Strategy on Enhancing Service Quality of College Library for Readers

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Abstract: The need of users is constantly changing, this article will analyze and state the way to enhance the service quality of college library for readers. That is how we can provide better service for users and readers, and promote the service of college library.

Keywords: College library; Service for readers; Need of user; Individualized service

1 Introduction

The college library plays a role of infrastructure and the second place for education. Library is the place where the college students spend the most time during the academic years. Hence, the library is for the utmost importance. De Guoming proposed that the first step to promote the service quality of college library for readers is to rectify the users' need for information in the knowledge-based age. We should be acknowledge the variations of information in the knowledge-based environment by analyzing the category of information that the users need. The service quality of college library should be in the aspects like diversified system of resource protection, information need of users, the service capability of library staff and efficient service of information. AGu Manli•Ai Zezi thought that the service should be lifted in three perspectives: the circumstance of college library, readers of college library and the managing personnel of college library. That said, the quality of reading experience in the library will be upgraded from all aspects. Hu Changjing proposed an evaluation scheme of service quality of college library, matching the supply to the demand. He has established an ASTM Space Evaluation System from the perspective of supply and demand theory. The main influencing factors in the scheme are four spaces: reading and book storage space, Cashier and searching space, public space, and Internet space. The system is also divided into infinite branches mainly for promoting the satisfaction of readers. We should prone to the national politics for making beneficial changes, highlighting the experience and internal demand of the readers. Jiang Peifeng innovated the way of reading for students by applying the library platform on Wechat. That is how we can foster the reading habit and interest of college students. The regular reading habit and interest Is the reason why the college library exists. Fu Ruxia mentioned that the readers' demand of college library should bear the characteristics of diversification, intelligence, high efficiency, individualization, which set a new requirement for library service in college. The reader-oriented demand has pointed out the developing direction for library service. That way, we can make the readers more satisfactory, putting the functions of library into full effects. The readers will be provided with the comfortable reading environment and individualized reading service, starting from extending the book storage of library. It is for the utmost importance for readers. This article will establish a system of space indicators of reading service quality in college library by analyzing the demand and its categories of readers' demand, stating from the aspects of storage resources, the environment of library, and individualized service.

2 Analysis on indicators of users' demand, category and service space of college library

2.1 The demand and categories of the users of college library

The users of college library are mainly college teachers, students and scientific researchers, including users of teaching, researching and learning. The learners include undergraduates, postgraduates and Ph.D. students. The mission of learners is taking professional courses, including knowledge of the professional subjects, common sense and humanistic knowledge. Users of teaching refer to the teachers who are called upon to perfect the teaching effect. The teachers should highlight the modern teaching concepts and methods in the process of organizing the teaching methods, while keeping eyes on the frontier information relevant of the subject. Researchers involve the full-time researching staff, teachers, postgraduates and Ph.D. students who share the responsibilities of scientific researching. They should be more concerned about the developing politics and strategies of scientific technology. The researching process needs comprehensive service of knowledge and timely and convenient collection of information.

2.2 The variations of library users' demand for information in the complex environment

New changes of information demand of college library users have emerged in the complex environment. The way to obtain information has been changed from the physical library to virtual Internet, from the traditional need of texts to the need of knowledge, from single need for information to multiple demands. Due to the fact that the information collected from the search engines, electronic data bases and academic websites are extending, the library needs to innovate the service model and provide collected and individualized service.

2.3 Space indicators of reading service of college library

The evaluation of reading space service is composed of reading and book storage space, cashier and searching space, public space and Internet space, which are illustrated as follows.

Reading and book storage space

Reasonable pathways for readers	The comfort of furniture and equipment
Approachable space	The vitality of study atmosphere
Perfection of furniture and equipment	The hygiene and tidiness of the room
Intelligent seat selecting	The convenience of looking up and
The size of space	borrowing books
The visual effect of space	Reasonable way of book storage
The size and age of the books	Ventilation, natural lighting and noise
Reasonable layout of shelves	

Cashier and searching area

Reasonable pathways for readers	Ventilation, natural lighting, noise
Approachable space	The attitude of library staff
The completeness of tools and	Reasonable size of space
equipment	The hygiene and tidiness of the area
Category of functions	Visual effect of space

Public space

Reasonable pathways for readers	Ventilation, natural lighting, noise
Approachable space	Reasonable size of space
Category of functions	Visual effect of space
Reasonable position and quantity of different areas	Comfort of leisure zone
Reasonable position and quantity of water room	Privacy and convenience of restroom

The completeness of electronic resources	The intelligence and information of space
The renovation and renewal speed of electronic resources	The novelty of Internet space
The complete coverage of WIFI	The convenience of obtaining service
The diversity of area categories	The comfort of space
	The feasibility of Internet space

3 The way of enhancing the service quality of college library readers

3.1 Optimizing the collection of literature data and enriching the resources storage of the library

Establishing the library of literature Is the most basic and important mission of college library. The visit and borrowing rate can climb up only by establishing the literature resources system that meets the need of readers, which gives a full play of the library. We should control the selection and procurement of literature resources when we establish the literature resources system. That is how we can adjust the structure of the literature resources, break through the current way of procurement, and ensure the completeness of literature resources. The researchers should abide by the discipline of school when choosing the documents. They should also fully acknowledge the reading preference of readers based on the selection of documents. The reading preference should be regarded as one of the selecting standards. In addition, The old and damaged books and those with lower rate of borrowing should be removed from the library on a regular basis. That way, we can maintain the dynamics of the library, optimize the structure of book storage, and enhance the utility of books. At last, the new outcome of college education and scientific research can become the bond between education and resources, which add more academic value into the resources of the library. And it can promote the effective usage of resources of the library.

3.2 Creating a relaxing environment

People will get delighted in a clean, tidy, comfortable and warm area, hence the effectiveness of their study will improve accordingly. On the contrary, people will get irritated in a messy environment, thereby lowering the effectiveness of their study. Therefore, a pleasing indoor space is of utmost importance for college students. The comfortable, intelligent and convenient space will be preferred by the readers.

The college library must input massive efforts to maintaining the hygiene of the library for creating a reader-friendly zone. The ornaments and layout of the library should be cozy and warm, unveiling the culture and connotation of college. When choosing the signs, reminders, quotes, calligraphy, flowers or artworks, they should be unique and appropriate. That said, the readers can have a enjoyable experience and be influenced by culture. For the purpose of creating an intelligent reading area, the college library should allocate more funding to upgrade the computers and network equipment and add more self-service device, self-service borrowing and returning device, intelligent anti-theft device, intelligent information and other services. The library should share more devices and information and strengthen broadcasting and training of readers. The library should also tutor the readers about how to use these devices, which will improve the effectiveness of learning and working and better up the experience of readers. To make a convenient space of the library, the books and journals should be arranged accurately in the shelves. The library staff should maintain the signs of shelves in routine work to optimize the reading experience. In addition, the library should be more convenient for the readers by adding investment on basic devices, such as setting more reading seats, illumination, water dispensers, toilets and other infrastructures in the library.

3.3 Providing individualized service

Aiming at library service, the individualized service is to innovate, extend and deepen the current types of library service. Generally speaking, the library provides the readers with personalized service by analyzing the characters and habits of them. The focus of individualized service is the interest and respect for the reading behavior of readers, establishing a reader-centered knowledge service system of library. It constantly offers readers the professional services. At present, the individualized service in most college library is focusing on "literature

service". "Individualized service", "personal library" and "reference and consultation" are the three greatest services. "Literature service" allows readers to borrow books and provide them with cards, documents and book recommendations based on the demand of them. "Personal library" offers personal borrowing information and booking information. "Reference and consultation" involves online and offline consultation. Although these individualized services can meet the demand of readers to some extent, there still lays the hard choices between the two, such as insufficient interest and single service. Therefore, we should further explore the information of readers and recruit more full-time library personnel to tackle these problems. The college library needs to better up the individualized service. First of all, the leaders should emphasize the individualized service ideologically. Only when the leaders concern about this, can the investment, personnel and equipment be put into place. And the individual service will be improved. Secondly, we should strengthen the construction of personnel who are the foundation of the development of the individualized service of college library. The quality of individualized service is the foundation of achievement from all walks of work. It depends on the professional knowledge, skills and service capability of the relevant library personnel. The library can organize the training on a regular basis to establish the effective collection of personalized service. The staff of the team should have prominent skill and service capability. At last, we should apply new technology to the individualized service which needs more powerful support of technology to have desired achievement. The prerequisite of individualized service is knowing the demand of readers. These technology enables the library to dig out the history data to fully grasp the reading preference and interest of readers.

4 Conclusion

All in all, the college library should seize this opportunity in an age of reading of all walks of life to exchange and cooperate with others. It will bring new idea to the construction and service model of the library. Meanwhile, the library should learn the management experience from other college libraries to constantly innovate the management and service of our own college library. That said, we can enhance the quality and level of service and provide the college education and research with premium literature information service, which will greatly promote the construction and development of college library.

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