Educational Service and Information Sharing Mechanism of University Library Based on Internet Social Network

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Abstract: The development of Internet social networks provides a new service channel for university library education in the Internet age. Social platform, as one of the tools of university library's external information service, is conducive to the extension of the educational service scope of university libraries to the society. This paper discusses the main characteristics of Internet social network communication and analyses the main information service content of social network in university libraries. And then we elaborate the construction ideas of university library information sharing platform, and propose some Measures for university library to develop educational services through social networks.

1. Introduction
As a real-time interactive system, with the characteristics of flexibility, instant, and diverse channels of communication, social networking has become a very popular way of communicating information today. Social network is a typical form of social network. By establishing information dissemination and acquisition platform based on user relationship, as a kind of social network, microblog users can create personal circles with various clients, and post text messages up to 140 words and spread them in social circles. As a social platform, microblog spreads information faster than other media channels. In addition, microblog has high openness and integration features, for each user can post information using mobile client, IM application and external API interface. At present, the largest social network service providers are Sina, Tencent, Sohu, etc., of which Sina Weibo has the most influence.

With the rapid development of social network user scale and information resources, more than 700 university libraries such as Tsinghua University, Nankai University and Fudan University have opened social network public platforms, providing users with relevant information services. The service objects of university libraries are mainly teachers, students, researchers and some off-campus personnel. Taking advantage of social network's information dissemination characteristics of immediacy, interaction and civilians, universities can meet users' needs for information acquisition and dissemination. However, how to use the social network platform to provide users with high quality and valuable services is a topic worth exploring. This paper analyses the main information service contents of social network in university libraries.

This paper expounds the main information service contents of social network in university libraries, and reveals the functional orientation of social network in library services, and then we elaborate the construction of social network resources sharing platform in university libraries, and put forward the main problems and strategies of social network sharing platform at the end.
2. University Library Information Service Content Based on Social Network

University library as a place for college students to provide self-study for reading, so the social networking platform is designed to facilitate students' learning and life. Generally speaking, the content published in the social network of university libraries includes the following aspects: book recommendation, information dissemination, interactive communication, activity announcements and news information. Here we make a detailed introduction and concrete analysis of the content of social network published by university libraries from the above five aspects.

2.1 Book recommendation

Book recommendation is the main function of university library Weibo, and the purpose is to recommend new books and good books for the students. Library Weibo can collect the number of books borrowed for a period of time, or sort out the top ten books with the most books borrowed. All of this information may be posted on Weibo, so that library service staff can recommend more and better books to readers through such a real borrowing information.

2.2 Information dissemination

Similar to most social network, by publishing some information about book announcements, lectures, and lost and found, it can facilitate the real-time browsing of social network followers and learn about the latest developments in the library. For instance, during the holidays, librarians can post notices of library opening hours via Weibo; before giving a lecture, organizers can publish some basic introductions and knowledge about the lecture through micro-blog; in addition, the social network can be utilized to introduce students how to access university databases, download relevant literature and other knowledge.

With the help of the function of micro-blog information publishing, the students would feel free to keep up to date with the latest developments in the library.

2.3 Interactive communication

Through the comment on the content published by social platform in university libraries, students can send their comments on the library, reading experience, and what they see and hear in the library to the library social platform. Then library managers give appropriate responses on social platforms, so that it enables readers and libraries to form a good communication effect and reading experience through effective interaction and communication. Generally speaking, the interaction between readers and libraries includes two aspects: on the one hand, readers' experience, that is, readers give feedback on the actual experience of using the library's resource equipment and the experience of reading the book to the library, with a view to resonating; on the other hand, the library-related daily life, students are allowed to publish relevant daily life content to social platforms, and share their daily experience. The latter is more liberal in form, because it makes the interaction between readers and libraries more extensive and diverse.

2.4 Activity announcements

In order to enrich campus life, colleges and universities usually hold various campus activities. In the past, announcements of these activities were made to students through campus bulletin boards. Such traditional way of notification not only fails to inform every student in time, but also causes serious waste of resources, because it requires a large amount of printing paper. Publishing announcements of campus activities through the social platform of university libraries can efficiently facilitate the dissemination of announcements, and it can release the preparation and planning before the event, the introduction of the event in the course of the event and the summary and experience after the event in real time, so as to help students keep abreast of the latest developments in activities.

2.5 News information

The social platform of university libraries can not only publish the latest information of libraries, but also can publish or forward hot news, jokes, life knowledge and other information, to provide students...
with more abundant and diverse information. Compared with traditional social networking sites, the information released by the social platform of university libraries is more extensive and diverse, which guarantees readability and interesting of content, and it more embodies the life and humanization side of microblogging in university libraries.

3. University library social network information sharing mechanism

3.1 Design of information platform

Since the advent of commercial social platforms, they have developed a large number of user groups, massive information resources and rich functional experiences. The purpose of university library resource sharing platform based on social network is to establish information synchronization and sharing channels, relying on a high-quality user base with a wealth of expertise, to meet the needs of daily management and information services of university libraries. Compared with commercial social platforms, information sharing platform plays a more authoritative and professional user of resource information; while compared with information sharing platform, commercial social platforms have a larger user base and information resources. Therefore, it provides reliable information services and interactive channels for university libraries. Information sharing platform combines university library with social platform, thus, it can help university libraries to develop better.

By construction of information sharing platform, social platform and library information sharing platform can achieve information synchronization, as shown in Figure 1.

![Figure 1 Information synchronization mechanism](image)

Whether social platform or information sharing platform, its main components are users and network content. It can be said that, the essence of realizing platform information sharing is to share the users and social network content of both.

1. User sharing

Users of social platforms and shared platforms are no longer independent. When a user posts a message, this content will also appear on another platform.

When building information sharing platform, the user classification, function design, and information space model of social platform should be considered.

In terms of user classification, Social platforms have diverse user types, such as literature, science, stars, games, critics and other professional users, who often post some professional information around specific areas and spread it among other user groups. Due to the impact of these professional users, social networking sites have become platforms for the release and acquisition of professional information to some extent. Taking user groups of social platform for reference, information sharing platform can build a unique professional user group of universities based on abundant subject resources, to divide college students into medical, legal, scientific, management, foreign languages and other groups, as shown in Figure 2.
In terms of function design, the social platform not only has basic functions such as user attention, information release, sharing, and commenting, it also has advanced features such as micro-topics, micro-interviews, micro-applications, micro-groups, and micro-live broadcasts. While the current university library and social network sharing platform must have at least basic functions such as information release, sharing, and commenting, in order to achieve functional synchronization. To make the function of the sharing platform more diversified, the information sharing platform can add attention, fans, likes and other functions, and support the release of multimedia format information such as pictures, videos, web links, etc.

In terms of information space mode, the platform also needs to share the information space. University library is the main publisher of information, but the information intermediary of the shared platform is difficult to reflect this subject. Therefore, it is necessary to reconstruct the information space design pattern of the shared platform, to design the body of the private space as a library, where library completes the release of information, but readers are only allowed to reply, forward or like the information posted by the library.

3.2 Information platform sharing mechanism
In addition to matching user, function, and information space modes, we also need to construct information interaction and sharing mechanism between social network and library information platform, so as to allow the users of both platforms to interact in real time, and allow information resources to be seamlessly connected to be displayed synchronously on both platforms. The Sharing mechanism of resource sharing platform is shown as Figure 3.

The information platform sharing mechanism mainly includes the following three levels:
1) User interaction: users of commercial social platforms and information sharing platforms can be linked together. Users can pay attention to each other, or use comments and replies function to realize the interaction and communication between users.
2) Information acquisition: information released by users on one of these platforms will be stored on this platform, and it is displayed on the platform interface.
3) Information synchronization: social platforms and shared platforms synchronize their information to another platform, respectively, with uniform format specification, and then display on both platforms at the same time for users of both platforms to browse. This is the information synchronization mechanism.

4. Measures for university library to develop educational services through social networks

4.1 Establish an appropriate library education service platform
University libraries should construct a social network platform for educational services scientifically and reasonably, taking into account the factors such as manpower, user quantity, service effect and technical conditions, according to the actual situation of the library itself and readers' preferences. The social network education service platform of university library can be constructed in the follows ways.

(1) Direct access to existing social networking platforms
This method is actually using the most popular and most user-friendly social network platform. According to the current domestic social network market conditions, WeChat and Weibo are the most worthwhile social platforms to consider. Some colleges and universities have very active BBS on campus, therefore, these university libraries may consider opening a column on the school BBS at the same time. In addition, for QQ group, Douban, Youku, and so on, some social platforms with considerable user volume, the library can use these platforms appropriately according to the specific content of the education service. For example, establish a reading club QQ group, use Youku to promote reading education microfilm or reading micro video.

(2) Collaborate with other social networking platforms to embed library education services
WeChat, Douban and other social networking platforms provide open interfaces. The library can work with other platforms that have a large number of users on campus based on a win-win situation, or embed service functions such as book retrieval and borrowing query on the partner platform by developing third-party applications or combining related technologies. There have been many successful cases in this practice. For example, more than a dozen university libraries, including Huazhong University of Science and Technology and Xiamen University, have developed applications for OPAC collection information query that can be linked to the Douban API, when the user browses the watercress network, the application will directly display the detailed collection information of the book in the webpage, which is convenient for users to find and borrow. In recent years, Shanghai Library has teamed up with Dashen Company and Alibaba’s Alipay to open the "book query" service and the "micro-reading" channel in the "urban service" of WeChat and Alipay respectively. Alibaba's ant financial service open platform has opened a variety of services such as the "credit office book loan certificate", which has achieved good application results.

(3) Develop self-owned social networking platform
To develop self-owned social networking platform requires that the library itself has a strong ability to develop software. At present, few libraries adopt this advanced construction method in china. Library of Chongqing University has developed a library 2.0 knowledge service community which integrates knowledge and interest, providing readers with "My Library", "Book Review Center", "Bookshelf", "Document Library", "Document Mutual Assistance" and other reading service modules. Meanwhile set the point integration function, so that readers can accumulate points and redeem gifts by borrowing books, publishing book reviews, and recommending books. Based on points rule, the library also selects and rewards readers every month. The platform integrates reading services, reading incentives, and reading activities together, and it has achieved significant reading promotion effects. This is a typical success story of the independent development of social network platform by university libraries.

4.2 Aggregate social network users
Library education services must have a large audience and followers in order to realize its value. Therefore, it is important to market a social networking platform with a variety of initiatives to aggregate the majority of social network users.
Multi-channel promotion to attract readers' attention

Firstly, university libraries should seize the best opportunity for new students to enter the school to attract users' attention. On the one hand, librarians can post posters of social networking platforms at the entrances of libraries, elevators, and reading rooms, so that new students can scan the code anytime, anywhere. On the other hand, introduce the function of the social network platform at the new entrance education site, and mobilize new students to pay attention to WeChat and Weibo. Secondly, the library can increase the number of users by organizing interesting online prize-winning interactive activities. Thirdly, attempt to increase the visibility of library social networking platform. Librarian can display the QR code and website address of the library social network platform in a prominent position on the homepage of the website, and printed on various publications such as library publications and event posters, or even make it into a small table placed on the reading table. It can bring the attention of social networking platform into readers' eyes through various channels.

Pay attention to intensive marketing

Readers are only concerned about the first step in the marketing of social networking platform in libraries, but how to retain users and attract their continuous attention is the key to success. This requires university libraries to pay attention to the connotation marketing of social network platform, which contains service function and content quality. On the one hand, library can increase the practicability of social network platform by embedding common service functions such as collection query and micro-reading; on the other hand, contents published and promoted on social network platforms should be mined, integrated and carefully compiled, so as to ensure the quality of content. University libraries can only attract readers' sustained attention if they meet the needs, have high quality content and are easy to use.

Expand the reading service function of social network platform

Publishing all kinds of information and resources that promote reading is the most basic educational service function of the social network platform, the application of university libraries to social networking platforms should not be limited to this. The library should be based on the needs of readers, and make full use of the powerful features, open interfaces, new applications, user data information of different social networking platforms, to continuously expand the platform's reading service function.

Expand the social network platform function

Find out the service content that readers need but are not available or inconvenient in the physical library, and implement it on the new social network platform in the way that readers like. In reality, the key needs of readers mainly include collections inquiry, borrowing inquiry, mobile reading resource acquisition, event registration or reservation, renewal and overdue fines, etc. At present, some university libraries have implemented the following functions on their WeChat public platform, which can be used for reference by other libraries:

a) OPAC retrieval: embedding OPAC retrieval function into the library Wechat public platform can greatly facilitate mobile phone users to inquire and book reservations in library collections.

b) Borrowing information query: it allows readers to query and renew personal borrowing information through the library Wechat public platform, or check out popular lists and other information.

c) Mobile reading resources link: provide access links to library e-books, e-magazines, open course resources, etc. with access rights in the library's Wechat.

d) Activity booking: readers can book tickets for library lectures and sign up for reader activities through the Wechat public platform of the library. This not only facilitates the participation of readers, but also facilitates the prediction and management of library's participation in activities.

(2) Develop new applications to cater to readers'interests

Only by combining educational service with reader's interest can we better attract reader's participation and utilization. For College students, awards, rankings and interactive are all their interests. Around these points of interest, the social network platform of university libraries has a lot of room to do. For example, by setting up the reading points system in the social network platform, translate readers' online behaviors such as login, reading, message, sharing, book review and online recommendation into
points or grades, in order to encourage students' reading enthusiasm by exchanging points for prizes or upgrading grades. In addition, for college students who are passionate about the game, the library can also do reading promotion through the games, so that allow students to complete basic admissions education by participating in interesting prize-winning games online. In the future, new applications that meet the needs and interests of readers require libraries to continually explore, learn and experiment.

4.4 Adopt diversified educational service model

(1) Reading guidance education model

University libraries should make full use of the convenience of information dissemination and acquisition of social network platforms, help to carry out guidance education for college students, so that reduce the tendency of college students to read shallowly and without nutrition in the social media environment. The ways of reading guidance should be flexible and varied, from the following perspective:

a) Reading guidance for habits and methods

The primary goal of reading guidance is to stimulate college students' reading consciousness. Guided librarians can excavate famous quotes, aphorisms, benefits of reading, celebrities' reading stories and other articles advocating reading from various channels, and forward it to social platforms, to stimulate the reader's reading consciousness and guide the reader to develop reading habits. As for Reading Methods, guided librarians can guide students to sum up their own reading methods by introducing the reading methods of celebrities and good readers to students.

b) Thematic reading guidance

University libraries can regularly recommend good books for readers on line according to different topics. The recommended articles should be presented in a lively, friendly language, with a graphic and eye-catching typography, and it will be better if attach short reviews from netizens, readers and librarians. For example, on the "Micro-service-book guide" column on Wechat public platform of Sun Yat-sen University Library, fifteen thematic books will be recommended in each issue. These columns adopt a new up-and-down page reading mode and a changeable color layout, and add different background music, to bring readers different reading experience, so that readers are deeply affected by reading.

c) Event reading guidance

University libraries can combine some of the major or interesting events that have taken place in recent social and campus settings, to mine event-related content, and recommend related books. For example, after Premier Li Keqiang visited Sichuan University in April 2016, the library of Sichuan University launched a guidance micro-text "What book does the premier read?", which is a good example guide for readers.

d) Hot spot reading guidance

On the one hand, university libraries can recommend books related to the latest hot topics in society and campus; on the other hand, regularly arrange the list of popular books borrowed by our library, the list of good books on major reading websites, and publish it on the library's social networking platform, to help readers choose their favorite’s books.

e) Boutique reading guidance

Aiming at readers' needs for excellent reading, university libraries should make great efforts to perform boutique reading guidance. The boutique includes beautiful articles, wonderful chapters, excellent books, etc. The library can extract the wonderful points in the works through the way of manual integration. The librarians should always pay attention to the book review website, various good book lists, various literature or book awards and so on, to carefully select high-quality books for online recommendation and reading, and improve the utilization of quality reading materials.

(2) Activity educational service model

Activity educational service model includes two aspects of content: one is carrying out reading activities online; another is utilize the online platform to promote the development of offline activities. University libraries should make full use of the powerful activity organization function of social network platform, conduct online activities such as micro-book review, bibliographic recommendation,
collection of good book recommendation, good article sharing, poetry reading contest, online exhibition, etc. For promotion of offline activity, the library should give full play to the role of the propaganda position of the social network platform, and rely on social networking platforms to collect opinions, post information and track the progress of offline activities in a timely manner, so as to attract more readers to participate in library education service activities.

(3) Interactive education service model

University libraries should make full use of the group chat and interactive functions of the social network platform, and invite readers to participate in promotion, share experiences, and interact. Interactive promotion can be carried out in many ways: one is setting up reading promotion topics, to arouse heated discussion and reading sharing among readers; second is setting up online voting links or micro-topic interactions for offline activities; third is conduct online consultation and message, so promptly respond to readers' questions and requests for help.

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