

Research on the Innovative Development of University Library Subject Services Under the Background of Big Data

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Abstract: The university library is an important institution responsible for disseminating knowledge. In order to improve the service level of the library, the subject service model has been adopted in recent years, but there are still some deficiencies in the construction of this service. By analyzing the current situation of the development of subject services in university libraries, this paper further analyzes the effective path of innovative subject services in university libraries under the background of big data.

Keywords: Library; Big data background; Subject service.

1. Introduction

Under the background of big data, university libraries must keep up with the development of the times, carry out innovative construction of subject services, and effectively give full play to the value of subject services. Based on this, this paper briefly describes the innovation path of university library subject service.

2. The significance of innovative subject services in university libraries under the background of big data

The academic library subject service is based on providing users with open, professional and personalized services, and effectively meets the information needs of different types of users. With the advent of the era of big data, all kinds of work in colleges and universities have developed rapidly. Whether it is scientific research personnel, teachers or students, the demand for information resources has changed to some extent. To this end, it is necessary to further innovate the subject service model of the library according to the actual situation, starting from the needs of users for subject services, to improve the level of subject services, to seek new development breakthroughs, and to promote the healthy development of university libraries [1].

3. Analysis of the current situation of the development of subject services in university libraries

The subject service of the university library has always been an important way for the main users to obtain valuable information. However, because many colleges and universities do not pay much attention to the construction of the library, there are some problems in the development of their subject service. Specifically, the following points are included. First, there is a shortage of professional talents in subject services and the quality of librarians is not high, and the staffing of corresponding positions in subject services is also lacking, which hinders the further development of library subject services. Compared with some foreign university

libraries, China's university library The library subject service urgently needs to be improved, especially to strengthen the construction of professional talents, so as to improve the service level; second, the content of subject service is incomplete and narrow in scope. At present, more and more university libraries begin to pay attention to the development of subject service, but in actual service The content and scope still need to be improved, mainly because most of the service content has not kept up with the development pace of academic research and teaching practice, resulting in backward content and slightly limited service scope, such as paying more attention to teachers and university researchers. Provide subject services, but do not pay much attention to providing subject services for students, which affects the effect of services; third, the relevant management mechanism of related subject services is not sound enough, and library subject services should develop continuously, so the corresponding management mechanism must play an important role However, at present, most colleges and universities do not pay much attention to the strengthening of the management mechanism.

4. Effective paths for innovative subject services in university libraries under the background of big data

4.1. Human resources for innovative construction of discipline services

In recent years, many university libraries have encountered the problem of too few subject librarians or low quality of librarians. Therefore, under the current big data environment, it is necessary to further innovate and build human resources for subject services to ensure subject services. level up. In-depth study of the causes of human resource problems in most university libraries is usually due to insufficient policy support, which makes it difficult to introduce high-quality talents, and the construction of librarians has always been superficial. Based on this, strengthen innovation and construction of disciplines to serve human resources necessary. For example, the leaders of the university library can take the initiative to propose to the school the requirements for improving the structure of the librarian team,

apply for relevant funding and policy support, and alleviate the current predicament of the development of the discipline service of the university library. In terms of recruiting librarian talents, the library management is solely responsible for adopting reasonable employment methods to expand talent recruitment channels. For example, combining on-campus recruitment and social recruitment, combined with the practical needs of the development of library subject services, targeted recruitment of talents from different levels to improve Librarian team configuration, in addition, special introduction of professional talents can also be carried out, or job competition can be conducted in the library to ensure that talents can be in the most suitable positions. Talents, in the process of recruiting talents, we can use competitive assessment methods, combined with the background of subject services, and examine in detail the subject foundation, language communication ability, foreign language level and computer skill level of talents, so as to play the role of subject service, and can also face social recruitment. Talents with relevant teaching and research experience. In addition, the library should also carry out unified training for the original librarians, implement the re-education system, and improve the level of their subject services. The communication mechanism of service talents provides opportunities for talents to learn from each other, and then continuously improves their own quality. The library can also invite high-quality subject service talents at home and abroad to come to the school for experience communication and professional guidance, so as to improve the school's librarians. Comprehensive literacy, is committed to creating a high-quality, international and compound discipline service talent team [2].

4.2. The specific content of innovative construction discipline services

Through visits and online research, we have learned about the current construction of subject service content in most university libraries, and found that under the current background, to achieve innovative development of subject service, we must clarify the content positioning of subject service, deepen and broaden the scope of subject service content. Specifically, when innovating the construction of subject service content, we need to start from two levels.

The first is to start teaching and practice in colleges and universities, and provide corresponding subject services for college teaching staff, that is, college teachers, in order to further enrich the service content. Corresponding subject service librarians can establish contact with teachers of various majors, appropriately participate in teachers' teaching activities, and fully understand the teaching content and arrangements, so that they can provide targeted subject services and provide teaching workers with helpful resources. , when collecting subject materials, refer to teachers' suggestions. This form is also called embedded teaching -based user subject service. In the process of implementing the service, the focus is to use the advantages of the environment to connect teachers and users with librarians. Work together to promote the content construction of subject services; the construction of subject service content for learning users is based on the practice of teaching achievements. Subject service librarians can establish "knowledge partners" with learning users , namely college students. To understand students' needs for subject resource information, actively integrate into the learning environment

of learning users , and control students ' learning trends, so as to further expand knowledge resources and assist students in learning [3].

Second, in terms of academic and scientific research, most colleges and universities have professional scientific research teams to carry out scientific research work, generally led by college professors, and some graduate students among the participating personnel. Among the subject service objects of college libraries, such Scientific researchers are also the focus, so the construction of subject service content can be carried out according to the needs of such groups. For example, let subject service librarians participate in front-line scientific research, investigate scientific research content and scientific research trends, establish strategic cooperative relations with scientific research personnel, continuously optimize the content of subject services, and identify the direction of content construction, such as conducting research in university scientific research teams. During project research, librarians can actively participate in the relevant discussions of the project, so that deficiencies in subject services can be found and improved. In order to better provide scientific researchers with personalized subject services, librarians should also understand in detail The composition of different positions in the scientific research team and their specific responsibilities and tasks. In addition, the library subject service also needs to evaluate and accept scientific research results, expand the scope of services, and further conduct follow-up analysis of the corresponding academic fields to improve service standards.

4.3. The management mechanism of innovation and construction of discipline services

In order to realize the innovative development of subject services, university libraries also need a relatively sound management mechanism as a foundation. For this reason, we must also attach importance to the construction of the subject service management mechanism, so as to lay a solid foundation for providing high-quality subject services. Specifically, the library should combine the current situation of the subject service work, establish the goal of the subject service development in the future, and scientifically formulate various management measures to ensure that the measures are implemented in the actual subject service, control the quality of the subject service, and truly Realize the openness and personalization of services to meet the needs of colleges and universities. In addition, it is necessary to establish a subject service feedback mechanism to provide channels for users of subject services to express their opinions, and to improve the deficiencies in practical work, which will also contribute to the sustainable development of university libraries. At the same time, establish a corresponding reward and punishment system to constrain the implementation of discipline service work and effectively improve service quality.

5. Conclusion

To sum up, in the era of big data, the development of university libraries should seek new opportunities, and should start from the innovation of the development of subject services, improve the level of personalization and openness of subject services, and provide various subjects in colleges and universities. High-quality information resource services. From the analysis of this paper, we can see that based on the

background of big data development, the effective paths for university libraries to innovate subject services include: human resources for innovative construction of subject services, specific content of innovative construction of subject services, and management mechanisms for innovative construction of subject services.

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