The Current Situation and Optimization Strategy of Paper Books Utilization in University Library

Weiguo Xie

Library of Zhongyuan Institute of Technology, China

Abstract: Paper books and documents are the main media of information service in most university libraries. In order to study the main reasons for the decline of the utilization rate of paper books in university libraries, this paper takes a well-known university library in China as an example, discusses the current situation of its low utilization rate of paper books and the reasons for the problems, and puts forward relevant optimization strategies, so as to promote the improvement of the construction quality of university libraries in China.

Keywords: University library; Paper books; Utilization rate; Optimization strategy

1 Introduction

For a long period of time in the future, paper book service is still the basis of document information service of university library. Scholar Wu Juan objectively analyzed that the main reason for the increasingly low utilization rate of paper books in university libraries is that under the background of the information age, people have more abundant and convenient ways to obtain information[1]. In order to completely improve this situation, we must constantly optimize the library service mode, so that paper books resources become the main source of readers' knowledge information again; Lin Jinzhu combined with the actual survey results of some university libraries, proposed to enhance the utilization rate of paper books in the library through strengthening the construction of professional talent team, focusing on the needs of readers, optimizing the collection structure, and effective reading guidance; Lin Lijuan takes Xinjiang Tarim library as an example, expounds the current situation of the library's low utilization rate and the reasons for the problems, and puts forward corresponding optimization measures, so as to effectively improve the situation of the library's low utilization rate of paper books[2, 3]. Combined with the research results of many scholars, this study finds out the reasons for the low utilization rate of paper books in university library through the comparative analysis of the collection and borrowing amount of paper books in a university library from 2014 to 2017, and puts forward relevant optimization strategies, hoping to provide help for the construction of university library in China.

2 Analysis on the current situation of paper books utilization in university library

Through the comparative analysis of the collection and borrowing of paper libraries in domestic university libraries from 2014 to 2017, the utilization rate of books is decreasing year by year. It can be seen from table 1 that during 2014-2017, the utilization rate of paper books in the university library is low, only reaching 25.3%. There are only 8 kinds of books with large average annual borrowing volume, such as B, F, G, H, I, J, K and O. The average annual borrowing amount is less than A, C, E, N, R, etc. From the analysis of annual average circulation, most of the books with large circulation are social science books, while the circulation of science and technology books is low. This phenomenon shows that with the change of social structure and talent

structure, college students tend to pay more attention to social science than science and technology, and pay more attention to cultivation than specialty; In literature books, students tend to read recreational books, but the amount of professional books is very small. The main reason is that most students' learning attitude is still in the exam, only a small number of students can calm down to soak in the library and study professional knowledge; From the perspective of reader types, the main objects of borrowing books are still college students, accounting for about 86% of the total amount of borrowing books, and teachers only account for 8.9%; Graduate students accounted for 0.8%. Others accounted for 4.3%.

Table 1. Analysis on the current situation of paper books utilization in university library

Book classification	2014	2015	2016	2017	Total number of books on shelves	Book Utilization in 2017
A	1108	985	753	192	2826	6.8%
B	22625	12598	9872	6960	38830	17.9%
C	5998	4002	3560	2580	7560	34.1%
D	13000	8750	7970	5002	15600	32.1%
E	1030	890	750	530	1900	27.9%
F	16282	11040	7850	5005	18900	26.5%
G	11937	9980	8720	4560	16606	27.5%
H	44130	36520	24800	10220	49400	20.7%
I	78520	68985	57890	35890	89000	40.3%
J	8619	7890	6895	3001	8800	34.1%
K	17968	14200	10065	2580	28520	9.1%
N	740	685	592	338	1850	18.3%
O	12205	10052	8798	6630	24560	27.0%
P	755	668	528	338	989	34.2%
Q	6980	5560	4630	3003	17530	17.1%
R	7589	6550	5105	2895	17990	16.1%
S	14298	12280	10056	7200	25005	28.8%
T	43500	40002	38998	22405	46690	47.9%
X	855	708	501	289	29945	1.0%
Total	282669	204006	151111	119618	473550	5.3%

3 Analysis on the reasons of low utilization rate of paper books in university library

3.1 Paper library collection lacks rationality

From the current actual situation of the construction of university libraries in China, many universities only want to expand the amount of information, there is a certain blindness in the process of expanding the library collection, there is no suitable channel, especially for some unpopular books, on the basis of no certain market research to expand at will, you know, this kind of book itself has few readers, which is very important for the library Itself, no doubt increased the cost burden, but also makes the administrator's work more difficult.

3.2 The impact of e-books

Carrier is the most significant feature of paper books, which must exist in the form of books, books and frames. However, due to the limitation of working and learning time, many college teachers and students do not have too much time to read books at all, and often only get the desired knowledge and information through short time reading; In addition, it is difficult and relatively fixed to carry the paper books. For example, if a student wants to go to the library to read the historical records, he must first confirm whether the book has been returned. If there are still students reading, he will lose the reading conditions. But the increasingly convenient network terminal can avoid this problem. Students only need to download the app terminal to get the knowledge information they want anytime and anywhere. In this context, more and more readers tend to read e-books, which makes the utilization rate of paper books in the library decline rapidly.

3.3 The service management of the library can't keep up

The defect of management mode is a common problem in many university libraries in our country. Influenced by the traditional education mode, many libraries still regard themselves as the main body of management. However, with the development of

society, the development of university libraries should regard service as the main body of management. Once the management fails to keep up, readers will not be able to enjoy the services they should have. As time goes by, they will not like the library and will not be willing to go to the library again. In this way, a large number of books can only lie in the library, no one cares, and the utilization rate cannot be guaranteed.

3.4 The quality of library staff is low

Library management has certain complexity. Therefore, librarians must have high comprehensive quality to be competent for this work. However, many libraries ignore this point when hiring librarians. They often only pay attention to the management ability of candidates. In their work, such personnel can only manage the readers' borrowing situation, However, the ability of book maintenance and reader knowledge guidance is relatively lacking. Over time, the overall quality of the library is reduced, which seriously affects the utilization rate of paper books in the library.

4 Strategies for optimizing the use of paper books in university libraries

4.1 Optimize book purchasing strategy

From the analysis of the borrowing behavior characteristics of university libraries, the characteristics of books are not the same because of their different categories. Therefore, when purchasing paper books, university libraries should combine the characteristics of books of different disciplines and choose them by classification. For example, social science books generally have a strong life cycle, so when purchasing, we should combine the library collection, according to the history of academic development and academic heritage pedigree, and do a good job of leak detection and vacancy filling; For the natural science books with short life cycle, we should keep up with the development of the times, keep up with the hot topics of the subject, purchase them according to the specific research direction of our teachers and students, and pay more attention to the new works of domestic authors in the near future.

4.2 Strengthen the construction of library profess- ional talent team

Influenced by the post establishment and salary, many university libraries are not attractive to library management talents, and even there is a phenomenon that retired staff or teachers' family members act as library management personnel. These people are neither professional library management personnel nor outstanding people. They often work with low enthusiasm in specific posts, and only want to live a comfortable life from nine to five This leads to the shortage of high-quality library management talents.

Library reading promotion, setting up high-quality library collection structure, library personalized reader service and the application and promotion of new technology all need comprehensive talents in line with the development of university library in the new era. Therefore, in order to achieve great development, university library must absorb a number of high-quality talents. Only by strengthening the construction of talent team, can university library manage. The management work was carried out in an orderly manner. In the construction of the talent team, we must strictly check the quality of the employed talents, and ensure that the employed talents are "talents" in the true sense. For the appointed talents, we should retain them by improving the welfare and other ways to prevent the loss of talents. Secondly, the school personnel department should strengthen the sincere cooperation with the library management personnel, establish a sound incentive system, through the incentive system to make each librarian's work enthusiasm and potential to give full play, and lead the library towards new vitality and new service.

4.3 Effective reading guidance to promote spirit- ual growth

If reading cannot occupy all the hearts of a student, then he cannot have the will to learn, his spiritual civilization will be lack, when the temptation of the virtual network world, it is often easy to be tempted. Therefore, when students sit in the library, the librarian should give them the necessary guidance, guide them to read effectively, and promote their spiritual growth. From this point of view, the librarian must be full of poetry and books, with rich books in mind, which can not only help students find their own books, but also guide students to explore their own interests through reading, thinking and exploring in[4]. For college students, the librarian is their closest partner. They get along with each other day and night in their four-year learning career. Therefore, they know the students' thoughts, life and learning

situation best. Based on this, we can recommend excellent and suitable books according to the different learning stages of students.

When recommending books to readers, librarians should make full use of big data analysis technology, apply personalized search on the basis of understanding readers' reading habits and preferences, and recommend the most suitable books for readers. When readers can roam in the "sea of books", many problems about students will be solved.

4.4 Creating a good reading environment

Marx, a great thinker, thinks that "People can create environment, and the same environment can create people.". For the university library , in order to make the library play its due role, the hardware facilities must be complete, such as the desks and chairs in the reading room should be clean and tidy, the space area and height should be moderate, and the software facilities also need to meet the needs of readers, such as the indoor light is bright and soft, the interior decoration color and layout have style, which can fully reflect the cultural atmosphere of the library. In addition, the lockers in front of the reading room should be sufficient, convenient and safe to use. Because the reading time of different groups of people is different, in order to ensure that every reader has a book to read, the library should adjust the service time reasonably according to the reading needs of different groups of people, especially the opening work on holidays. As the third largest space for students in addition to classrooms and dormitories, the library should not be too monotonous and rigid for the decoration of the reading room at the beginning of the construction, but should give students a warm feeling, such as planting green plants and matching with micro artificial gardens. In order to meet the diverse needs of readers, the library can also open reading bar, discussion corner and other activities, so that readers can learn in a pleasant atmosphere, so as to achieve the purpose of improving the utilization rate of the library.

5 Conclusion

Although the utilization rate of paper books in university library is declining year by year, for a long time in the future, paper books will still be the main collection of university library and the mainstream borrowing choice of teachers and students. Therefore, in the face of the plight of low utilization rate of paper books, the library should face the dilemma, find out the reasons for the low utilization rate of paper books, and make corresponding adjustments, so as to effectively improve the number of books borrowed, and better play the important role of paper book resources.

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