

Analysis on the Reform of the Biblio-information Selective Dissemination in University Library based on Network Environment

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Keywords: Network; University library; Biblio-information selective dissemination; Reform

Abstract: Since the implementation of quality education in China, the field of scientific research has developed rapidly, and the country has paid more attention to the biblio-information selective dissemination in university libraries. Its key work is mainly to obtain users' research topic information, and through certain literature materials to lay a good foundation for the scientific research personnel's preparatory work, so as to determine the research direction. To a large extent, it can better sort out the research steps and effectively observe the scientific research results to avoid the deviation of different degrees. Therefore, it is necessary to carry out effective innovation in the network environment of the university library's biblio-information selective dissemination, so as to improve the management quality of university library.

1. Introduction

Selective dissemination of information is a process in which the library and information department takes the subject research as the target, provides the literature materials related to the actual needs of scientific research construction, serves the users, and implements effective solutions to some problems, which is highly valued by the library and information department of universities. However, under the impact of knowledge economy, there are new problems in the library and information service of universities, which lead to the deviation between the user demand and the selective dissemination of information. Therefore, in the environment of network development, it can improve the quality of library management effectively through the effective improvement for elective dissemination of information's mode and literature resources, with effective reform to the biblio-information selective dissemination.

2. Overview of the reform of literature type-selective dissemination of information

In the course of providing selective dissemination, Chinese university libraries pay much attention to document information resources which are of great importance. The authenticity and rationality of literature resources are particularly important for researchers ^[1]. In addition, the service process, mode and consciousness are the key parts to extract the literature resources when carrying out the literature resources determining service in university libraries. Intelligence personnel need to effectively sort out the database and conduct the literature resources determining search through the network, so as to effectively enrich the literature resources and meet the needs of users. This method can improve the utilization rate of literature resources to a large extent. In addition, in the process of developing the selective dissemination, the effective combination of it and the implementation of information technology can ensure the secondary retrieval of literature resources. In this way, the resource database of university library can be enriched comprehensively and the way of library collection can be diversified.

3. Advantages of literature type selective dissemination reform

In the process of university library development, the management mode needs to meet the needs of modern development. In order to ensure the richness of the library document resources database, it is necessary to determine the retrieval mode of document resources on the basis of information

technology, which has become the core content of information work to a large extent that is to focus on user needs. The effective utilization and satisfaction of the literature resources of teachers and students have become the focus of the library and intelligence staff, and the key point of the work is to implement the effective allocation. In order to provide convenience for teachers and students in colleges and universities, the library needs to analyze the literature from the perspective of database classification and hierarchy, and distinguish the literature effectively through the modes of mobile hard disk and CD, so as to provide convenience for college teachers and students. This method has also become the core type of the innovation of bibliographic service in university libraries, and can effectively improve the efficiency of selective dissemination ^[2].

4. Reform of the biblio-information selective dissemination in university library under network environment

4.1 Literature type reform

The literature information source is the premise for the university library to carry out the selective dissemination. Compared with the traditional service, the network environment has a greater advantage, mainly because since China entered the Internet era, the university library information topic service has got rid of the traditional printed document mode and changed to the virtual library digital information resource management mode. To a large extent, it can improve the information resources and space for intelligence personnel to retrieve information. It can not only retrieve the secondary documents, but also retrieve the primary documents, and generate more dynamic information. At the same time, under the network environment, university libraries are able to present information resources in the whole network, among which the literature classification includes not only paper documents, but also electronic documents, which gradually diversify the collection resources.

In the development of university libraries, in order to adapt to the development of the network, the guarantee system of the network literature resources should be effectively constructed, so as to improve the depth and breadth of the selective dissemination. At present, many colleges and universities in China have adopted bibliographic database to store the catalogue in digital way, which can be effectively inquired in the public catalogue inquiry system. The university library can also establish thematic database, and take it as an important resource base to selective dissemination, understand the advantages of thematic literature through the network, and put forward certain requirements according to their own needs.

4.2 Change on Selective Dissemination of Information Service Mode and Technology

The improvement of the quality of the SDI service needs to maintain the continuous provision of the literature resources, and only in this way can the quality and efficiency of the SDI service be effectively improved. In the network environment, the SDI service is diacritical as service in-depth and general ones which indicates the difference of intelligent input. Among them, the university library's SDI service highlights the ability of intelligence personnel to serve through information technology, while it also needs effective change on SDI service mode and technology implementation. The SDI service has certain procedures, generally as subject selection, research, formulation, and collection of resources. The traditional SDI service is mainly that the users propose the subject to the working staff and fill in relevant materials, then based on the users' requirement, the technicians will carry out subject study and work out reasonable and scientific scheme of SDI service. Then, to collect and organize related documents, and finally send the documents to users [3]. However, this situation greatly reduces the work efficiency. In the network environment, the network SDI service mode is generally adopted, and the users have effective access to the library via campus network, and transmit documents through internet which is very convenient.

4.3 Changes on Service Awareness

The intelligence SDI service implemented by university library is highly comprehensive. It needs to analyze the subject, to select the subject, then to search the literature, and finally to compile. This requires technician to have a high level of comprehensive quality and skills, the most important of which is higher awareness of service. In the process of SDI service conducted by the traditional university library, the users are mainly teachers and researchers. This requires a certain degree of advancement of the SDI service, including advancement on content and time. In addition, in the cyber environment, the service awareness of college intelligence personnel needs to be enhanced on the basis of the traditional service model. Among them, the selection and identification of document resources should emphasize the pertinence of services, and on this basis, it should also establish certain awareness on searching, tracking and high level awareness on speed. In addition, high-quality services should be provided in the selection and research stages. Only in this way can resources be updated and supplemented timely and literature resources can be obtained in a short-term and optimal methods.

4.4 Analysis of Competitors' Capabilities

The analysis of competitors' capabilities is mainly from the following aspects [4]: 1. creativity and design capabilities. To well know and evaluate competitors' product development quality and speed; 2. production capacity. The production capacity mainly includes product production capacity and service capacity. If Jingheng's opponent's production capacity has been optimized, it will take a certain time for the production of new products, and the market share will not be greatly improved in a short period of time; 3. Marketing ability. In the process of product marketing, it is necessary to effectively analyze the creativity and aggressiveness of competitors. Marketing ability is important for enterprise. If the competitor's marketing ability is relatively low, it will not pose a big threat; 4. Financing ability. Financing ability is also an important link for enterprises to quickly occupy the market, and is the main force of enterprises in the competition. The financial ratio outbalance for enterprises, but the way of resource allocation among products is also more important; 5. Management ability. Management ability is an important indicator for enterprises' continuous good development. For example, Founder and Lenovo formed a fierce competition in the market. Founder does not pay much attention to Lenovo, mainly because the talent advantage of Founder is obvious, but Lenovo's market share far exceeds Founder. The main reason for this situation is management ability. Lenovo has stronger ability in management than Founder and has a relatively stable management team. It can be seen that the analysis of management ability can well know the development goals of competitors.

5. Conclusion

In summary, in the process of continuous development of China's information technology, it has also been well applied in the university library's SDI service. The emergence of the network platform has created an equal communication platform for university library intelligence personnel and users and it also greatly improve the convenience of document information retrieval and transmission. However, in the actual work, the library information SDI service of university library has some problems due to the integration of network technology. This requires universities to implement effective innovation based on based on traditional services in the process of library information SDI service.

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