

The Effective Way to Improve the Function of Information Consultation of University Library is Discussed

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Abstract

With the advent of the information age, the life of the public generally depends on the reception and use of the information content. The demand for information is constantly improving, and shows the characteristics of diversification, hierarchy and specialization. In this environment, the library as the main source of traditional information resources has faced great challenges. How to adopt effective measures to improve the library information consulting function and the utilization rate of literature information, and to provide quality service for the library user group, is an important problem that the information consulting workers need to think about. Based on this, this paper starts with the connotation of library information consulting work, analyzes the difficulties faced by library information consulting work, and proposes strategies to improve the library information consulting function, in order to provide references for libraries to effectively play the information consulting function.

Keywords

Library; Information consultation; Function.

1. Introduction

With the deepening of urbanization, libraries have become the infrastructure of urban planning and construction. For colleges and universities, the library is a key medium for the implementation of the mission to learn and solve problems, and is also one of the main places for students to live after school. In recent years, the national educational cause has developed rapidly, and all colleges and universities attach great importance to the construction of libraries, which provides favorable conditions for the effective implementation of the information consulting function. The so-called information consulting function of the library is to carry out targeted resource collection and collation activities according to the actual needs of the library's user group, analyze and integrate diverse information resources according to their contents, and timely feedback information resources to the user group with the help of modern technology. Admittedly, in the specific work, due to the influence of multiple factors, the intelligence and information functions of libraries are difficult to play their value and role, so the research on the enhancement of library's intelligence and advisory functions has positive significance to promote the improvement of library's service capacity.

2. Connotation of library information consulting work

In recent years, with the rapid development of modern information technology, library management gradually tends to develop in the direction of intelligence, informatization and science and technology, so as to effectively cope with the negative impact of information technology on the transmission of information resources in the past. For libraries, they should reform and innovate as soon as possible and integrate and develop information resources if they want to occupy a place in the era of information resources explosion. Based on this, the function of library information consultation is

born, which guarantees the effectiveness of information resource integration and development, and strengthens the efficiency and quality of library service. Intelligence information function is to users of information resources based on the realistic need, the local library or any other relevant information resources integration of all the books together, and implement for information resources integration and analysis, finally in the form of a simple integration lag of the information resources provided to users, information consulting function effectively play the function of the library of all information content, and using modern methods meet the requirements of different users and use experience, make its can enjoy better service, also can promote the library to carry out the sustainable development.

3. The dilemma of library information consulting work

3.1 The ideology and quality of intelligence consultants need to be improved urgently

At present, some information consultants in libraries still have the old idea of paying attention to collection neglect and lack of service consciousness. Along with the rapid development of information technology, gradually shift towards knowledge service in university library, information resource diversification, modernization and information service form diversification and service means, a symbol of the literature resources of the deep processing and development of information technology and literature information professionals must possess as guarantee, so colleges and universities need to select a large number of high-end talent, adapt to the transformation of library service model in information environment. At present, the current situation of library work in most colleges and universities is mainly that there are more workers with traditional knowledge background, who are not enough to understand the latest development trends and trends of disciplines and specialties, and it is difficult for them to become qualified information consulting librarians, which has a negative impact on the implementation of consulting services, and also restricts the improvement of library service capacity.

3.2 The scope of library services is relatively narrow

In recent years, despite the rapid growth of the domestic economy, some libraries of colleges and universities have not yet integrated their information consulting work with the economic growth trend, and have not yet realized that the information services provided by libraries have certain commercial value and can also bring economic benefits to colleges and universities. Paper at the same time, the majority of colleges and universities library resources service object only for the school teachers and students, even some colleges and universities need to by the employee's card and student id card to enter the library borrowing books, if a library can be based on user requirements and market demand, will only be provided to the school teachers and students to expand information consulting service object category, will bring higher economic benefits for colleges and universities, and in this, intelligence consulting function will also be strengthened, information consulting work will also usher in a broader space for development.

3.3 Neglect of library information consulting function

Because of the shackles of outdated ideas, most college leaders and library managers have not yet made clear the role of information consulting function, and simply pursue the development of document resources, ignoring the important impact of information consulting on document resources. Furthermore, it was felt that departments such as the circulation department and the reading department did not have the responsibility to develop an intelligence advisory function. In addition, although most institutional libraries have now made it clear that all document resources are developed for the convenience of the user community, some important document resources in the library are only used for collection. It is precisely the lack of attention to the function of information consultation that leads to the continuous decrease in the efficiency of users in reading the books in the library.

4. The strategy of improving the library information consulting function

4.1 Improving the quality of information and consulting workers

In order to truly improve the library information consulting function and work quality, we should have a high quality team. Today, library users for information consulting work have put forward the demand is higher, the workers should have broad knowledge reserves and speaking skill is strong new technology products, so that their knowledge and skills can be fully applied in the library electronic equipment facilities maintenance and operation, data compilation induction and the literature of understanding, only then may use their own advantages to the education activities, thus solving all users the professionalism of the problem. On the one hand, colleges and universities should strengthen the comprehensive education and training of library workers, not only to cultivate their dedication and sense of responsibility, but also to make them generate a relatively complete professional knowledge structure and sufficient knowledge reserve, so that they not only master the knowledge of relevant documents and materials, but also should be skilled in the use and maintenance of high-tech equipment. On the other hand, library workers should actively enrich their own knowledge, but also firmly user-oriented ideas, as far as possible to meet the needs of different users, and solve the corresponding difficulties for them, with the best service to impress users, get their trust and support. Only in the library users can quickly and conveniently obtain the required resources, the library quality service quality and information consulting function can be effectively improved. In addition, colleges and universities should elect outstanding talents to engage in the corresponding work of the library, and establish a rational reward and punishment system, in order to effectively relieve the workers of intelligence information work burnout, to promote the orderly work.

4.2 Extension and expansion of information consulting services

Information consulting work based on the Internet has enriched and expanded the service form and scope, emerging projects such as CD search consulting, science and technology search consulting and network consulting, thus providing broader development space for library service consulting work. Users can search the resources of publishing houses and libraries with the help of the library online search catalogue, and can also search the resources of virtual library and network database. First of all, colleges and universities should provide diversified information consulting services, closely contact each department of the college according to the professional Settings on the campus, and arrange library workers to provide services such as agent translation and directional topic determination. According to the scientific research subject to develop a catalogue, and the topic of synchronization, the use of one-to-one service form, accurate and timely to the user group to provide the latest resources information in this field. At the same time, according to the requirements of colleges and universities to cultivate senior talents, in the form of personal service, namely each high-end talents for colleges and universities professional direction and explore current research topic, create the reader file, set up the professional staff, with professional knowledge and technology, through computer search on a regular basis, timely notify the advanced knowledge in the field of research talent. Second, strengthen inter-library cooperation. The establishment of the inter-library alliance is the development trend of the contemporary library field and the objective demand for the improvement of the information consulting function. With the help of the cooperation with neighboring colleges and universities, the document resources of other colleges and universities will be effectively integrated with their own resources. With the help of network technology and modern communication technology, the content of resources needed by library users will be extracted, and the information consulting function will be improved.

4.3 Strengthen the construction of literature resources

Strengthening the construction of literature collection resources is not only the basis for improving the function of information consulting, but also the premise for the orderly development of information consulting work. On the one hand, in the collection of information resources construction, the staff should focus on the construction of printed documents, this kind of traditional information

resources are generally more acceptable to users, and the application is also more convenient. At the same time, in the construction of information resources, we should strengthen the quality management and supervision of the construction of information resources, and collect all kinds of data that can show the development of modern science and technology and progress. On the other hand, in order to effectively comply with the requirements of the Internet information environment, the current structure of the library should be adjusted to increase the proportion of information-based literature in the overall literature resources. In addition, we should attach great importance to the construction of library collection resources, and it is closely related to the construction of digital library if we want to implement the function of information consultation. Therefore, in the construction of collection resources, the existing library resources should be sorted out and screened, with the help of digital information technology to effectively transform paper document resources into information resources, so as to bring convenience to information consulting and consulting work in the future.

4.4 Change old ideas, improve the importance of intelligence advisory function

The university leadership and library workers should make clear the necessity and important mechanism of strengthening the intelligence information function and regard it as the key content of library construction. First of all, we should change the old ideas, abandon the lagging and traditional ideas, actively use and develop literature resources, and truly achieve the goal of improving the function of information consulting. Secondly, the construction of university libraries should accurately grasp the current development trend of social economy and market economy, keep pace with The Times, and establish the concept and consciousness of library economic benefits. In addition, the library should further extend the scope of service objects, transform the service objects from readers to information users, and truly go out of the university, so as to provide corresponding services for users who need literature resources in the society. Finally, the university library should set up a positive competitive concept, actively explore and research, in order to continue to improve the information consulting function and supply scientific evidence, so as to adapt to the social development and change, on the basis of optimizing the service quality, strengthen the work efficiency, the economic benefits of information consulting work to maximize.

5. Conclusion

To sum up, the quality of service and management of university libraries is the key point for them to win a higher social status in the development of the information age, and information consulting is the main component of the service and management of university libraries. Through the analysis of the current library development and construction in the face of the dilemma, as well as the content of information consulting work, from the personnel composition, information resources composition and technical support and many other aspects of the library's current information consulting function. In addition, the optimization and innovation of information consulting work are carried out in the aspects of improving the comprehensive quality of workers, strengthening the construction of collection resources, changing the outdated ideas, and extending and expanding the information consulting service, so as to effectively improve the information consulting function. Further research on library services and management needs to be strengthened to ensure that information and advisory work can keep pace with The Times and take its place in the new era.

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