

Exploration of Optimization Strategies for Subject Services in University Libraries

Tongling Jin

The circulation department of Library, Taishan University, Tai'an, Shandong, China, 271000

Abstract—University libraries are the center of information resources and literature information in higher education institutions. They provide literature information guarantee services for teaching and research in universities, and undertake important responsibilities such as high-quality education, scientific research, and cultural inheritance. This article first elaborates on the connotation of subject services, then points out the problems in current subject services in university libraries, and finally provides strategies for optimizing subject services in university libraries.

Keywords—University library, subject services, subject service platform, service guarantee system, interdisciplinary integration.

I. THE CONNOTATION OF SUBJECT SERVICES

Subject services refer to a form of specialized and differentiated services provided by libraries to meet the needs of users in specific subject areas. The significance of subject services lies in being able to better meet the information needs of users in specific subject areas, improve user satisfaction, and enhance the level of academic research [1-7]. University libraries can better serve their faculty and students through subject services, enhancing the academic reputation and influence of the library. Subject services have characteristics such as pioneering, proactive, and collaborative, which are crucial for leveraging the collaborative role of university libraries in subject and professional construction. They are a concrete manifestation of innovative and personalized services provided by libraries. By continuously improving the level of subject services, university libraries can better support teaching and research work, promote academic exchanges and cooperation, and enhance the core competitiveness of the library.

II. PROBLEMS IN SUBJECT SERVICES OF UNIVERSITY LIBRARIES

A. *Discipline services have not yet formed standards and norms.*

At present, there is no unified standard and specification for subject services in domestic university libraries. The content of subject services is quite complex, including information resource management, literature resource construction, and the improvement of librarian quality. If there is a lack of standardized construction, it will lead to a chaotic situation.

B. *Lack of professional subject service talents.*

The subject services provided by university libraries are highly specialized and require a high level of professional

competence from librarians. At present, some librarians have insufficient professional quality, and there is a significant gap between their own expertise and the disciplines they provide services in. Their disciplinary service capabilities and levels cannot meet the needs of the vast number of teachers, students, staff, and readers in universities.

C. *The construction of disciplinary service platforms is not in place, and the quality and influence of disciplinary information services are not high.*

At present, the construction of subject service platforms in many universities is insufficient, for example, the division of subject catalogs is not clear enough, and the standardization of the division of disciplines to which information materials belong is insufficient. Some librarians have insufficient understanding of subject services and only regard them as an extension of traditional library services, resulting in low quality and influence of their subject based information services, which are far from meeting the needs of readers engaged in professional teaching and research work in universities.

III. OPTIMIZATION STRATEGIES FOR DISCIPLINARY SERVICES IN UNIVERSITY LIBRARIES

A. *Establish a service guarantee system centered around subject librarians.*

The management personnel of university libraries need to work together with the school's management personnel to develop a scientific subject librarian selection system, and after selection, strict training needs to be provided to subject librarians to fully understand and master the content of the system, so that they can effectively adapt to the needs of future library development, strengthen communication and cooperation.

By innovating the disciplinary service environment based on cultural inheritance and knowledge dissemination, we promote cultural inheritance and knowledge dissemination. University library librarians should possess knowledge of the times [5]. In the era of big data and cloud storage, facing the high demands of interdisciplinary users, librarians need to maintain a positive attitude and persist in lifelong learning. In addition to essential skills, librarians also need to have a broad knowledge perspective. They should not only understand the latest national policies, but also various latest information resources. Only in this way can they provide timely and effective information to users and establish a good image among them.

The innovative service consciousness of college librarians in the new era. Traditional librarians tend to focus more on book management and have relatively lower service functions [6-7]. With the intelligence of libraries, more emphasis is placed on the experience and needs of library readers, and higher service requirements are placed on librarians. Therefore, librarians should establish a correct awareness of innovative services, grow new knowledge, understand new concepts, clarify new directions, and master new abilities through self-learning and self-improvement, in order to provide readers with deeper and more diversified services. Taking subject knowledge as an example, there are many types of majors in universities, and students need to choose books that are more suitable for themselves. Library librarians should strengthen communication and exchange in a timely manner, understand the actual needs of readers, and recommend books and literature materials that are more suitable for them based on their own understanding of the subject.

B. Establish a discipline service management and guarantee mechanism based on multi-party collaboration.

University libraries should collaborate from multiple parties to establish a sound management and guarantee mechanism for subject services, ensuring their efficient operation. Injecting features and highlights into subject services, enhancing students' sense of identification and belonging to the library, and promoting their subject growth and development. Libraries can establish subject reward mechanisms to encourage teachers and students to achieve outstanding results in subject research and innovation, enhancing the value and influence of the subject.

C. Build an embedded precision discipline service model.

According to the specific positioning of universities, provide richer and more targeted subject service content to meet the needs of different disciplines. By using embedded services, we can truly integrate subject services into teaching and research activities, providing more accurate services.

D. Promote interdisciplinary integration

Promoting interdisciplinary integration is an important way for university libraries to innovate their disciplinary services. Through interdisciplinary communication and cooperation, promote mutual learning and integration between disciplines, and provide more comprehensive and integrated subject resource services for teachers and students. Libraries can establish interdisciplinary research areas, providing resources such as journals, books, databases, etc., to encourage university teachers and students to engage in interdisciplinary research. University libraries can also carry out subject exchange activities, such as conducting subject lectures, academic forums, etc., requiring multidisciplinary experts and scholars to share the latest research on Chen Guohe and the advantages of the subject, promoting communication and cooperation between disciplines.

E. Create and fully utilize a smart library

With the rapid development of big data and artificial intelligence technology, university libraries have proposed the construction of smart libraries to provide more efficient subject services for faculty and students. On the one hand, smart libraries are based on big data technology and provide intelligent personalized services. Based on the perception of reader behavior data, they analyze the data on the big data platform and provide intelligent services to readers based on the analysis results. For example, when readers visit a physical library, they perceive their behavior data in the library through the library's RF wireless sensors, such as their stay time in a reading room and their activity area. Through statistical analysis of this data, they can calculate the books or areas that readers are interested in, and then use the library's WeChat public platform to push the books or literature resources that they are interested in to readers. In addition, when readers visit the virtual library, they perceive their identity, login time, login location, borrowing records, browsing pages, etc. through the unified service portal of the smart platform, forming a large amount of reader behavior data. Through big data mining and analysis, readers' reading habits, reading interests, etc. are obtained, thus establishing a personalized reader data sharing platform and providing personalized services for readers. On the other hand, university libraries can build a smart mobile service model based on adaptive web pages. The smart mobile service based on adaptive web pages requires that the data and applications of the smart library system service portal be consistent on both mobile and PC ends, and that the service process and operations also need to be consistent. By building various forms of mobile application platforms to provide readers with mobile information services, such as building WeChat libraries and developing library apps based on readers' usage habits. Mobile applications provide readers with access to borrowing information, book reservations, online book renewals, one-stop search, subject services, and more. Readers can view, ask questions, and respond to specialized materials related to teaching and research, as well as provide intelligent recommendation services that recommend content of interest to readers based on their actual reading situation.

IV. CONCLUSION

The development of subject services in university libraries is a continuous exploration and improvement process. It should start from its own reality, fully leverage its own advantages, actively understand the needs of subject construction, and provide more comprehensive, timely, and effective information security for subject construction. The subject services of university libraries are of great significance in improving the level of discipline and professional construction, enhancing the teaching and research abilities of teachers, and improving the level of education. University libraries should establish a service guarantee system centered on subject librarians, establish a subject service management and guarantee mechanism based on multi-party collaboration, build an embedded and precise subject service model, promote interdisciplinary integration, and provide strong guarantees for

improving the effectiveness of subject services in university libraries.

REFERENCES

- [1] H.B. Liu, Research on Innovation in University Libraries and Subject Services Henan Library Journal, 2019 (02): 56-57.
- [2] X.L. Chen, Reflection on disciplinary services of university libraries based on student needs Chinese market, 2017 (09): 64+68.
- [3] X.J. Li, On the Optimization of Subject based Services in the Construction of University Library Resources Curriculum Education Research, 2019 (04): 249.
- [4] H. Wang, Innovative Development of Subject Services in University Libraries under the Background of Big Data. Knowledge Library, 2020 (6): 158,185.
- [5] X.M. Lu, Reflections on the Construction of New Think Tanks for University Library Services. Library Science Research, 2016 (8): 79-82.
- [6] S.H. Xu., Q. Wang, Research and Development of Digital Library Information Services in the Big Data Era. Journal of Library Science, 2016 (4): 59-62.
- [7] L.B. Liu, Intelligent Library Analysis, Library Construction, 2013 (3): 87-89+94.