Talking about the Characteristics of Subject Service in University Library

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Abstract—**The rapid growth of social information has put a severe test on the people who are in the ocean of information. It is very difficult for people to find the information they need in the rapidly growing information. Especially in colleges and universities that focus on teaching and research, it is inseparable from the help of subject librarians to quickly and accurately find the professional information they need. Based on the current era and environment of university libraries in China, this paper studies the subject librarian services of university libraries, and discusses the characteristics of subject service in university libraries according to the forms of some subject services.**

Keywords—university library, subject librarian, subject service form

I. INTRODUCTION

Information services are constantly evolving with the changes of the times, which are determined by factors such as economic, scientific information, communication and cultural communication in their era. [1-3]Traditional information services, the traditional library workflow that is limited to borrowing and returning paper books, are difficult to associate with real "information services". [4-7]In the era when the information was lacking and the communication channels were single, it was difficult to have any service model to propose. With the development of the times, the popularity of computers and management information systems, the information services of libraries have embarked on a model road, and gradually developed self-discipline characteristics. [8-11]The socialized service of university libraries is the need of the times and social development.[12-13].Social services can give full play to the information resources of university libraries and help to realize the sharing of information resources in society. Subject service is an all-round and multi-level service developed by the library for the department. Therefore, it is of great value to analyze the countermeasures of the subject service of the university library.[14-15]

II. OVERVIEW OF THE SUBJECT SERVICE OF UNIVERSITY LIBRARIES

A Characteristics of the Subject Service of University Libraries

Disciplinary services are quite different from traditional services, mainly in the following aspects. Disciplinary services are proactive. The service subject-oriented service establishes a smooth information demand and supply channel through active and effective communication and communication with the user, and actively promotes the information service capability of the library and provides the user with information of interest to the user, thus helping the user to improve. Work efficiency. In addition, the subject-oriented service is a kind of dynamic service, which is an interactive service centered on the user's needs. It infiltrates the service into the whole process of solving the problem according to different distributed dynamic resources, and is not based on Inherent resources or systems.

B The Connotation of Subject Librarians

To set up specialized and in-depth services for high-level counterparts who are subject-oriented, to provide high-quality information services for teaching and scientific research, and to show users the soft power of the library, that is, to actively serve users. Provides highly intelligent tracking services that integrate library hardware and software. The so-called "subject librarian" is the subject of subject users, with a more professional counterpart background knowledge and library information knowledge and professional document information services, to provide users with active, targeted, personalized advanced subject knowledge. The librarian of the service is the "link" and "bridge" that bears the close relationship between the library and the discipline or department.

C Subject Librarian Service Objects and Service Contents

The service content of the reference librarian is mainly to guide the reader to find the required literature resources to help them solve the problems encountered in the process of using the library, and the service content is not subject to the discipline. The services of subject librarians are services for counterpart researchers, and they are related to the subject areas of their own subject backgrounds. Therefore, the service targets include colleges and universities, professional teachers, research institutes, and undergraduate and graduate students. , doctoral students, etc. The service objects of the subject librarians are presented in the information needs, and the subject information is more common. The subject information users are more fixed and the service objects are more specific. When providing services, subject librarians usually provide scientific research users with the latest information on subject development and follow-up services based on their professional backgrounds, and use their own experience and resources to conduct in-depth disciplines. Resource guidance.

III. THE NECESSITY OF CARRYING OUT DISCIPLINARY SERVICES IN UNIVERSITY LIBRARIES

A Discipline Construction in Universities Requires Subjective Services

In order to build a high-level discipline, colleges and universities must have the intellectual support and resource guarantee of the university library. According to the needs of scientific research personnel, university libraries provide high-quality and in-depth information services, creating a good academic environment and information environment for scientific research and discipline development. It is conducive to attracting and retaining innovative talents and attracting academic teams. University libraries can provide effective and effective documentation resources around discipline construction, and provide good material security for the healthy development of disciplines, thus providing powerful service support for discipline construction.

B Library Business Development Requires Subject Service

To fully exploit the intrinsic value of librarians, it is necessary to implement disciplinary services, which is an inevitable choice to adapt to the development of the times and the needs of users. To implement disciplinary services, university libraries are not only the main body of services, but also the beneficiaries of services. Users not only serve the object, but at the same time play a leading role in the construction of service subjects, which is a two-way reciprocal service. Libraries and users will meet their development needs in this benign interaction and communication cycle, so that libraries have their own gold service methods to promote the vigorous development of various disciplines.

C Meet the Needs of Users' Personalized Service Needs

The demand for modern scientific research information tends to be more personalized and deeper, and users no longer stop requesting relevant literature resources, but require relevant knowledge and knowledge solutions. University users require libraries to provide the dual nature of information services and scientific research to improve the scientific and effective services. Grasping the changes in the information needs of counterpart users, starting from different angles, characteristics, content and methods of scientific research users' information needs, forming a comprehensive understanding. The subject-oriented service is a service for a specific user, and can provide users with a specific and deep information service.

IV. IMPLEMENTATION OF THE SUBJECT SERVICE OF UNIVERSITY LIBRARIES

D Subjectized Service Users

In colleges and universities, subject service users are mainly teachers, researchers and students in colleges and universities. Colleges and universities are the base for knowledge innovation and talent cultivation, and the most active area for social academic thoughts. In the university, experts, scholars, researchers and academic leaders from various disciplines have gathered together to form a group of subject information users. In order to realize their own value, the disciplined service of university libraries must be recognized by them, and provide direct support for the discipline construction and teaching and research of colleges and universities. Specifically, it provides high-quality disciplinary information services to subject knowledge service users. The evaluation and feedback of disciplinary services will directly affect the further development of disciplinary services.

E Subject Knowledge Base

The subject knowledge base is the most basic document guarantee and material basis of subject knowledge service, and also an important feature of knowledge service, and also an important tool for subject librarians to carry out services. The subject knowledge base includes traditional literature resources, as well as information resources in digital form. It includes not only the various literature information resources discovered by subject librarians in the process of subject-based services, but also the use of subject librarians when encountering problems. The wisdom, experience, and results of processing these wisdom, experience, and literature information resources. The various knowledge accumulated by the subject librarians in the process of subject-oriented service is edited and compiled into the subject knowledge base. These knowledge units form the subject knowledge base, and the establishment of the subject knowledge base preserves the results of the subject knowledge service. It also provides a high-content search library for new users, and provides a reference for the new work of subject librarians. The content of the subject knowledge base is divided according to the subject classification, and the search is based on the subject category. University libraries can extract the specialty disciplines of the school according to the content of the subject knowledge base, and establish a knowledge base of featured disciplines.

F Subject Knowledge Service Platform

The subject information service platform is a virtual network environment. Subject information users and subject librarians can communicate through this platform. It is an external manifestation of the subject information service system. Subject librarians establish a subject knowledge service platform through network technology and advanced information technology, and then display the components of the subject information service clearly, orderly and conveniently on the platform. Subject information users can log on this platform and obtain it online. If you have your own subject-oriented services, you can also contact the academic librarians through the instant messaging software to consult with the subject librarians. In addition, subject librarians are responsible for maintaining the platform, updating the subject information, and conducting effective organization and management. Generally, university libraries implement the subject knowledge service platform by establishing a subject knowledge portal.

V. THE FORM AND CONTENT OF DISCIPLINARY SERVICE IN UNIVERSITY LIBRARIES

A   Research-Oriented Services

Subject-oriented services should be oriented to the whole process of scientific research when serving scientific research activities, and provide targeted services for different requirements of different stages of scientific research activities, so that the disciplined services and research activities are closely combined. Taking the assistance of the scientific research project of the disciplined service team as an example, in the project establishment stage, the subject librarian should collect relevant research materials for the project team, investigate the previous research theories and practices, and list the significance of the research and the research progress in the project. In the process, subject librarians should follow the research progress of the project team, provide data support for them, and prepare the materials needed for the next stage of the research. At the end of the project, check the new services, conduct citation analysis for the project, and predict the market. Competitive and so on.

B   Direct Participation in Teaching Activities to Provide Direct Disciplinary Services

Subject librarians should directly participate in teaching activities, in order to better communicate with teachers and students, conduct demand analysis, and take the initiative to master the subject information needs and help them solve problems encountered in the usual research activities. . First of all, as a subject librarian in the high-end talents of university libraries, students can teach literature retrieval courses, which not only enriches the teaching system of other majors, but also is an important way for university libraries to carry out information quality education for college students. Through these courses, students' information awareness is enhanced, their skills in finding information are improved, and information literacy of college students is enhanced. Secondly, subject librarians should actively carry out various types of employment information knowledge education, employment data analysis education, career choice information learning method education, etc., to provide employment information guidance courses for students who are nearing graduation. The library's employment information guidance for college students has the public welfare advantages that other types of information service organizations in the society do not have. Thirdly, cooperate with the teachers of relevant disciplines to specifically participate in teaching activities and class discussions, such as listing reference books and learning methods for students in the corresponding majors, providing guidance on the search for literature information for students who write the thesis, and providing research topics. Research hotspots, etc.

C   Conduct Various Forms of Consulting Services

Subject librarians can provide face-to-face consultation, telephone consultation, form consultation, email consultation and real-time consultation in the form of consulting services for different readers. With the improvement of campus network conditions and the rapid increase in the number of online editing electronic resources, school readers are more likely to use e-mail and web forms for consultation. Therefore, a virtual reference desk must be established on the library's homepage (including FAQ-common Questions/forms/real-time consultations, etc.), strengthen the reference service means in the network environment.

D   Contact the Department of the Department and Provide Targeted Comprehensive Information Services

Establishing a fixed relationship with the teachers of the department is the basis for the subject librarians to carry out various services. The subject librarians should establish extensive contacts with the department, pay more attention to the academic activities and scientific research of the department, and understand the discipline construction and development planning. Strengthen communication with the offices of the Institute of Li Yi Institute, visit academic leaders, and so on. On the basis of strengthening ties, it is also necessary to provide targeted and comprehensive information services for the counterparts. The specific content includes timely notification of the latest developments and conditions of the library to the faculty and staff of the department, aiming at the different needs of users, providing clear and specific services, clearing the focus of work, and providing a full range of services for key disciplines and key laboratories.

VI.   THE OPERATIONAL MECHANISM OF THE SUBJECT SERVICE OF UNIVERSITY LIBRARIES

A.   Collaboration between Libraries and Academic Institutions

There are two main ways for collaboration between libraries and academic institutions, research institutes, research institutes, etc. One is that subject librarians often take the initiative to communicate with the academic leaders and scientific research projects of the counterparts. Literature information resources are needed to understand their preferences in information retrieval methods and large database selection. Another way is to establish interdependent resource construction collaboration relationships between libraries and subject institutions, due to the links between current subject librarians and subject users. Mainly for specific businesses or projects, they are relatively independent cooperative relations, and establish resource cooperation and cooperation relationship with subject institutions, which enables subject librarians to establish close research partnerships with scientific research users, and mutually infiltrate and interdependent. Therefore, it is possible to collect information resources related to the subject more smoothly.

B.   Library Internal Business Collaboration

Subject-oriented services are oriented to specific subject areas and research topics, and actively understand the subject needs of teachers and researchers, and coordinate the collection, organization, processing, mining, evaluation and other activities of subject resources according to their needs, and provide active personalized chemical services. The communication and collaboration of the business within the library puts the subject-oriented service in an important position. All departments

actively cooperate with the subject librarians to carry out the subject-oriented service work, so that the subject librarians and subject users can have information in the library. Healthy and rapid development in the environment.

VII. SUMMARY

With the introduction of the library librarian system in China, subject service has become an important part of library reader service. At present, many libraries in China's colleges and universities have set up subject librarian positions, and the subject service has become a hot research topic. The subject-oriented service is the progress of the university library in China in the field of personalized service, which embodies the concept of the university library to carry out services around the readers' needs. Helping them discover and provide more professional resources and information navigation, providing highly targeted information services for users' research and work, is a concrete manifestation of the library's innovative spirit and personalized service features.

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