Research on the accurate service and management innovation of University Library Based on the big data of readers' behavior

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Abstract. Nowadays, big data thinking and technology have gradually infiltrated into the daily management and service of university library. The university library should innovate the service concept, cultivate the big data thought consciousness, adopt the mining technology, provide the accurate and personalized service, build the exchange platform, enhance the user experience service, the extensive application of the data resources provides the strong support for the University Library Reader Service Reform and innovation, and provides the new development thought for the reader service innovation and development. This paper studies the challenges faced by the reader service of University Library in the era of big data, and puts forward suggestions to improve the reader service level of university.

Keywords: big data era, reader service, university library service and management innovation

1. Definition and connotation of big data
The time when big data enters people's vision is not long, but it has been applied to a considerable extent in various fields. The experience of the past few years clearly tells us who is at risk of being eliminated by society if they are not yet close to the high-end technology derived from computer networks. Big data is no doubt one of them. Big data itself has the distinct characteristics of volume, velocity, variety, value density and veracity. Big data, like other emerging internet technologies, is distinctly different from traditional high-tech, which seems to be less pro-people, limited to insiders and professionals, and once big data technology was born, it set off a storm in society. With the rapid development of mobile Internet, e-commerce and social media, the amount of data enterprises need to face is growing exponentially[1]. According to the Research Report of IDC digital universe, it is no exaggeration to say that the year 2020 will produce more information than the sum of all the data generated in history, while the amount of data in China will exceed 8zb in 2020, 22 times of that in 2012. Only about 10% of these huge data are classified and stored in a database, while the rest are
semi-structured data and unstructured data scattered on various new media platforms. Data volume is the basis for the emergence and development of big data, its rapid growth makes big data technology, and also makes the information services market more prosperous. Specifically, big data should include three elements: big analysis, bandwidth and content. Finally, the "data" of big data is not data storage, but data acquisition and data application. As cloud computing is popular in society, it is possible to store and calculate information data [2]. However, the data of big data is not stored in the media but acquired and applied at high speed, such as the analysis of consumer behavior habits and the prediction of economic market development trend.

2. Challenges faced by the reader service of University Library in the era of big data

In the era of big data, great changes have taken place in the reader service of university library. The data capacity of university library is increasing day by day (as shown in Figure 1), and the type and structure of data have been constantly updated. However, it should be noted that in the process of reforming and innovating the work of reader service, university libraries have encountered obvious problems, which have seriously restricted the development of reader service. First of all, the new era puts forward higher requirements for the collection, service, management and the construction of digital collection resources in university libraries. From now on, the university libraries needs to strengthen the unified management of the database to ensure that it can meet the diverse needs of readers and ensure the timely update of information [3]. Secondly, in the era of big data, higher requirements are put forward for the renewal of literature resources carriers in university libraries. University libraries should strengthen the application of information technology, take electronic documents as a new carrier of information resources, realize the development of different types of reader service information resources, and highlight the comprehensive effect of reader service. Thirdly, the era of big data requires for the high quality of library staff [4]. The staff of university library should master the knowledge of information push and reader tracking, adjust the service mode and content in combination with the influence of big data era, and highlight the era characteristics of reader service.

3. Innovative ideas of reader service in University Library in the era of big data

Under the background of big data era, it is possible to comprehensively improve the comprehensive effect of reader service in university library, it is necessary to study the reader service in combination with the actual situation, and build a more perfect reader service system. On the basis of exploring innovative development, highlight the scientificity and effectiveness of service work, and the development of university libraries in the new era will usher in a new dawn.

3.1. strengthen the application of new media and pay attention to the personalized service needs of readers

The development of reader service in university library aims to meet the individual needs of every reader [5]. In order to fully understand the differentiated needs of readers, university library staff should establish a reader centered management awareness in combination with the actual situation, strengthen the application of new media technology (as shown in Figure 2) in the process of actually developing reader service, and ensure that they can fully understand the changes of readers' needs with the support of new media technology, so that readers' needs can be met Satisfy. For example, in the daily development of reader service, library staff can strengthen the application of the official micro blog and wechat public account of the library, strengthen the communication and exchange with readers, form a profound understanding of the diversified changes of readers' needs, and then make targeted adjustments to the reader service work of University Library, so as to ensure that they can grasp the needs and build perfect user resources System.
3.2. **Strengthen the training of library staff and build a professional reader service team**

The era under the background of big data is a lucky era, but in order to make the network big data really make a difference in the construction of university library, it is also necessary to constantly improve the staff's skills in computer network technology and establish a people-oriented service concept [6]. Learning technology can improve service efficiency, and cultivating service thought can provide the motivation of learning technology. Only by improving the professional technical level of library staff, can we carry out reform and innovation of various works in combination, and comprehensively highlight the scientificty and effectiveness of reader service. Based on this, the university library should combine the influence of big data era, carry out information technology education, service awareness education, ideological and political education and other training for the staff in the library, and ensure the optimization of the comprehensive service work of the university library.

3.3. **Build communication platform and improve user experience**

Readers are not only the service object of university library, but also the producer, transmitter and user of big data information. This requires university library to actively build a communication platform with readers as the center and real-time interaction function, which can improve the user experience of University Library and improve its loyalty and satisfaction. First of all, the university library should pay attention to and invest the corresponding human and material resources and financial resources, and establish a one-stop information retrieval platform with big data function, so that users can more easily and quickly get the book information resources they need. Secondly, the university library should introduce the advanced "hyperlink" technology, and set up the relevant content link in the relevant book information resources, so that the library service has the function of "knowledge discovery". Finally, with the help of wechat, microblog, QQ and other new media platforms, university library should strengthen the communication between University Library and readers, and establish the incentive mechanism and evaluation mechanism for readers to participate in service innovation.

3.4. **Build ubiquitous knowledge environment and provide ubiquitous services**

As one of the main goals of the future development of university library, ubiquitous knowledge environment is an ideal state for the realization of knowledge ecological balance and the high development of knowledge economy in knowledge-based society. To make knowledge everywhere and everywhere, we need to establish a free and convenient place to acquire knowledge and cultivate learning habits, which is the environment of knowledge. So long as the library's hardware and software facilities and staff are deeply integrated with big data, then the idea is not difficult to achieve. University library can construct ubiquitous knowledge environment through mobile library, embedded subject service, library cloud service, MOOC online service, embedded desktop information service and other big data technologies, so that its service has distinct characteristics of humanization, networking and intelligence, so as to provide users with "everywhere, anytime and anywhere" knowledge service.

3.5. **Optimize the construction of digital resources and improve the resource system**

With the overall development and deepening of digital construction, digital resource construction has become an important part of document information resource construction in university library. Combined with the convenience and efficiency of digital resources, digital resources have gradually developed into the main target of college library readers. It can be said that in the era of big data, the construction of digital resources of university library is not only related to the sustainable development of university library, but also to the improvement of information service level of university library. This requires the university library to carry out the construction of digital resources from the following aspects: first of all, the university library should correctly analyze the specific needs of teachers and
students readers for digital resources, on this basis, combined with the discipline development and construction to carry out more targeted digital resources selection and storage. Secondly, the university library should invest the necessary funds to purchase the corresponding software and hardware, and constantly improve its information storage and information service ability. Thirdly, the university library should actively pay attention to and collect various types of open data resources on the network, and summarize and sort them accordingly, so as to enrich the digital resources and improve the information service level.

4. Conclusions
At present, big data has affected all walks of life. Its coming is not only an opportunity, but also a challenge for university library. In this regard, in the process of reform and innovation of reader service, university library should strengthen the application of new media, strengthen the training of library staff, strengthen service publicity, and comprehensively improve the comprehensive level of reader service under the help of big data technology. It is necessary to seize this development opportunity, actively change ideas, and promote the creation of university library at the age of big data technology. New services, with better services to further enhance the social value of university libraries.

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