

# ""T gugct ej 'Qp'Vj g'Ugt xleg'QhUwdlgev'Nldt ct kcp'kp'' Wp kgt ul{ 'Nldt ct { 'Wpf gt 'Vj g'P gy 'O gf k'Gpxk qpo gpv

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## Abstract

This paper investigates the subject librarian service of 211 Academic Libraries in 6 universities of Northeast region, and points out that in the new media era, the existing duties and services need to be changed in order to adapt to the new environment.

Human communication technology, has never stopped, the history and the development of human society synchronization. From the language to the text, copied from the hand to the printing, from the telegraph to the radio, from the computer to the network, the media technology has become an important carrier of human society development, becoming one of the signs of its different historical periods. The birth of new media based on digital network makes human society enter into an unprecedented period of rapid development. New media has completely changed our life, learning content and way. This paper investigates the status of subject service in university libraries, to explore in the new media era, readers of the new requirements, our library service, we should reach a kind of standard, how to lead the readers to appreciate the elegance of the new media.

## 1 The concept of new media

### 1.1 Technology says

For the definition of new media, different experts and scholars may have different perspectives and views, under normal circumstances, the scholars from the perspective of technical characteristics to define. For example: California University of Santa Barbara, Professor Ron Rice in his book "the new media, research and technology", "pointed out that can be a kind of communication technology to interact between users or users with information, usually in computer technology as the foundation. [1] This is from the technical level of the definition of new media is more representative of the definition.

### 1.2 Behavior theory

In addition to the technology, some scholars from the perspective of behavior to define the new media, which is

from the new media caused by the spread of behavior and practical aspects of the new media to find the unique place. For example: University of California at Irvine professor Post pointed out that "the new media technology can give users a hitherto unknown harvest, a harvest that can re processing and dissemination of information, so that the new media than traditional media, more difficult to control. [2] He believes that the emergence of new media to make people's behavior change, so many of the past did not dare to think of things in the new media era to become a reality.

### 1.3 Organization says

Social organization and structure is an important factor in the achievement of new media. Kevin Robins gives a definition of "new media to create a new knowledge space and communication space, the space that people from the original linear rank and rigid local knowledge form and relationships, forming a discrete complex and flexible knowledge experience in the "Where is new media new". [3] The birth of the new media, it has become possible so that all the people together to participate in the production of information and knowledge, organization and integration of the process.

### 1.4 Three in one

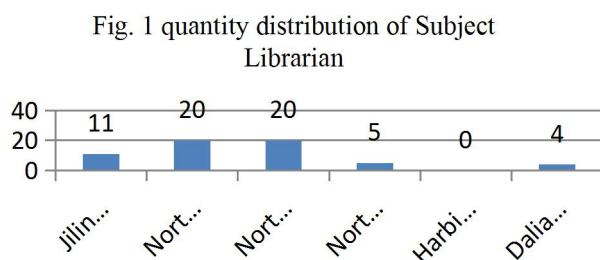
The definition of different scholars from different angles and different direction of the new media are defined, may define these three aspects is the interpretation of the new media, and some scholars think we should put this three ideas together, to media technology, human behavior and social structure of the whole together. It broke the limit only from the technical point of view angle, angle of organizational behavior or the definition of new media, more than three levels based on the definition of new media is summed up as "information and communication is different from the traditional mass media containing specific technology, practice and social organization system. This will be the technical level of the new media, the new media and organizational levels of the new media integration, the formation of a multi range of new modes of communication.

## 2 Analysis on the subject service of University Library in the northeast of China

This project mainly investigated the status of the subject service in 211 colleges and universities in the northeast region of China, using the methods of questionnaire, network and interview, mainly for teachers, researchers and students in the school. A total of 180 questionnaires returned 160 questionnaires, 160 valid questionnaires, it was mainly to investigate the basic information and service content around 6 universities subject librarian to launch, in order to understand the new media era, the real situation of subject service of colleges and universities, to provide in-depth information service for users.

## 2.1 The number of Subject Librarians

The survey results show that the number of subject librarians is the largest in the University of Northeast Normal University<sup>[5]</sup> and Northeastern University<sup>[6]</sup>, they are 20, including the Northeast Normal University has 7 core subject librarian, 13 auxiliary subject librarian. Followed by the Jilin University<sup>[7]</sup>, the number of subject librarian is 11, Among them, 3 centers, 2 engineering, 2 medical center, 3 place to learn the museum, 1. The least number of colleges and universities for the Harbin Institute of Technology<sup>[8]</sup>, currently only provide academic services, there is no separate list of subject librarian, Details see figure 1.



## 2.2 Subject librarian quality

Survey results show that in 6 colleges and universities, the quality of the subject librarian is the most complete is the Northeastern University, in 20 librarians, there are 7 deputy research librarian, 10 librarians, 3 assistant librarian; In the library of Northeast Normal University library 20, most of them are deputy research or master's degree or above, especially in the core of the 7 members, there are 5 doctoral degree, the other 2 are dr.; Jilin University, the subject librarian of the most senior titles, and Northeast Forestry University<sup>[9]</sup>, Harbin Institute of Technology and Dalian Maritime University, there is no detailed introduction.

## 2.3 Subject librarian contact

Survey results show that in the subject librarian contact, the most complete school to write the Northeast Forestry University, for the telephone, QQ and mail in three ways; Note a contact of three schools, respectively, Jilin University, Harbin Institute of technology, telephone and e-mail, Dalian Maritime University blog<sup>[10]</sup>.

## 2.4 Subjects involved

Survey results show that in 6 of the subject librarian service, the most comprehensive service is the Northeast Normal University, a total of 20 colleges, more than and 60 disciplines, almost full coverage; Followed by Northeastern University, the 16 disciplines of the service involved 3 colleges; Dalian Maritime University service is 4 colleges, 11 disciplines, the Jilin University is not a detailed list of its services; Harbin Institute of Technology serves 13 disciplines; Northeast Forestry University serves 4 disciplines.

## 2.5 Subject librarian service content

According to the results of the survey, so far, the service content of the six schools are more comprehensive, for example, consulting services, resources construction, push and other basic services are in the normal and orderly, Northeast Normal University and Northeastern University carry out the most content, the form is also relatively novel, such as research and analysis, embedded research, embedded teaching and construction services platform, etc., Harbin Institute of Technology, opened a subject blog service, the specific service content as shown in Table 1.

School name	service content
Jilin University	Selected books, the establishment of files, to carry out training, resource push, consulting services, research and analysis
Northeast Normal University	To carry out the training and retrieval course, scientific analysis, novelty search and check check, into the teaching of scientific research, discipline service platform
Northeastern University	Subject liaison, embedded teaching, resource construction, training, 2 academic service platform, consulting service
Northeast Forestry University	Research communication, resource construction, publicity and training, information services, consulting services
Harbin Institute of Technology	Discipline blog, economics and management, material psychology, civil engineering 4 disciplines service platform
Dalian Maritime University	Recommended resources structure, advisory services, training, special service

Table I: subject librarian service content distribution map

Research found that the current university library subject service in general is not very good, mainly for the subject librarian's attention, some schools not equipped with some

number of subject librarians, the configuration of the school less; In the course of service, there is no detailed list of specific disciplines, so that readers can not find the required information at a glance; In terms of the quality of the librarian, most of the universities do not have a detailed list of their qualifications, there is no formal standard; In contact, the current is still relatively simple office phone and mail, it is difficult to do the country to promote the 24 hours of service; Embedded in the teaching and scientific research, tracking services, depth is not enough, there are also passive acceptance, many schools do not offer services, though they have carried out subject service, but the service effect is not optimistic.

### **3 The strategy of subject service in the new media environment**

#### **3.1 Service time and space**

In December 31, 2015, the Ministry of Education issued the "ordinary high school library code" sixth chapter twenty-ninth "in the school library opened a week teaching time should not be less than 90 hours, holidays should also have the necessary opening time, conditional school can according to the actual needs of all day long open; online resources service should be open 24 hours all day long." [11] It is pointed out that the service of online resources should be 24 hours. This shows that in the new media era, the subject services beyond the boundaries of time and space to enhance the library's service level has become possible.

#### **3.2 Service content**

The survey found that most of the content of subject service of the hall is still in service, training service, consulting Resource Recommendation and data query and retrieval of shallow levels of service, it is difficult to meet the needs of the users deep. For example: in the breadth, the subject service object is mainly concentrated in the school teachers, ignore a very important group of users, that is the graduate students, not knowing their discipline service needs stronger than teachers, especially writing paper and cast releases, and navigation the demand is urgent. In depth, subject librarians should be embedded in teaching, embedded in scientific research, this is the library in the era of new media development services, is the most effective way to improve the level of service.

#### **3.3 Service mode**

In the new media era, the service mode of subject librarian should be diversified. This is determined by the speed and scope of the growth of information, the use of office telephone and mail only, such a single way to provide services, at least in response to the timeliness of the defective. In order to truly carry out the subject service and receive the expected effect, we must adopt the new media technology and use it in a variety of ways. For example, the establishment of discipline service QQ exchange group, WeChat, the number of public service discipline service

forum, blog and RSS subscription information, and other means of communication, to publish the subject service of the latest relevant information and academic focus.

#### **3.4 Subject librarian role**

Subject librarian service, the main subject is the core and soul, is mainly responsible for retrieving and organizing resources, management and maintenance of discipline platform, work to teaching and research first to provide services, both professional quality and comprehensive quality of the Librarians' requirements, not only to master the traditional literature service ability, but also with the era of information technology awareness, awareness of the initiative to learn new technology and new knowledge, master new media communication skills.

### **4 Conclusion**

The arrival of the new media era, subject service is an important way to realize the service value of University library. She is a set of Librarians' professional quality and comprehensive quality as one of the service requirements of librarians change service concept, update the knowledge structure, to be innovative and forward-looking, knowledge sharing and awareness, the quality of the subject librarians directly determines the quality of services, but also reflects the true level of service of library the degree of development of the subject service of University Library marks the depth and breadth of services. In the new media era, under the impetus of new media technology, colleges and universities should actively pay attention to and the development of subject service, improve service levels, play a more important role in the research work of the library in the school teaching, teachers and students, realize ubiquitous library service.

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