Study on University Library Management from the Perspective of Reader Information Services

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Abstract: Since the dawn of human civilization, books have been an indispensable tool for the transmission and development of human civilization. In today's information age, despite the gradual replacement of traditional paper books by electronic ones, books remain the primary means for humans to acquire knowledge and disseminate information. Within the scholarly atmosphere of campuses, libraries serve as repositories of knowledge across various disciplines and places for students to absorb nourishment. Effective management of university libraries enhances students' utilization efficiency of these resources. This paper discusses effective management strategies for university libraries from the perspective of reader information services.

1. Introduction

University campuses, as academic institutions with a wide range of professional courses, have characteristics distinct from those of primary and secondary education. Therefore, due to differences in professional choices, individuals studying in various fields within the same university campus may exist. The library, as a knowledge acquisition center present in every university, effectively ensures the academic needs of students from different departments.

2. Emphasizing the Significance of Reader Information for University Library Management

With the enhancement of China's comprehensive national strength, various industries have increasingly urgent demands for professional talents. Consequently, the number of individuals pursuing various majors on university campuses has been steadily rising, accompanied by continuous improvement in professional standards. Coupled with the backdrop of the information age, the demand for knowledge and information acquisition among university students has reached new heights. Modern university libraries must prioritize the implementation of library management based on reader information, with its importance encompassing several aspects:

(1) Understanding the demand for different types of books

Initiating university library management based on reader information services ensures that library management personnel are aware of readers' requirements for different types of books. This facilitates the proportion of various book categories to meet fundamental reader demands, thereby catering to diverse needs for library books. Library management personnel, upon grasping reader information, must first understand the professional categories offered by the school. Then, books satisfying various needs are supplied to readers according to the different specialties of the school. The allocation of book proportions is determined by the number of students in each major. For

majors with a large student population, efforts can be appropriately intensified in distributing relevant professional books. Conversely, for majors with relatively fewer students, the corresponding number of books may be reduced accordingly. Books not only provide students with channels to acquire professional knowledge but also serve as a means to cultivate their sentiments and enrich their spiritual lives. Therefore, library staff can understand and grasp the literary works that readers are concerned about through mastering reader information, and then provide relevant literary books to meet the overall readers' demands for literary achievements.

(2) Facilitating library layout

By managing libraries from the perspective of providing information services to readers, library managers can base library layouts on reader information, making library layouts more rational, humanized, and enhancing readers' library experiences. Conducting library displays guided by reader information services can be undertaken from the following perspectives:

1) Division of library floors by different majors

For instance, students in humanities and social sciences generally spend more time reading and retrieving books than those in science and engineering majors. Therefore, books for these disciplines can be placed on higher floors. Students in science and engineering majors usually have greater mobility in the library, and their usage of books differs from that of students in literature, history, and other majors. Therefore, books for science and engineering disciplines can be located on lower floors, facilitating the reading and book retrieval processes for science and engineering students, while also creating a tranquil reading environment for students in humanities and social sciences.

2) Tailoring layout to different reader needs

The top floors of the library typically house study rooms and reading rooms, which are preferred locations for students of various majors to prepare for exams or engage in academic research. This floor also contains materials specifically designed for various professional exams, enabling readers preparing for exams to refer to the relevant materials at any time. As the information age approaches, modern information management technologies should be integrated into library management to enhance the efficiency of reader book retrieval, enabling readers to quickly locate specific books and have a clear understanding of inventory levels on a large scale. This saves readers time when borrowing books. Such book retrieval equipment is often placed in the lobby on the ground floor of the library, allowing readers to be directed according to their purposes upon entering the library, thereby alleviating the tense atmosphere in library management.

3) Enhancing the efficiency of library management personnel

With the continuous establishment and improvement of reader information databases, the efficiency of university library managers can be substantially enhanced. Traditional management practices in university libraries require manual recording and operation for borrowing and returning books, which can lead to negligence in library management during peak borrowing periods. Integrating information technology into reader information management enables library managers to have a clear understanding of the status of densely stocked books. Moreover, it allows for the rapid processing of book lending and returns, precise positioning of borrower information, reduces the time cost of library management, and effectively improves work efficiency.

4) Improving reader efficiency in library usage

Enhancing awareness of reader information services can also effectively promote readers' utilization of the library. Constructing reader information databases effectively collects the demands for books, reading preferences, and library access data of each reader, enabling them to meet readers' reading habits and provide corresponding services, thereby enhancing readers' reading experience. This saves time and costs for both managers and readers.

3. Problems in University Library Management from the Perspective of Reader Information Services

Despite the implementation of reader information services, there are still some problems in current university library management, hindering the effective improvement of library management efficiency. The management of university libraries under the guidance of reader information prioritizes readers' interests and needs. However, at present, reader work cannot be effectively integrated with university library management, making it difficult to enhance reader information literacy. The influencing factors on library work efficiency mainly include the following aspects:

(1) Need for regulation of reader behavior

Domestic university libraries commonly adopt an integrated management model of book storage, borrowing, and reading, which reflects a humanized management system that prioritizes readers and increases the utilization and circulation of books. However, this management model also creates conditions for some readers' undesirable behaviors. For instance, during book lending, some readers often take books out of place and leave them randomly, making it difficult for library staff to archive books and locate them. Additionally, some readers are not clear about the library rules, causing disturbances within the library premises, which affects other readers' reading experiences. They bring colored beverages or play videos aloud, affecting the library's atmosphere and causing book damage.

(2) Serious wear and tear of library public facilities

The library is a public place within the university, and library books and supporting facilities are public properties shared by school teachers and students. However, some readers with poor quality do not take care of the equipment when using public facilities, resulting in serious wear and tear of library public facilities. This affects other readers' library experiences. For example, some readers make arbitrary annotations and cut pages of borrowed books, affecting other readers' reading experiences. Due to the limitations of library space, the location of reading rooms cannot meet the needs of all readers, resulting in some readers occupying spaces with personal belongings, wasting public resources. Additionally, when using computers provided by the library for book retrieval and information access, some readers use virus-infected USB drives for information transmission, causing the complete paralysis of computer systems. Furthermore, some readers have damaged library tables, chairs, and benches, reducing the efficiency of library usage and increasing maintenance costs.

(3) Insufficient proficiency of library management personnel in using library management systems

With the increasing popularity of information technology, as the main body of information resource management and service, the management of university libraries should fully utilize information technology to promote the improvement of management levels, work efficiency, and enrichment and perfection of reader information services. However, due to the lack of sufficient understanding of library information management systems among management personnel, coupled with the inadequate utilization of modern technology in libraries, the efficiency of library work has not reached its full potential. Firstly, the lack of understanding of library information management systems among management personnel is a major factor contributing to low work efficiency. Modern information management systems are complex and diverse, requiring management personnel to possess a high level of information technology proficiency and expertise to operate and manage them skillfully. However, due to inadequate information technology proficiency among some management personnel, there are certain limitations in their understanding and usage of library information management systems, resulting in the incomplete utilization of system functions and thereby affecting work efficiency and service quality. Secondly, the full potential of modern technology has not been fully realized in university libraries. Although the development of information technology has provided many possibilities for library management, such as digital resource management, automated borrowing and returning services, and online retrieval, due to the insufficient use of modern technology in some libraries, traditional management methods and means are still used, resulting in low work efficiency and inability to meet the requirements of reader information services.

4. Enhancing Strategies for University Library Management from the Perspective of Reader Information Services

(1) Strengthening the skills of management personnel

Modern university libraries play a crucial role in providing information services to readers, and the training and improvement of their management personnel's professional skills are the key to obtaining high-quality services. The training content should cover several aspects: Firstly, there is a need to strengthen the service awareness of management personnel, making them prioritize and understand the various needs of readers. By understanding the demand proportion of readers for different types of books, management personnel can more accurately understand readers' interests and preferences, thus quickly meeting their needs and improving service experiences. Secondly, the design of library layouts needs to be clear. Layout designs should serve the needs of readers, enabling them to quickly and conveniently find the books or information resources they need. Reasonable layout designs can effectively reduce the time readers spend searching for books and improve the efficiency of library work. Lastly, management personnel should be familiar with library borrowing procedures and reading regulations. Through training, management personnel should have a clear understanding of library borrowing regulations and be able to provide accurate explanations and guidance to readers. This can improve the efficiency of book borrowing by readers while maintaining orderliness and normalcy in the library. For instance, during training sessions, libraries may assign dedicated instructors to conduct systematic training for management personnel. The instructors would provide detailed descriptions of library borrowing regulations, including eligibility, loan periods, and renewal processes. Then, through case analysis and practical exercises, the main teachers would deepen the management personnel's understanding of the specific implementation methods and response strategies of the terms. The training also emphasizes communication skills and service attitudes for management personnel when interacting with readers, teaching them how to accurately and patiently explain and guide readers. After training, the service level and professional capabilities of library management personnel are significantly improved. They have a clearer understanding and implementation of library borrowing regulations, can effectively explain the terms to readers, and handle issues more adeptly. This ensures smoother book borrowing by readers and maintains order and norms in the library.

(2) Emphasizing reader quality cultivation

Libraries manage their work based on reader information, and only by aligning reader quality with library work patterns can both parties maximize their benefits. Therefore, schools should integrate library regulations and services into students' education, teaching students to understand the library's usage rules and the harm caused by uncivilized behavior to students. This ensures that students can understand and comply with library regulations from the beginning of their enrollment. Understanding the reader information service model of the library enables students to better understand the service goals and standards of the library, thereby improving their efficiency and enthusiasm for library use. For example, specialized education on civilized library usage can be conducted. By setting up bulletin boards, creating posters, and organizing themed lectures on civilized library use, students can be educated about library usage regulations and civilized behavior guidelines, guiding them to consciously follow library regulations. Additionally, libraries should strengthen inspection and supervision. By increasing inspection frequency and strengthening monitoring of various areas within the library, uncivilized behaviors can be detected and stopped. For identified irregular behaviors, management personnel should issue warnings on the spot and record relevant information. Upon re-entering the library, the system will automatically issue warnings to remind them if they comply with the regulations. If they persist in non-compliance, their access to library activities may be restricted in terms of scope and time. Through effective implementation of these measures, libraries can successfully promote the improvement of students' civilized quality and self-discipline, improve the learning and reading environment of the library, and maintain the rights and interests of numerous readers. At the same time, it enhances the inspection and disposal capabilities of library management personnel, and improves the level of library management and service

quality. This reader information service-oriented management mode plays a powerful guiding and supporting role in library management work.

(3) Establishing a sound reader information database

Building a comprehensive reader information database is of great significance for improving university library management. Through such databases, library staff can fully understand the overall situation of the reader population on campus, including their numbers, distribution of majors, and borrowing preferences. This type of information is beneficial for libraries to better procure and manage books, ensuring that various types of books can meet readers' needs. Based on this, libraries can provide customized services through reader information databases. For example, for readers who frequently return books late, the system can send advance reminders to assist them in returning books on time to avoid fines. For readers who like a certain type of book, the library can push relevant information about newly shelved books based on their borrowing history, thereby increasing book utilization and improving reading experiences. Additionally, reader information databases also facilitate reader surveys and understanding changes in reader reading habits and demands. Through the analysis of this data, libraries can optimize their services and resource allocation, better meet reader needs, and promote the improvement of library service levels and user satisfaction. For example, by regularly conducting reader surveys through the reader information database, libraries can comprehensively grasp reader reading preferences, demand changes, and library service satisfaction. These surveys can be conducted through various means, including online questionnaires, face-to-face interviews, and focus group discussions. Through these research methods, libraries can collect a wealth of reader demand information, understand readers' opinions and expectations for library resources, services, and environments. For instance, regular online surveys can be conducted, inviting students, faculty, and staff to participate. Questionnaire content may include satisfaction with library book collections, evaluations of library facilities and services, recommendations for new books, and suggestions for event arrangements. Through the analysis of survey results, libraries can learn which books are popular among readers, which services need improvement, and readers' expectations for the future development of the library. Overall, by regularly conducting reader survey activities, libraries can continuously improve their service levels, better adapt to reader needs, and promote the overall management level and influence of the library.

5. Conclusion

In the advent of the information age, management work in university libraries from the perspective of reader information services is closely intertwined with the application of modern information technology and related management systems. Therefore, guided by a people-oriented approach, libraries should also strengthen the cultivation of professional qualities among management personnel in modern library management work. Only in this way can libraries play a beneficial and professional guarantee role in the efficient utilization of modern university libraries.

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