of information technology and multimedia, the function of library has changed greatly. The mobile information service function has been paid more and more attention by university libraries, which not only purchase a large number of literature resources, but also train a group of professional service personnel to prepare for the new era of library development.

2.2 Disadvantages

One is the problem with mobile devices. Most library mobile information services use mobile phones or ipads. These electronic products have low power storage capacity, which limits the reading time and makes readers unable to read for a long time without restraint. This has become a big problem for library mobile information services [3].

Second, the traffic cost caused by using mobile devices for reading. One of the prerequisites of library mobile information services is access to the Internet and, if the user is within the W IFI area, free access to the Internet. However, due to the mobility of library mobile information service, it is inevitable for users to use mobile data network beyond the scope of WIFI network, and traffic cost is generated naturally. A few days ago, the traffic charge by mobile communication is still

relatively high. High traffic costs hinder the promotion of library mobile information services.

Third, the content of library mobile information service is not innovative. The content of library mobile information service is still those resources of traditional library, but it is more portable with network processing, but the content is not increased. As a result, the competitiveness of library mobile information service is not enough [4].

Fourth, the users of the mobile information service of the library are mostly the staff in the campus, not the staff outside the campus. The users of mobile information service in university libraries are basically teachers and students on campus who visit the website, while those off campus do not use the mobile information service of the library, let alone understand the portability of the mobile information service.

2.3 Opportunity

The emergence of library mobile information service is based on the external environment opportunity of ubiquitous mobile society and ubiquitous learning. With the rapid development of science and technology, the pace of life is speeding up day by day, people's living standards are constantly improving, and their material needs are met unprecedentedly. However, they have no time to go to the library to learn and acquire knowledge, so reading and learning become a scarce resource [5]. The development of mobile information services in libraries is precisely to meet the needs of a large number of users of mobile information services in the society, which is the biggest motivation and opportunity for them to develop this service. In addition, the continuous improvement and perfection of intelligent technology, wireless network technology and mobile terminal performance provide a broad platform for library mobile information service, making it more humanized reading experience.

2.4 The Challenge

Although mobile devices are now widely available, but due to the replacement fast, prices have been high, in addition, the lack of a strong domestic library digital resource content business, China telecom and China mobile, mobile communication, reading is not open to the library resources and technology, different mobile devices using different resources acquisition and reading and writing format, such as e-books and purchased from the apple iBooks App application can only be used on apple products. There are some obstacles in the selection of the format of mobile information resources in library applications [6]. Moreover, with the unlimited access to digital resources, how to protect the rights and interests of information resources and enable users to obtain relevant information, that is, how to balance copyright is also a problem that libraries must face.

3. Countermeasures for the Development of University Library Mobile Information Service under the New Media Environment

3.1 Draw on and Absorb Mature Experience.

The university library should seize the opportunity and draw on the advanced experience of foreign countries. Due to problems in science and technology, information communication technology in China compared with developed countries, slightly behind, this makes a mobile library information service development in our country also lags behind many developed countries, this requests us to actively to learn other countries' advanced experience on mobile library information service, if necessary on-site visit or invite well-known mobile information service in university library management personnel to pavilion teaching, training, etc.

3.2 Integrate the Resource Information of Library Mobile Information Service

One of the advantages of library mobile information service is that it can integrate and process network resources, which is also the advanced place of library mobile information service compared with traditional library. Library mobile information service includes not only the document resources of traditional library, but also the organization, guidance and quality of the information resources visited by thousands of network resources [7].

3.3 Pay Attention to the Service Mode of Library Mobile Information Service

The emergence of library mobile information service is the product of the development of library in the multimedia environment, and it is a new form of library service. In order to adapt to the rapid development of information technology, Chinese university libraries should actively carry forward their competitive advantages, keep in line with the advanced communication technology in time, and maintain the timeliness of their own technology upgrading.

3.4 Strengthen the Institutional Construction of Library Mobile Information Service

Sound organization setting and professional management personnel are the premise and guarantee of mobile information service in library [8], which is important in both technology and service content. University library mobile information service is the result of the combination of traditional library and digital library services in the new media environment, which can meet various information and knowledge needs of current users.

3.5 Strengthen the Publicity and Training of Library Mobile Information Service

Mobile library information service is a product of traditional library development under the multimedia environment, in order to keep up with the trend of the history, we must strengthen the propaganda work of mobile information service of library, making more users to be able to consciously to library information services for access to resources, greater play to the advantages of mobile library information service, promote the development of mobile library information service.

4. Conclusion

University library mobile information service is a new form of library service mode under the new media environment. Based on the collection resources of traditional library, it is an extension of digital library and organically combines mobile terminal equipment and network technology. In order to provide users with better mobile information service experience under the background of future new media practice and development.

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