

Current Reading Situation and Improvement Strategies of University Libraries Based on WeChat Public Platform

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Abstract: With the continuous development of information technology, college education has gradually entered the new media information dissemination mode to provide a variety of choices for students' learning and development. Among them, the form of university library based on wechat public platform has been widely used in various colleges and universities, but the service construction of wechat public number platform is not perfect, which makes the new service mode have some problems in the application process.

1. Current Status of WeChat Service in University Library

With the rapid development of mobile communication network in China, the form of college education is also facing innovation and reform. Students are more likely to access information and knowledge on mobile terminal devices such as mobile phones and iPads than traditional library borrowing. However, it is easy to be fragmented and one-sided under the background of Internet, which makes the construction of university library based on WeChat public platform face huge selection. How to effectively rely on multimedia information technology to provide more detailed, rich and diverse services for students and other users is a problem that should be considered and studied in the process of constructing the public platform of WeChat in colleges and universities.

1.1. Basic Functional Modules

The basic functions of the university's WeChat public number include the search of the bibliography, the search of electronic resources, the inquiry of borrowing information, the reservation and renewal, and the binding and untying of reader's card, etc.[1](Figure 1-1)At present, the library wechat public numbers of most colleges and universities in our country have opened the functions of bibliographic search, borrowing information inquiry, booking and renewal, and reader card binding and untying. More than half of the library's WeChat public number has opened electronic resource search work. Of course, these are only the basic functions of the library wechat public number, in fact, many colleges and universities library wechat public number has boldly innovated the setting of these basic functions, for example, in the collection of bibliography search opened a "sweep" book search function, students and other related users can use two-dimensional code scan code to find the corresponding collection of letters. In addition to the extension of "code renewal "," code recommendation" and other work. On this basis, some schools have also introduced a public number feature for "voice retrieval" to provide students with more diverse options.



Figure 1 Library basic modules

1.2. Dynamic Information Module

The contents of the dynamic information module of library WeChat are as follows: first, the information in the library, including opening time, resource dynamics, training lectures on database use, recruitment information, new books on the shelf, reading festival, etc. In the university library WeChat public number platform, this kind of information occupies most of the public number to push the delivery letter. In addition, the library's WeChat public number pushed some of the information related to campus culture news, activity information and so on[2]. Some colleges and universities also combine with local libraries to provide students with a richer and more diverse collection of information (Figure 2).



Figure 2 Rich collections

2. Problems of WeChat Public Number in University Library

2.1. The Planning of the Wechat Public Number Platform Lacks Integrity and Long-Term Character

At present, the combination of colleges and universities and new media in our country has constructed a variety of educational service platforms, such as Weibo, WeChat and so on, and an educational institution or department corresponds to multiple Internet sites. From this point, it can also be seen that university leaders and teachers want to broaden the channels of communication with students through this new media resources, but also to meet the needs of contemporary students for education environment and education mode. However, the characteristics of the communication platform developed with the combination of modern new media and information technology are different, and the teaching effect is not the same.

According to the construction characteristics and construction situation of the WeChat public number platform of every library in our country at present, the library WeChat public number platform lacks the planning for the stage development, and even appears the phenomenon that a

certain university library corresponds to more than one Internet platform, and there is no good echo between the various functions of the WeChat public number classification, no reasonable overall planning, the role of joint efforts, lack of guidance, planning and coordination. Especially in the context of the continuous development and progress of information technology, the influence and activity of WeChat public number may be reduced, and deepening the application of cloud products and services in e-library should also be an important part of planning[3].

2.2. The Operation of the Wechat Public Number Platform Lacks Professional Management

At present, the current situation of the operation and management of the WeChat public number platform of the university library in our country is that it does not have its own targeted management complete system and the corresponding department negative. Most of them are involved by third parties in the corresponding management and other related services, which is not convenient for the timely detection and integration of platform problems. In addition, the management of WeChat public number platform operation is in great demand for professional management personnel, in the actual work, the platform operation and management work still exist in the management of multiple duties, more occupied by logistics and other tedious work. This has resulted in the university library wechat public number platform operation and management personnel extremely scarce status, which has a great relationship with the frequent transfer of jobs and work environment and the ambiguity of work content. What kind of layout to do in the library WeChat public number platform, what kind of content to add, what kind of update to do regularly, how to achieve better communication with users, which all need professional design and planning, even daily management.

2.3. The Development of Wechat Public Number Platform Lacks Precise Positioning

The lack of precise positioning in the development of the WeChat public number platform of university library is related to the management and planning of the platform operation. In the WeChat public number platform of university library, there should be a professional system and staff to investigate and perfect the proportion and push of all kinds of information dissemination.[4]The balance between pushing all kinds of information and consulting all over the world can not attract users, and excessive entertainment will harm the authority of colleges and universities.

3. Suggestions for Improving WeChat Service in University Library

3.1. Strengthening the Construction of Operational Teams

With the rapid development of economy and science and technology, the WeChat public number platform of university library should keep pace with the times and follow the trend of the times. In the face of the problem of operation management, we should recognize the present situation and learn more and communicate with each other, especially in order to inject fresh blood into our own standardized operation team building and platform management. At the same time, advanced ideas and advanced system will make the construction of university library education cause such as tiger wings[5].

3.2. Accelerating the Embedding of Electronic Resource Services

With the continuous development of information technology, the establishment of digital library has been the development trend of modern university library management and construction, and e-book resources have become an important part of university library. Speeding up the realization of electronic resource service embedding is helpful to reflect the true connotation of university library and enrich the service scope of library WeChat public number, so as to meet the diverse reading needs of students and users.

At the same time, in view of the opening of electronic resource service, colleges and universities should embody the principle of public welfare library, not only for teachers and students in school, but also provide information and knowledge search convenience for scholars and researchers

outside the library (Fig .3).



Figure 3 Reading by researchers

3.3. Reducing Quality Optimization Platform

The development of WeChat public number of university library in our country is still in the primary stage, the university library will move its own work and business to the network, all kinds of information in a time, so that students and users are at a loss. This is contrary to the library WeChat public number development guidelines, the new media era of information dissemination is to more convenient and rapid dissemination of information, rather than spend a lot of time searching for information.

To this end, colleges and universities should seek the balance of reduction and quality in the library wechat public number platform, more with students and users to study, life, work close parts of the optimization and upgrading, such as the collection of information follow-up, social functions, such as the abolition of other redundant content, such as the release of relevant policies, do not occupy too much space, but in a more clear, accurate form to achieve a reasonable layout.

3.4. Timely Response to User Comments

Under the environment of the new media, the two-way and openness of the information determine the students and users will publish many information and suggestions according to their self-consciousness, and the platform operation team of colleges and universities should screen and analyze the information and further memorize the information. Many university library wechat platform has the information update slowly, the data is old, has the paste not to return the situation, and the information displayed, mostly is the empty talk, the irrelevant platform development strategy and the reform measure.

In the face of the user's opinion and use problem, the management and operation staff of the WeChat public number platform of the university library should give timely feedback and rectification to it, which will be beneficial to the development of the WeChat public number platform of the university library towards a more dynamic angle.

4. Conclusion

To sum up, with the continuous development of information technology in China, the WeChat public platform shows its unique application value, combining the library with the WeChat public number platform is helpful to meet the students and users' attempts and pursuits of new things, and to improve the efficiency of the university library. However, in the process of application and development, there are still many problems, including the lack of integrity and long - term planning of the platform, the lack of professional management in the operation of the platform and the lack of precise positioning in the development of the platform.

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