Research on the Status Quo and Countermeasures of Socialized Service Based on University Library

Qing Hu*

Zhongyuan University of Technology Library, Zhengzhou, 450007, China

Abstract: With the continuous improvement of China's social and economic level, education, especially college education, has been highly valued by people and has achieved certain results. For the development of colleges and universities, library construction is an important part of it and to a certain extent promotes the stable development of colleges and universities. Judging from the actual development of domestic university libraries, many university libraries have gradually entered the path of socialized service. Due to the profound influence of traditional education mode and test-oriented education concept, many university libraries in China are currently developing socialization. There are some problems that need to be solved in the service work process. The existence of these problems makes many domestic university libraries unable to play their own roles and individual values, and it also seriously affects the rapid development of China's college education. Based on this situation, the author makes an in-depth analysis and discussion on the status quo and optimization strategies of the socialization service of university libraries in China, hoping to provide reference for the social service work of college libraries nationwide.

1 Introduction

The progress of the times has promoted the further improvement of China's information technology level, and information technology has provided the possibility for Chinese university libraries to provide resources sharing services to the society. When the contemporary education industry requires university libraries to have their own personal values and public service functions, it is not only necessary to provide cultural and educational opportunities for teachers and students of this school, but also to take the initiative to assume the major responsibility of meeting the needs of social culture, and ultimately achieve the goal of improving the cultural quality of the whole nation. For social and cultural construction, information resource sharing and the development of colleges and universities, it is of great practical significance to actively promote the socialized service of university libraries. However, from the current exploration of the social service work of many university libraries in China, we have encountered many problems, which made the development of library socialization services fall into a quagmire and it is difficult to sustain and develop steadily. To this end, we must strengthen the analysis of the socialization services of university libraries and put forward effective solutions to promote the steady development of socialized service in university libraries.

2 Overview of the development of socialized services in university libraries

The basic function of social service work discussed in this paper is to transform the professional organization of work nature into the whole process of public institutions. As the core field of social service work, the process of socialized service work of university libraries is the original service only. The nature of the work of the teachers and students of the school turned to serve the public, and finally achieved the goal of

standardization of social service work. The idea of the socialized service work of university libraries was first proposed by American educator Alan Carter. He believed that the library is the output center of knowledge. Therefore, when the library is doing its own job, it must not only be the school. As the main service target, teachers and students should also take the public as the main service object, give full play to their information transmission functions, and maximize the value of information services[1]. At present, China has entered the era of informationization and knowledge economy in an all-round way. In order to achieve rapid development, university libraries must realize major changes in the social service of libraries. As the core institution of the literature information service, university libraries must have rich literature collection resources in order to truly do social service work. Secondly, the service team should also have advanced information service concepts, and love their own work, wholeheartedly engaged in service work, and more dedicated to the individual needs of the mass culture appeal. In today's society where cultural construction is developing at a high speed, university libraries must be based on increasing competitive pressures in the economic society. The library's collection resources must be shared by the whole people, and social readers can enjoy high-quality documentary services[2]. In the middle and late 20th century, many universities in China began to explore and practice social service work. However, at the end of the 20th century, more colleges and universities participated in the study of library social services, although no small progress has been made. However, there is still a long way to go before the theoretical research and practical exploration of the social service work of the library society is always in its infancy. In recent years, with the continuous updating of the concept of running a university in China, the mode of running a school has also changed significantly, and the social influence of colleges and universities has also been significantly improved, which has enhanced the relevance to society. In light of the current actual situation, many university libraries strive for long-term development and initiative innovation. While actively carrying out research and teaching services, they also pay attention to cultural service research in other fields. As early as 2012, the Ministry of Education of China promulgated the "Regulations of the Library of Ordinary Colleges and Universities", clearly stating: "University libraries must be open to social readers and community readers, and provide documentary information and technical consulting services to the society"[3]. Since then, major university libraries have been investing in the social service

exploration work, but the reality is that many university libraries are too conservative in their work practices, and the service targets still have certain restrictions. It has seriously hindered the smooth development of the socialized service work of university libraries. Therefore, it is necessary to solve the existing problems efficiently, get out of the transitional dilemma, and realize the socialized service of university libraries in a large scale. The important issues of transformation and development must attract the attention of relevant departments.

3 Analysis of the status quo of socialized service in university libraries

3.1 Management philosophy is conservative

Judging from the actual situation of the socialized service work of university libraries in China, it has been in a relatively conservative state. Because the management of university libraries is deeply influenced by traditional management ideas, many colleges and universities often classify the various resources in the library as their own. They only serve the research work and teaching work of the university, and do not pay attention to the popularized services. The lack of service awareness has severely limited the progress of library socialization services[4].

With the deepening of the research on library management theory, people are increasingly aware of its important role. Many university libraries have begun to absorb advanced management experience from other countries, constantly innovate management methods, and at the same time, also to the library society. The service work puts forward higher requirements, which makes the university library management work transition from the traditional closed management mode to the socialized service management mode, effectively improving the quality and efficiency of the library socialized service management.

3.2 Serious shortage of funds

For the management of university libraries, actively carrying out socialized service work has created opportunities for the stable development of colleges and universities, but at the same time, it has also increased the operating costs and work pressures brought by colleges and universities[5]. According to the survey statistics, more than 30% of the universities mentioned that the difficulty in carrying out the socialization service of the library is that the financial support is insufficient. Because there is not enough financial support, the collection resources cannot be expanded. In the face of the growing social readers, the library

seems to be somewhat strapped in the use of collection resources. Secondly, some colleges and universities in the work of library socialization services, because of the lack of necessary financial support, often only target alumni who have graduated or retired government and enterprises. If social scattered readers enter the university library to enjoy the interest of reading, often cannot find a favorite reader, and even the area of the building and the reading room seat configuration and the number of readers do not match. The contradiction between the teachers and students of the school and the social readers due to seats or readings has intensified. There is no adequate resources and high efficiency of services at all. Through investigations, it is found that some foreign universities in the development of library social services often cooperate with some large companies and large enterprises in the surrounding areas, introduce funds for construction, and use the advanced science and technology invested by the company to occupy the market. It also actively explores the model construction and technological innovation, so that the socialized service work of university libraries is in full swing. Throughout the domestic universities, there is a lack of such concepts and opportunities in the development of library social services Library funding is limited, and it is worried that funding problems will arise sooner or later. The library service work is always timid for the whole society, which will not be able to improve the efficiency of work.

3.3 Lack of high-quality, high-powered librarians

In order to make the socialization service of university libraries go smoothly, it is necessary to build a professional talent team and back up with its rich management knowledge reserves. However, judging from the actual development of some university libraries in China, the comprehensive quality of many librarians is not high. The professional talents who specialize in library socialization services are extremely lacking, and they are subject to market-oriented reforms of enterprises and institutions. Under the tremendous impact of the explosive development of institutions and information technology, university libraries must strive to improve the comprehensive capabilities of librarians in order to achieve sustainable and stable development, and to create a professional team with very good professional quality[6]. In order to promote the smooth progress of the socialized service of university libraries, it is required that the management personnel of contemporary university libraries must study hard and develop a true skill. They not only have a wealth of professional subject knowledge, but also have a sensitive awareness of information technology. For the

reader's preferences, the reader's age and the reader's reading appeals, in addition, they are also required to be competent in the service project market management operations. Based on this situation, university libraries should actively optimize the existing knowledge structure, enrich the connotation of library socialization services, and at the same time be able to transform the role of library staff, from the traditional librarian identity to Information management technology can come to the hand, and truly improve the service level of university libraries. While satisfying the reading needs of teachers and students, it also satisfies the social readers who are willing to learn new knowledge outside the school, and gradually forms the "Reading for All" style proposed by the State Council.

4 Strategies for improving the socialized service of university libraries

4.1 Transforming the concept and thinking of traditional social services

Socialized services are very important for the work of university libraries. Therefore, library managers must change the traditional management model, establish a correct management concept, and continuously innovate and improve management methods so that they can better adapt to the development needs of the times. Ultimately, the purpose of improving management quality is achieved[7]. In the specific work practice, the librarian should first break the traditional management mode, break through the limitations of the management concept, and let the role of the university library fully play out to ensure that its original nature can be fully restored. In addition, in the socialized service work, university libraries should strengthen communication with universities and fully understand the relationship between social and economic benefits of universities, so that the two are always in a relative balanced state. In addition, library management workers are required to clearly understand the "objects" of services. When providing library services, they must be open to the students of the school, open to the general public and provide the necessary service work, so that the social service value of the university library is fully reflected[8].

4.2 Increase financial support

University libraries are located at the local, regional and national levels of rights, and each level of the framework is responsible for improving the ability of university libraries to participate in the knowledge society. In order to optimize the cultural and educational environment, it is necessary to increase financial

support. Establish relevant industry-related regulations, so that the related legal responsibilities and members' moral awareness are enhanced, which provides a strong guarantee for the construction of university libraries and financial support, and ensures the vital interests of all readers. Government departments in various regions can obtain special funds for the development of university libraries through legal channels and give them the necessary support. In addition, the government can also jointly fund the construction of libraries with university libraries, so that the library's space resources and collection resources can be further increased As a result, the number of social readers is too large, which affects the personal rights and interests of the readers in the school, so that the library resources in the university library can truly become a public product, realize resource sharing, and avoid the contradiction between teachers and students in the school[9]. After a university library reaches a certain scale, it must employ a large number of management personnel. Therefore, in the construction of the library, graduates can be provided with employment opportunities, so that the socialized service work of the university library can be truly implemented. Unique documentary resources and spatial resources provide the necessary services for social readers.

4.3 Strengthen education and training to improve the quality of librarians

For the socialized service work of university libraries, administrators are the dominant players. Therefore, it is necessary to pay attention to the improvement of the overall quality of administrators. In addition, the basic channels for providing socialized services in university libraries are the integration of resources, technology, human resources and financial resources. In view of this fact, in addition to the strong professionalism and skills, administrators must be able to actively learn new knowledge, make full use of modern multimedia technology to learn modern information management technology, and actively participate in professional training, focusing on their own market promotion, public relations coordination, professional discipline guidance and multimedia practice technology[10]. Only by continuously charging, the management staff of university libraries can effectively improve their business quality, and truly build a scientific management system, and pay attention to communication with the library and social cooperation units to lay the foundation for effectively improving the socialized service talents of university libraries.

5 Conclusion

For the management of university libraries, its social service work is very important, which can determine the improvement of library management level to a certain extent, so as to be targeted. In order to find out the deficiencies in the work of library socialization services, and to use innovative management concepts, increase financial support, improve the quality of librarians, etc., to ensure the smooth development of library management. Therefore, the university library's own management efficiency and social service quality have made a qualitative leap, which makes the value of the socialized service function of university libraries fully reflected.

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