

Discussion on University Library Subject Service of the Entire Media Age

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Abstract

The development of information technology needs to change the user needs, the requirements of the university library is also getting higher and higher. For a particular user, the user refers specifically to provide strong, deep information service of subject service has already become a hot research topic. This paper simply introduces the related theory of the subject service, and introduces and analyzes the current situation of the subject service of university library. And finally to improve the policy library discipline of service are described.

Keywords

University Library, Subject Information Service.

1. Introduction

Library is a continually growing organism, with the intelligent terminal technology, the development of various types of wireless communications technology matures and the Internet platform for further construction, the user access to information channels to further expand, fewer and fewer users rely on the library to obtain bibliographic information, books and periodicals, reference information and consulting services, and more through mobile terminals and the Internet, such as Apple, Google and Amazon offer eBook and database platform, etc. access to information resources, this has forced the library to the wisdom Service center transformation. Therefore, the development of the whole media era to the research library is a challenge not only bring more opportunities.

University library is the 'heart' of University, and it is the important mission to provide the information support and information literacy education for school teaching and scientific research. One of the priorities of the construction of colleges and universities is the discipline construction. the development level of discipline construction and development of colleges and universities construction marks a school quality universities, research level and overall strength. Facing the new situation disciplinary services, use of the library to provide support for scientific research, provide information frontier, so that users can more easily obtain information about borrowing library includes information, resources, information, service information, etc., to improve the University Library availability, provide for the full range of information services disciplines, so the University Library play a strong supporting role in the research and teaching.

2. Related theory of subject service

2.1 What is the subject service

"Subject services" first proposed by the European and American developed countries, domestic theoretical research from 1996, has been nearly 20 years of development. The so-called subject service is obedient discipline development of document and information demand rules, but is no longer in

accordance with the document workflow to organize the work of science and technology information, make information services instead of subject positions, thus enabling knowledge-based services rather than simple document retrieval and transfer, thus improving information services to user needs and user support tasks. In Colleges and universities, the birth of the concept of discipline service comes from the breakthrough of the school to create the first-class university, so as to make it clear that the subject service will occupy an increasingly important position in the library service.

The main goal of the subject service is the information service of the library from the end of a library transition to an end user, become an organic part of the specific research activities and ensure the positioning information services in scientific research and teaching, so as to improve the core competitiveness of the library. Subject service in university library is according to school subjects in the field of human and organizational resources to provide specialized knowledge service in a way that is the application of knowledge service in University Library for the practice of service disciplines.

2.2 Characteristics of subject service in University Library

From 1998, Tsinghua University in China for the first time to carry out subject service until now numerous libraries carry out subject service, libraries of colleges and universities in China in the discipline of service practice will continue to explore, change and innovation. But, in general, subject service work can be divided into two phases, the first generation of subject librarians discipline services and the second generation of the Subject Librarian of subject service. Subject librarian is to master one or a few professional knowledge, and proficient in Library and information knowledge, to provide readers with a deep level of service for the library staff. The specific contents of the subject librarian work include: mining knowledge of network resources, familiar counterparts disciplines of literature, participate in the planning and implementation of collection development, domestic and foreign electronic resources for collecting, mining, analysis and evaluation of domestic and foreign electronic resources, and actively recommend to users, timely push to the user subject resources, the use of their professional knowledge, in-depth research into the users to track the user needs to provide timely service, to build a user-disciplinary service utilization information environment so that library services integration process in the entire service user, timely user suggestions and comments about the library departments report to the library, library resources to promote development and improve the quality of services.

The subject librarian provides the discipline service and the traditional service has the very big difference, mainly manifests in the following several aspects:

(1) Subject service is the active service.

Subject service through active sustained and effective communication and exchange with the user, set up smooth information demand and supply channels, on their own initiative to improve the ability of library information service, users are interested in information available to users, and help users to improve work efficiency.

(2) Subject service is a kind of dynamic service

Subject service is a kind of interactive services, to user needs as the center, it according to the different distributed dynamic resource, service to the user to solve the problems in the whole process, and is not based on natural resources or system.

(3) Subject service is a service for individual users

Subject oriented service is a kind of information service which varies with each individual. User centered personalized service.

3. Thoughts on the subject service of University Library in China

3.1 The discipline construction of university needs the discipline service

The level of discipline in Colleges and universities directly shows the quality and level of the school. The key to be a key university is to have its own key subjects. In the course of construction, the basic way is to establish the direction of discipline construction, and build a high level of discipline team, thus

forming the discipline base. And universities to build a high level of discipline, it is necessary to have the intellectual support of University Libraries and resources.

3.2 Library service development needs subject based service

Implementation of the subject of service, university library is not only the main service, but also the beneficiaries of the service, is a two-way and mutually beneficial way of service. Libraries and users will be in such a virtuous interaction and communication cycle, to meet the needs of their own development, so that the library has its own gold service mode, to promote the vigorous development of the various disciplines of the school.

3.3 Technology is a powerful tool to promote the service of subjects

The support and promotion of information technology in the subject service. Due to the current national University Library main discipline service is based on literature subject documentation services, thus greatly reducing the reliance on the use of information tools. Even service-based platform is also subject to the existing system based mostly mechanical use, for the present, more and more libraries, such as the use of multi-media, information technology utilization is not high.

4. Measures to improve the level of subject service in University Library

Innovation is the theme of the development of the times, but also the inevitable choice of university library to adapt to the development of the great environment. Although the university library is called "core of University", "the three pillars of the one", "the overall level of the school an important symbol and so on, but in fact Library in Colleges and universities did not its rightful place, also did not fully play its due role, the construction and development of the library did not keep up with school construction and development. How to contribute to the discipline construction of university library, the author believes that can start from the following aspects:

4.1 Improve the quality of library staff

Subject service is a kind of content oriented professional service, which requires a high quality subject librarian to provide service. Therefore, subject librarian is the backbone of the subject service, the quality and ability is the external manifestation of the strength of the library, the requirements of subject librarian service in specific subjects, not only to have the professional background of the counterpart of the service disciplines, but also have the professional background of library information, not only to understand the discipline's development condition, but also a knowledge extraction and knowledge ability, and can be integrated into the teaching, scientific research, with the teachers, students and scientific research personnel to effectively communicate and work ability.

At present, there are many obvious deficiencies in the university library, and many of these problems are reflected in the quality of personnel. University Library at present there are still a lot of specialized training of librarians, professional quality and service level is not high, the service consciousness is weak. Human resource advantages such as can not be developed, then the library will remain in the traditional service mode of the hard service, to fully tap the librarian's intrinsic value, it is necessary to subject service, which is an inevitable choice to conform to the development of the times and the needs of users.

Our country university library can be used "to go out, the introduction to" talent construction policy, on the one hand training subject librarian service, to improve the quality of their business, on the other hand can be introduced with ability of subject librarian personnel, enrich the team construction of subject librarian.

4.2 Establishment of literature information resources system related to key disciplines, dominant subjects and specialty construction

The library should organize the information resources of the literature according to the needs of subject, profession, project and so on. Oriented services and service agencies, taking knowledge organization model, to construct a flexible subject unit, resource collection, processing, restructuring, development

and utilization of the work in each discipline units, around the school key disciplines and advantages of discipline construction, clear its own service target and position, and strive to in construction and the focus of the school discipline, discipline advantage, professional construction related system of literature and information resources efforts. Form collection system has the characteristics of school discipline, strengthen the development and utilization of network resources, the establishment of a network of professional disciplines Navigation System

4.3 Establish the subject service mode and individual customization mode, and realize the innovation of the information service mode and the mode of information service

Library information service mode change to the user of this center. To develop information based on user activity, issue-oriented, reproduction knowledge, self-service initiative and use a combination of integrated service model. Its content includes two aspects: first, according to the needs of users to provide knowledge services; two is to organize information resources according to user characteristics. Create personalized information environment, gradually will subject service and information analysis and research services, construction of resource integration, organic combination of the information service system construction up construct (global access, integrated service)digital knowledge information service mode.

4.4 The establishment of subject service platform based on Network

Library science services, according to the characteristics of different disciplines, analysis of user needs and satisfaction level of existing resources and support the relevance of the establishment of a network-based service discipline intelligence platform to show the library subject service system works mode and subject knowledge to provide services. Construction of specialized subject service platform is the foundation library personalized, network-based information services, is to carry out specialized subject knowledge service point, the purpose of which is to construct customized information services.

5. Conclusion

Subject service is the inevitable outcome of the service innovation of university library, is the inevitable requirement of the professional needs of the user groups, is a traditional reference to develop in depth, to active service the inevitable result of the development direction, it is the school discipline construction, the construction and development of library is the requirement.

University Library to implement the subject oriented services, so that the library into the user's research and teaching, the library and the user to become a whole, to achieve mutual benefit and mutual benefit. Subject service not only to meet the user's subject information demand, enables a user to acquire specialized one-stop service, but also led to the library collection resources construction and human resources development, which will bring the library service reform of a new round of, usher in the library, the development of the cause of a new stage.

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