

# Exploration and Analysis of Key Issues in Subject-Oriented Services of University Libraries

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**Abstract:** As an important place rich in subject resources, university libraries can improve the utilization rate of information resources if they can actively optimize service effects for subject services. On top of this, this paper focuses on key issues and proposes an optimization path for subject services. Through measures such as improving the structure of subject librarians, refining the subject service management system, and implementing a precise chemical subject service model, the current situation of subject services can be effectively improved. University libraries are guaranteed to practice high-quality service goals.

**Keywords:** University library, Subject service, Subject librarian, Precise service.

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## 1. Preface

As an organization that centrally obtains information resources, the university library plays a significant role in the process of information dissemination, so it is particularly urgent for the university library to set up a subject-oriented service model. In order to establish a good interactive connection between users and information resources, it is necessary to combine the operational characteristics of university libraries and the concept of discipline development to formulate a detailed service improvement plan for it, so as to optimize the service effect.

## 2. Key Issues in Subject-Oriented Services of University Libraries

When the university library implements subject-oriented services, in order to further optimize the service effect, it should be based on the existing achievements, combined with key problems in a timely manner, and put forward improvement measures, so that the university library can have a high-end service level.

### (1) Uneven distribution of subject librarians

In the existing research process, it can be clearly found that there is a major problem of uneven distribution of subject librarians currently working in university libraries. The so-called subject librarians refer to talents who have both solid subject knowledge and library business skills. Although the number of subject librarians currently reserved by major university libraries is basically up to the standard, the allocation of subject librarians is not enough. , fails to reflect the characteristics of balance, and should combine the advantages of subject librarians to make the best use of them in the direction of full-time, so as not to affect the effectiveness of the innovation and reform of university libraries.

### (2) The degree of implementation of subject services is low

Subject-oriented service requires university libraries to establish a management system first, and then complete the service tasks step by step in accordance with the system regulations. But in fact, some university libraries in our country still have the problem of low implementation. Although the discipline service system has been established successively, in reality, the corresponding discipline service

system has not been promulgated, and even the implementation of the system lacks authority. The emergence of this formalized phenomenon undoubtedly limits the development of discipline service [1].

### (3) Disciplinary service model is outdated

As a carrier for keeping written materials, with the development of network technology, users can collect useful information more quickly on the network platform in addition to obtaining information resources from paper materials. The focus on subject-oriented services has weakened, and even the number of users who go to the library to read books has also decreased. In the era of fragmentation, if the traditional subject service model is still used as the benchmark, it will obviously not be able to keep up with the needs of users, and will gradually deviate from the established service goals. Therefore, it is necessary to innovate the subject-oriented service model of university libraries.

## 3. The Optimization Path for Subject-Oriented Services of University Libraries

### (1) Improve the team structure of subject librarians

When the university library establishes a close relationship with the subject service, it can also improve the structure of the subject librarian team, so that the team members formed after optimization can contribute to the achievement of the subject service goal in terms of professional quality and business ability. to help. In fact, subject service itself is not the responsibility of a subject librarian, nor can it be done independently by library leaders, but can fit the concept of subject service under the strength of collective cooperation. Therefore, the reorganization of the existing subject librarian team is conducive to improving the effectiveness of services.

On the one hand, careful division of labor. Although subject librarians are slightly stronger than ordinary librarians in terms of professional ability, and their service methods are quite different from traditional consulting and reference services, in order to fully demonstrate the advantages of each subject librarian, they should be based on the characteristics of subject librarians. It arranges suitable work content. Among them, the key is to divide different positions according to the type of subject librarians, such as data librarians, decision librarians, etc. Subject librarians can

provide thoughtful services to users according to their needs, and they should be included in high-end librarians in a timely manner. After a reasonable division of labor Afterwards, users are encouraged to highly recognize the service achievements of subject librarians. Taking data librarians as an example, in the context of big data, information resources are displayed in the form of data, and data librarians can use data analysis technology to help users filter useless data and help scientific research projects obtain accurate data. For other types of users, Corresponding service librarians should also be recommended for them, so that under the guidance of a clear division of labor, the power of subject librarians will be released in an all-round way, so that the subject service goals will have a high achievement rate with the participation of the subject librarian team [2] .

On the other hand, in order to stimulate the inner potential of subject librarians, the incentive mechanism should be used to promote the release of subject service efficiency. The initiative and service attitude of subject librarians working in university libraries will affect the quality of subject service. If an incentive mechanism is set for it, active service can be achieved. For example, strategies such as advanced librarian evaluation, peer review, and professional title promotion can be adopted to ensure that subject librarians show their personal advantages in the organization team. Incentives should also be personalized when they are set. Due to the different expectations of subject librarians, the degree of incentive satisfaction is inconsistent. Only by giving them targeted incentive measures can the optimal effect be achieved.

(2) Refinement of the discipline service management system

In order to implement the various measures proposed by the university library for subject service, it is necessary to refine the subject service management system, and also urge the library to change its inherent cognitive attitude and refer to the subject service. On the improvement agenda, the implementation of the system has been improved since then. When formulating relevant systems, we can learn from the experience in compiling the discipline service system of the library of first-class universities, and formulate system rules based on the characteristics of the university.

Taking Tsinghua University as an example, a subject service system for subject librarians has been introduced as early as 1988. It clarifies the responsibility standards and service requirements of subject librarians. Subject librarians are required to make good use of multiple channels to publicize library resources to ensure efficient use of literature resources, and also actively participate in the evaluation of subject literature resources, and provide literature support services for subject research. The implementation of these system contents can point out the direction for the development of discipline services. In addition, after the content of the system is determined, it is necessary to match the punishment mechanism to punish the subject librarians with poor execution, so as to ensure that the subject librarians can actively refer to the system requirements in terms of service concept to perform their duties. In particular, consultants who are responsible for subject-led services should play a good role in subject service guidance and resource construction during their term of office, give feedback on research on information service topics, and assist subject librarians to bring higher satisfaction to users. service experience.

Based on this, in the formulation of the discipline system, it is necessary to ensure that the content of the system is feasible and effectively implemented, but also to improve the executive power of the system executors, so as to ensure the establishment of a close relationship between the school and the library. . As a mandatory regulation, the subject service system itself has a leading value, and can play a guiding role for the subject librarians who carry out the subject service work in the early stage. Therefore, it should attract the high attention of the person in charge of the subject service of the university library and increase the normativeness [3] .

(3) Implementing the service model of precision chemistry

In the context of the new era, a precise service model should be adopted to fully demonstrate the advantages of the discipline. Based on the precise service model, the accuracy of subject services can be improved from the aspects of data in-depth, scientific research mining, and platform innovation. In university libraries, subject data should be sorted out and then managed as a whole, so that the college can accurately obtain the required data in scientific research projects, and can discover new knowledge in the in-depth development of data. In the subject service of scientific research projects, the face-to-face service mode should be adopted to reduce the possibility of docking and interaction, and then under the intervention and guidance of professional service providers, special lectures and other forms can be used to support the smooth progress of scientific research projects, and even learn books. The museum has established a research group to assist the members of the research group of the college to find a variety of subject content. As for the construction of the subject service platform, considering that most of the current network data is used, users are more interested in service efficiency. Therefore, university libraries can use Tencent conferences and short video platforms to provide subject services in virtual scenes. Especially when transmitting information resources, it can convert the subject materials originally displayed in paper documents into electronic information, so that users can establish a remote interactive relationship with subject librarians, and finally steadily improve the accuracy of subject-oriented services.

## 4. Conclusion

To sum up, the service reform of university libraries should be transformed towards the direction of subject-oriented services, and since then, to ensure that the process of subject-oriented services can provide rich information resources for subject innovation projects. In this regard, we should start from the subject librarian team structure, subject service management system, and precise chemistry subject service mode, so that the improved university library service mode can meet the needs of subject service and create a win-win situation.

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