Research on Reader Service Strategies of University Library in Micro-reading Era

Hong Jiang[1]

[1] *Library of Shandong Technology and Business University, Yantai, Shandong, 264000, China*

ABSTRACT

In the era of micro-reading, with the change of reading needs and habits of university readers, the reading of paper literature has been impacted, which lead to higher requirements and challenges for the reader service of university libraries. The article introduces the transformation of the service functions of university libraries in the era of micro-reading. By building information service platforms suitable for micro-reading, innovating service content, creating a team service model, and providing personalized customization services for readers, the libraries implement reasonable guidance for college students' reading habits, which help improve the overall level of library reader service.

Keywords: Micro-reading, University library, Reader service.

1. INTRODUCTION

With the rapid development of computer technology, digital resources have been widely used in all walks of life. In such an environment, 'micro-reading', as a new thing, with its convenient and efficient advantages, has shown an unstoppable trend since its emergence, and has become a common way of reading. The increase of digital reading contact rate not only reveals the upgrading of reading carrier, but also the shift of reading model brought about by the change of carrier content hidden in this carrier transformation. [1] Especially in colleges and universities where young people are relatively concentrated, students pay increasing attention to spiritual culture. Fragmented and mobile digital reading has become a mainstream trend, and micro-reading has become a new way for college students to browse, learn and read. It is also a new challenge for libraries with the advantages of paper resources, and it also puts forward a new issue for reader service.

2. CHALLENGES FACED BY UNIVERSITY LIBRARY SERVICE IN THE ERA OF MICRO-READING

2.1 The Decrease of Borrowing Rate in Paper Literature

Nowadays, with the rapid development of information technology, university libraries have shifted from traditional service model to modern service model dominated by digital resources. In the era of traditional service, university libraries were important places to assist students in self-directed learning, with rich collection resources that could meet the research and learning needs of students in different majors. University students made more use of the library as a place for learning, and their demand for paper literature was very large. But with the rise of digital resources, especially the prevalence of micro-reading, the utilization rate of paper literature has shown a downward trend. Taking the library of Shandong Technology and Business University as an example, the total number of paper books borrowed in 2007 was 311463; the borrowing volume of paper books in 2014 was 94779; by 2023, it fell to 15202 copies, reaching the lowest level in nearly 15 years. This significant change is inseparable from the

---

1. http://news.sohu.com/a/501826670_121131078.

convenience and efficient utilization of digital resources.

In the era of micro-reading, widely popular electronic devices have provided convenient tools for university students. They are adept at using electronic devices and can easily access digital resource information through computers or mobile phones without leaving their homes, which save their time and improve learning efficiency. Therefore, the frequency of students going to the library to search for materials has gradually decreased, which leads to the inability of the library to fully utilize its functions. This is also an important reason for the decline in the book borrowing rate of university libraries year by year.

2.2 The Backwardness of Traditional Service Model

The popularity of the Internet has changed our way of life and behavior, which has had a huge impact on the traditional service industry. Under this impact, university libraries are also trying to change their own service capabilities. In terms of literature resource construction, the libraries should increase investment in digital resources, purchase or build multiple databases; as for reader service, the libraries should fully open shelf reading, and purchase self-service borrowing and returning machines and book inventory positioning systems in order to achieve the transformation from "manual service" to "self-service". Overall, under the impact of informatization, the reader service of university libraries have been improved more at the "material" level, without any qualitative changes at the "human" level. [1]

The service objects of university libraries are teachers and students, and their utilization of library resources directly affects the service effectiveness of the library. How to identify and utilize massive digital resources and paper literature is a challenge currently faced by university readers. On the one hand, they need the literature for professional research, and on the other hand, the usage methods of various types of data resources are not yet clear. The traditional service model can no longer meet the needs of readers, which poses a practical issue for the service of university libraries. Therefore, university libraries should keep up with the times and improve their reader service system. Not only should libraries understand the service needs of university students in the era of micro reading, but also should provide specialized skills training for librarians to enable them to master digital resource service skills and efficient reader service abilities. And it is also necessary to provide information literacy skills training for university students, so that they have the ability to quickly and accurately access various literature resources.

2.3 Urgently Improving the Service Functions of University Libraries

The university library is the information and literature center of the school, serving as a bridge to support teaching and research activities. The utilization rate of literature resources in university libraries largely depends on the library's service philosophy and capabilities. At present, the service functions and role positioning of university libraries lie in the school's educational philosophy and management system. Many libraries are administrative institutions and functional departments of the school, followed by departments that serve teachers, students, which makes the "people-oriented" service concept not fully reflected. In the era of micro -reading, it is also difficult to innovate reading service in a timely manner according to changes in college students' reading habits and reading needs. The libraries lack long-term strategic considerations, and the service model is relatively single and lagging behind.

Some universities have insufficient investment in libraries and have compressed the purchase of paper books, which cannot meet the needs of professional readers. With the increasing utilization of electronic resources, there is a relatively greater investment in electronic resources and databases. Although the purchase of digital resources has increased, there is still a lack of training and systematic leading on how to guide readers in utilizing them. Insufficient attention on targeted information literacy cultivation has resulted in the waste of resources and insufficient utilization. There is great room for improvement in diversified service and personalized customization service, which will also be an important part of the resource construction of university libraries in the future.

3. STRATEGIES FOR IMPROVING READER SERVICE IN UNIVERSITY LIBRARY UNDER MICRO-READING ENVIRONMENT

3.1 Transforming Service Concept from Passive Service to Active Service

In the era of micro-reading, the service concept and positioning of university libraries have been somewhat troubled, but as a place for disseminating knowledge, they still play an irreplaceable role. The concept of 'reader first, service foremost' remains the ultimate goal of library reader service. Difficulties drive motivation, and challenges drive development. While responding to the impact of digitization, university libraries should keep pace with the times, transform service methods, innovate service content, strengthen resource co-construction and sharing, and transform passive service into active service in order to truly achieve the concept of library service excellence. Taking the library of Shandong Technology and Business University as an example, in the era of informatization, micro-reading has a significant impact on retired teachers. In order to further improve the service efficiency of the library and help the reading needs of the retired teacher group, the library actively changes the service methods, and provides a brand service of "Delivering Books and Warmth to the Door" for retired teachers to meet their spiritual and cultural needs by relying on the resource advantages of the library. These measures promote the deep integration of library party building work and cultural undertakings, and jointly create a cultural highland with distinctive characteristics to promote the healthy development of the library industry.

3.2 Building Micro-reading Information Platforms

The construction of digital libraries is the developing trend of university libraries, and the foundation of building digital libraries is to have rich digital collection resources and advanced technological support. At present, university libraries, with their unique resource advantages, strive to meet the reading needs of different readers. The relationship between libraries and readers has undergone significant changes in the micro-reading environment, presenting an interactive relationship. Readers hope that the library can push suitable reading resources, and libraries also want resources to be pushed more efficiently. Therefore, it is very important to build a micro-reading information platform to push reading service information to readers, so as to attract readers to participate in reading and enjoy reading more widely. Currently, network technology and artificial intelligence are developing rapidly, and wireless internet and smartphones are very popular among university students. University libraries use big data technology to study readers' needs for resources, build professional academic platforms, and facilitate the integration and interaction of micro-reading readers. [2] On the one hand, taking advantage of the large number of visits to the library website, libraries open an interactive platform in the prominent position of the home page to push new literature resources in time, and equip professional librarians to provide knowledge navigation service for readers. On the other hand, university libraries conform to the trend of the times, and have established WeChat official accounts to communicate and interact with readers in real time online, so that they can timely and accurately obtain the reading needs of college students and carry out targeted reading push service. The construction of a micro-reading information platform provides readers with convenient access to information.

3.3 Strengthening Information Literacy Education and Scientifically Leading Micro-reading

While micro-reading brings convenience to readers, there are also many problems. Firstly, it overly relies on the internet, which makes readers lose independent thinking ability. When readers encounter problems, they tend to search directly on the engine. In the long run, it will make readers rely on the network and lack independent thinking, which to some extent affects the improvement of digital reading ability. Secondly, the quality of online resources varies greatly, and low-quality information can easily mislead readers. Micro-reading provides readers with rich digital resources, but at the same time, online resources are also filled with many dregs, poisoning readers' physical and mental health. Long term exposure to these negative information can easily lead readers astray. These factors not only affect readers' reading ability and independent thinking ability, but also hinder the development of library reading promotion activities. Reading promotion is one of the mainstream service of libraries, and it is also the best way to interact and communicate with readers.

Libraries need to cultivate readers' information literacy ability correctly, guide them to adopt correct micro-reading concepts and methods, and cultivate their reading interest. They also need to guide readers to choose high-quality reading materials, and help them use various tools and methods to improve reading efficiency, which is the foundation of reading promotion. The core of reading promotion is to guide readers to engage in critical thinking about the content they read, promote knowledge digestion, dissemination, and sharing. [3]

The common goal of information literacy education and reading promotion is to cultivate students' independent thinking ability and critical thinking. The focus of information literacy education is not only to teach students how to retrieve information, but also to cultivate their ability to independently analyze and filter information. This means that in a micro-reading environment, students can use effective tools to browse and read a wide variety of reading resources, and then analyze and screen the reading content. In addition, when students develop a strong interest in reading, they will actively learn information retrieval and utilization skills, and continuously update and improve their personal information literacy abilities during the reading process. University libraries will integrate information literacy education into reader service during the process of reading promotion, attracting readers who enjoy micro-reading to the library and scientifically leading micro-reading.

3.4 Providing Personalized Customization Service

In the era of micro-reading, the service model of university libraries has moved from traditional to modern, which should be attributed to the change of library service content and the improvement of service level. In providing diversified reading service to readers, the most attractive aspect of university libraries is the development of personalized customized service. The personalized customization service provided by university libraries is a trend in the development of information service, which can ensure that readers can accurately obtain the information. This is also a requirement for the future development of libraries. By expanding the knowledge system of the library collection, improving the limited knowledge framework, and enriching its own knowledge content, the library can broaden its collection

knowledge organization system in order to successfully grasp the core needs of readers through providing personalized customization service.

Putting people first, thinking from the perspective of readers, and providing precise service to readers are the characteristics of humanized service of libraries. By querying readers' borrowing history, librarians can understand their reading preferences, and use literature management software to systematically organize and sort out readers' reading situations, so as to accurately analyze their different needs and provide targeted information push service.

As the main body of university information service, libraries should conduct in-depth research on the issue of customized service and develop a service system of their own characteristics.

3.5 Building a Team-based Service Model

The disciplinary background and cultural quality of librarians directly affect the quality of library literature and the manifestation of library functions. [4] Micro-reading, as a characteristic service of libraries, requires guidance from professional librarians. Librarians are the main body of service and their service ability is an objective manifestation of the information service level of university libraries. In the process of service, librarians not only need to continuously expand their knowledge, but also constantly develop diverse skills.[5] University libraries enhance the knowledge and service level of librarians by introducing professional talents or providing systematic training, forming a systematic team service model to provide readers with high-quality and comprehensive service. While enhancing the depth and breadth of knowledge of librarians, libraries must also improve their own level of knowledge service. From knowledge discovery and judgment to knowledge acquisition and organization, all are the knowledge service capabilities that libraries should possess in order to provide distinctive service to readers.[6] In the era of micro-reading, university libraries have established micro-reading professional teams in the construction of reader service, forming organized team style service, which is also an attempt for libraries to adapt to new development concepts. The construction of team-based service is the main direction of current university libraries. Through the professional guidance of service teams, the scope of service can be expanded, the depth of

service can be extended, and the quality of library service can be further improved.

4. CONCLUSION

The arrival of the micro-reading era is a symbol of scientific and technological progress, and for university libraries, it is both an opportunity and a challenge. University libraries should not only provide services and resources to readers, but also keep up with the trend of the times, actively consider the direction suitable for the development of university libraries, boldly try and innovate in library service construction, create a good reading environment while meeting the needs of readers, and guide readers to promote national reading from shallow reading and micro reading.

REFERENCES

[1] Li Yinghua. Strategies for Improving Reader Service Ability of University Libraries in the Era of Micro-reading [J]. Journal of North China University of Water Resources and Electric Power (Social Sciences Edition) 2017 (6): 159.

[2] Shen Mei. Research on Reader Services of University Libraries in the Micro -reading Era [J]. Inner Mongolia Science Technology and Economy 2023 (11): 157.

[3] Kang Qiongqiong. Research on the Practice of Information Literacy Education in University Libraries Embedded in Reading Promotion Activities [J] Chuanbo Yu Banquan, 2024 (10): 73.

[4] Jiang Xing. On Reader Service Strategies of University Libraries in Micro-reading Environment [J]. Inner Mongolia Science Technology and Economy, 2019 (21): 124.

[5] Li Jinfang. A typical case study on the training and development of librarians in American university libraries [J]. Journal of University Libraries, 2015 (1): 43-50.

[6] Liu Zhaowei. Evaluation of Personalized Customization Service of University Library Based on TAM [J]. Journal of University Library and Information Science, 2020 (5): 120.