

Research on the Refined Management of University Libraries under the Background of New Media

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Abstract—The library is an important part of the university system. In the context of education and teaching reform, people often focus on the construction of various disciplines, but the development of libraries is easily overlooked. The library is an important part of the education and teaching system of colleges and universities. The quality of library construction directly affects the orderly and healthy development of education and teaching activities. This paper analyzes and studies the refined management of university libraries under the background of new media, so as to guide the construction of university libraries in the new era from the aspects of theoretical research and practical application.

Keywords—New media, colleges and universities, library, refinement

With the development of economy and society, people's pursuit of the spiritual world is steadily improving. Library is a special place, which not only bears the function of serving the society, but also bears the special educational function. At present, social public libraries have a strong functional role. They are open to the public, so that all people have the right and opportunity to enjoy the pleasure of reading. The university library is a unique place. First, the main service object of the university library is special. Its reading group is mainly teachers and students. Secondly, the university library is not included in the public service system, and the source of funding and the guarantee conditions basically depend on the school.

Compared with foreign countries, the systematic construction of university libraries in China started late as a whole, and there is a certain gap between them in both management philosophy and management methods. After years of development, we have made great progress in many aspects, but there are still some unsatisfactory aspects. In the new historical period, especially in the stage of education and teaching reform gradually moving to the deep-water zone, how to do a good job in the refined management of university libraries is not only an educational issue, but also a social issue from a certain perspective.

I. THE PROBLEMS EXISTING IN THE MANAGEMENT OF UNIVERSITY LIBRARIES IN CHINA

At present, the university library in China is still a link in administrative sequence of colleges and universities. Since being engaged in library management, the author has paid some attention to and studied the existing problems in the current library management work. In the author's personal opinion, the following problems mainly exist in the library management of colleges and universities in China:

A. *The Degree of Emphasis is Generally Insufficient*

The administrative structure of colleges and universities in China is quite special, and the internal components of colleges and universities are also different. Although the university library is an important link in the administrative sequence of colleges and universities, its main function is to be guaranteed. Compared with education and teaching, it is obviously at a disadvantage. When many schools mention reform and development, they often only refer to various disciplines, and there is little planning for the development and construction of libraries. Generally speaking, the ideas for the overall development of university libraries are not clear enough, which are often left on the surface. The existence of this phenomenon has profound historical reasons, but more important are the problem of perception. Some leaders have equated the higher education with the discipline directly, believing that as long as the discipline construction is well done, the library, as a supplementary role, can follow up with a little effort. This kind of thinking is extremely wrong. This view blurs the positioning of the library in education and teaching, and ignores the strong promotion of the library to education and teaching.

B. *Poor Service Awareness*

As a branch of the administrative links of colleges and universities, the tendency of administration is particularly obvious. Many university library staff did not place themselves into a correct position, did not regard themselves as a service person, and more as their management staff. They do the library management work with the administrative thought and means, which is often a passive service state to improve the consciousness of service quality. How to position themselves and how to penetrate the library work in the role of the service provider has become the key for many university libraries to break the traditional service pattern and seek for the improvement of service quality.

C. *Insufficient Funds*

The problem of insufficient funds is the bottleneck that restricts the development of many university libraries. As an integral part of supporting the development of a university, the university's positioning of its functions often puts it at the end of the allocation of funds. The library facilities of some colleges and universities have not been updated for a long time, the number of books in schools is very limited, and the proportion of books is not reasonable. This problem has existed for many years. In recent years, with the attention of universities to the problem, the problem of insufficient funding for library construction has been alleviated to a certain extent, but the contradiction between supply and demand of development funds cannot be ignored.

D. The Low Quality of Library Employees

The low quality of library employees is often ignored. However, the quality of librarians directly determines the efficiency of library management. Some librarians are lack of professional knowledge. Nowadays, information technology and computer technology have been developed unprecedentedly, but some librarians still do not use professional auxiliary means. Although some libraries with better conditions have many microcomputers, the management personnel with outstanding computer technology are very few, and more librarians stay at the superficial level of application. Librarians, as front-line personnel of library management, have the best understanding of library service in their daily work, but they rarely hear that any university library has developed its own independent and efficient library management system. This phenomenon has a deep connection with the low quality of librarians.

II. THE NECESSITY OF CARRYING OUT REINED MANAGEMENT IN UNIVERSITY LIBRARIES

What is refined management? Refined management was first derived from the Japanese corporate management system. They believe that management is made up of many details. Every detail should be given the attention it deserves, and strive to ensure the ultimate quality of the product with the best and most foolproof process. Therefore, refined management is also called lean management, zero-defect management.

Refined management is the only way to realize the healthy and orderly development of university libraries. Nowadays, with the rapid development of economy and society, talents with creativity and comprehensive ability have become the orientation of talent cultivation in colleges and universities. As a place where teachers and students can contact and learn different knowledge, the library plays an irreplaceable role. How to improve the management effectiveness of libraries, improve the quality of services, maximize the functional role of libraries, and meet the growing demand for literature reading of teachers and students has become the goal of library reform and development, as well as the only choice and requirement for the healthy development of the library.

Refined management is the key to improve the satisfaction of teachers and students. The satisfaction of teachers and students is the starting point and the foothold of some work in the library, which is determined by the functions and service objects of the library. Under the conditions of informatization, the means for teachers and students to acquire knowledge and information has been greatly improved. At the same time, the requirements of teachers and students for libraries are also increasing. Only by paying more attention to refinement, details, service responsibility and standardization, can library management effectively fulfill the service function and improve the satisfaction of teachers and students.

III. THE REFINED MANAGEMENT STRATEGY OF UNIVERSITY LIBRARIES UNDER THE BACKGROUND OF NEW MEDIA

Maybe many people know the new media, and there is no exaggeration that the new media has penetrated into any aspects of our lives and work. New media is a widely term that combine environment with technology, and it's also a new platform for information dissemination. New media is the product of the combination of network technology and information technology which can transform rigid and boring information into flexible and vivid multimedia, so that people who receive the information can get a qualitative leap both in the sense and cognition.

The continuous maturity and wide application of new media technology have provided many channels for the refined management of university libraries. It has become the important support and breakthrough for the management reform of university libraries in the new era that combine the new media technology with the refined management requirements of the library which overturn the traditional management mode.

The author believes that the refined management strategy of university libraries under the background of new media should focus on the following aspects:

A. Strengthening the Transformation of Ideas

The reason why the conceptual change placed in the first place in the refined management of university libraries under the background of new media is because our university library management concept has remained at a lower level for a long time, and there is a certain gap compared with foreign counterparts. There are many advantages of new media technology, but it ultimately depends on human control and design. It is difficult to integrate this technology with library management requirements if we do not change from the deep-seated concepts. Therefore, we must change the traditional management concepts, keep up with the pace of the times, pursue innovation and boldly reform, apply various advanced management concepts to the management reform of university libraries, and guide the innovation of library management with advanced management concepts. Recent years, many scholars and educators have made effective explorations and attempts in how to change the traditional library management concepts both in theory and practice that achieved good results.

B. Strengthening Paperless and Electronic Office Awareness

The refined management of university libraries under the background of new media is based on digital technology. Therefore, the level of paperless and electronic office is higher, the more intervention of new media technology in the refined management of university libraries. At present, many university libraries have achieved good results in promoting paperless and electronic office. However, there is a lack of corresponding planning to systematically advance paperless and the electronic office, and the interface between many devices is not standard, so that it has brought unfavorable factors for the construction of the new media system.

C. Using New Media Technology for information collection

Nowadays, new media technology has made significant breakthroughs in information collection of images and sounds which is the basis for information identification and fusion. The image and sound collection technology based on new media technologies can be applied to identity system that can quickly and efficiently identify books and people, and its incomparable efficiency is superior compared with traditional methods. For example, the bar code recognition based on radio frequency technology can efficiently obtain the relevant information of the book. The face and voice recognition technology can quickly differentiate the identity information of the lender and the returner in the database. Now some libraries have introduced VR technology into the management of books. Teachers and students can have comprehensive understanding of the literature through VR technology, some of which provides additional functions like introductions and explanations of difficult problems. The powerful identification and information interaction of new media technology have enabled the management of books and people to reach an unprecedented level of precision. At the same time, this information-based information storage and transmission technology is easy to modify, maintain, and it won't spend too much on later upgrades.

D. Making a Systematic Planning

A detailed and comprehensive planning is necessary for the refined management system of university libraries based on new media technology. First of all, the university must carry on a requirement analysis of hardware implementation based on the existing conditions of its library, for example, how many cameras and computer networks are needed, how to arrange, how to collect and save information, and what kind of server is needed. The hardware devices should be planned early, and only early full preparation can provide a good foundation for the development of the new media technology. As far software, the university can learn from the management system of relevant fraternal units, do enough researches, learn about the advantages and disadvantages of the whole system, and evaluate whether the library facilities can support the system operation. It is also a good choice to get tailored software system from professional software developing company if money is sufficient. At present, many university libraries have already created mobile phone login client, so that everything is clear at a glance. Teachers and students can get all the information in the library through the mobile client, including the situation of seats queues, the book's borrowing state, and whether the staff is on working. This precise management has greatly reduced the borrowing part and improved the service level of library.

IV. CONCLUSION

The refined management of university libraries based on the new media background has been popularized in many universities. This all-information management method of books and personnel has greatly improved the service efficiency of libraries and broke the traditional management mode, so it has a good prospect in the future development of the refined management of university libraries.

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