

OPTIMIZATION MEASURES FOR LIBRARY READER SERVICES IN THE NETWORK ERA

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Abstract: The rapid development of information technology and the widespread use of the internet present both unprecedented opportunities and challenges for library reader services. Traditional libraries are transitioning from merely providing storage and lending of physical books to offering comprehensive digital resource management and diversified services. In this context, it is essential to explore optimization measures for library reader services in the network era. This paper analyzes specific improvement methods for library reader services in the network era, aiming to provide readers with broader channels for knowledge acquisition and to promote knowledge dissemination and cultural exchange.

Keywords: Network era; Library; Reader services; Digital resources; Digital literacy

The network era has profoundly transformed the ways people acquire, share, and utilize information, with digital reading becoming increasingly prevalent. Libraries must adapt their services to meet these evolving needs. In the internet context, library collections extend beyond physical books and journals to include e-books, online journals, and multimedia resources. The rapid development of information technology provides readers with wider channels for knowledge acquisition but also poses new challenges for digital resource management and services. Libraries in the network era should proactively embrace these changes and implement innovative measures to optimize reader services.

1 INTRODUCTION OF ADVANCED TECHNOLOGIES TO OPTIMIZE READER SERVICES

1.1 Digital Resource Management

Digital resource management enables libraries to establish a comprehensive resource repository, offering convenient online access and fostering knowledge dissemination and cultural exchange. The first step involves digitizing essential resources such as physical books and journals. Librarians can utilize high-resolution scanning equipment to convert these physical documents into digital formats, creating metadata for efficient retrieval and access. To maintain resource integrity and accessibility, libraries must develop strategic plans prior to digitization. Effective digital resource management also requires robust digital storage and management systems. These systems should not only accommodate vast amounts of data but also ensure data integrity and backup crucial information. Additionally, user-friendly digital library platforms should be developed, featuring intuitive interfaces and advanced retrieval functions to provide personalized intelligent reading services. Libraries can employ open-source or commercial digital library platforms, customizing modules and services to meet specific needs. Regular maintenance and updates of digital resources are essential. This includes repairing damaged files, updating metadata, adding new resources, and upgrading systems to align with technological advancements.

1.2 Providing Immersive Learning Environments

Creating immersive learning environments is a crucial aspect of library reader services in the network era. Immersive learning leverages digital technologies and innovative methods to make learning more engaging and effective. Libraries can support immersive learning in four key ways: Investing in or offering virtual reality (VR) and augmented reality (AR) applications for immersive learning experiences. For example, students can conduct scientific experiments in virtual laboratories or experience historical events in virtual historical settings. Offering online courses and learning modules to cater to the diverse learning needs of readers. These courses should encompass a broad range of topics, from academic subjects to career planning, thesis writing guidance, and hobby development. Providing cultural and artistic immersive experiences through digital exhibitions, virtual museums, and artworks. Readers can appreciate art, explore historical scenes, or participate in cultural activities via VR devices without needing to be physically present. Creating virtual library spaces where readers can explore different areas of the library with a virtual identity, interact with other readers, and access digital resources.

2 ENHANCING READERS' DIGITAL LITERACY THROUGH MULTIPLE APPROACHES

Providing digital literacy training enables readers to become more proficient in using digital technologies and information resources. Libraries can develop diverse digital literacy training programs covering a range of levels and topics, from basic digital skills (such as computer fundamentals and cybersecurity) to advanced subjects (such as data

analysis and programming). Establishing an online learning platform with video tutorials, interactive simulations, and online quizzes allows readers to engage in training at their own pace and according to their interests. Additionally, libraries can offer face-to-face digital literacy courses for those who prefer traditional learning methods. These courses can be conducted by library staff or external experts, providing customized training programs tailored to the needs of different reader groups[1]. For example, specific training sessions can be designed for students, educators, professionals, and seniors, guiding them in effectively utilizing the library's digital resources, including e-books, online journals, databases, and open-access materials. Libraries can enhance readers' digital literacy in three primary ways: 1. Offering data literacy courses that cover data collection, organization, analysis, and visualization. 2. Establishing a data resource repository for readers to explore. 3. Training readers in data visualization techniques, enabling them to present data through charts, graphs, and other visual formats for more effective communication. Moreover, libraries should emphasize the importance of data privacy and ethics, educating readers on how to handle and share data securely while complying with relevant regulations and policies.

3 IMPLEMENTING PERSONALIZED READER SERVICES

3.1 Providing Personalized Reading Resource Recommendations

Offering personalized reading resource recommendations enables libraries to better address readers' interests and needs, thus enhancing the utilization of library collections. Libraries can implement these services in six ways: 1. Creating personalized reader profiles that include reading history and interests. 2. Utilizing recommendation algorithms to suggest related books and materials based on readers' profiles and reading habits. 3. Actively collecting reader feedback to gauge satisfaction and gather suggestions on recommended resources, which can be used to continuously refine recommendation algorithms. 4. Establishing online reading communities and discussion platforms where readers can share book reviews and reading experiences. 5. Providing themed or event-specific reading lists, such as seasonal reading, holiday reading, and special research topics, to cater to diverse reader needs[2]. 6. Developing personalized reading plans tailored to readers' schedules and reading speeds, ensuring they meet their reading goals on time. Personalized reading resource recommendations not only increase reader satisfaction but also promote knowledge dissemination and strengthen the connection between libraries and readers.

3.2 Offering Personalized Learning Consultation Services

Personalized learning consultation involves providing customized academic support and advice tailored to each reader's learning needs and goals. Libraries can conduct personalized learning needs analyses to understand readers' research fields, hot topics, and research objectives. Based on these analyses, libraries can offer relevant academic resources and literature guidance to help readers quickly find the information they need. Additionally, libraries can provide academic writing support, including advice on paper structure, citation norms, and editing, to enhance the quality of readers' papers. Maintaining contact with readers, tracking their academic progress, and adjusting services as needed are also crucial components of personalized learning consultation.

4 OPTIMIZING LIBRARY READER SERVICES IN THE NETWORK ERA

4.1 Providing Multilingual Digital Resources

Providing multilingual digital resources is essential to meet the needs of readers from diverse cultural and linguistic backgrounds. This service can overcome language barriers, enabling readers to easily access and utilize library resources. Specific practices include: 1. Establishing a multilingual digital library that offers e-books, journals, newspapers, and other digital documents in various languages. 2. Subscribing to or purchasing multilingual databases to provide academic materials and research resources in multiple languages, including journal articles, research reports, and database search tools. 3. Offering online translation services to help readers read and understand documents in different languages. 4. Hosting multilingual digital exhibitions to showcase the history, art, and literature of various cultures and languages. 5. Providing multilingual learning resources, such as online language courses, glossaries, grammar guides, and multilingual dictionaries, to support language learners. Additionally, libraries should conduct cross-cultural training for librarians to ensure effective interaction with and support for readers from diverse backgrounds. Specific practices include: 1. Offering cultural sensitivity training to help librarians understand the values, beliefs, and habits of different cultures. 2. Training librarians in cross-cultural communication skills to better listen to, respect, understand, and respond to the needs of readers from diverse backgrounds[3]. 3. Providing librarians with information about readers from different cultural backgrounds to enhance their understanding and service capabilities. 4. Establishing feedback mechanisms to continuously improve service quality.

4.2 Achieving Library Resource Sharing

Establishing cooperative relationships and sharing library resources allows libraries to offer readers a wider array of resources and services. Resource sharing can be achieved in the following ways: Participating in regional, national, or international library cooperatives to share both digital and physical book resources.

For example, public libraries in Yancheng have formed a digital resource co-construction and sharing alliance, creating a cooperative mechanism for the joint construction, sharing, management, and use of digital resources. This approach leverages each library's strengths, promotes mutual assistance, and maximizes resource utilization to meet readers' personalized needs.

Establishing digital resource sharing platforms to allow libraries to share e-books, journals, research data, and other digital resources. These platforms can overcome time and space constraints, providing readers with broader access rights.

Jointly purchasing expensive digital resources with other libraries to reduce costs and expand accessibility.

Participating in cross-border cooperative projects, such as digital cultural heritage protection and digital archive cooperation, to collectively protect and share cultural and historical heritage. An example is the "Sichuan-Chongqing Reading One Card" project, initiated by the Chongqing Library, Sichuan Provincial Library, and Chengdu Library, which enables inter-library borrowing and returning across the Sichuan-Chongqing region[4].

5 CONCLUSION

The "Internet Plus" initiative offers a broad development platform for library services. Effectively leveraging this platform enables libraries to better adapt to the evolving landscape[5]. Reader services have always been a focal point of library work. In the network era, libraries must shift their service concepts, innovate service models, and introduce advanced technologies to meet the diverse and personalized reading needs of readers. This approach promotes the transformation and development of public libraries.

COMPETING INTERESTS

The authors have no relevant financial or non-financial interests to disclose.

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