# Analysis on Individualized Management of Library and Information in Colleges and Universities Against the Background of Informatization Development

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*Abstract*—As the literature information center of colleges and universities, university library has a wide range of books, rich and diverse literature resources and a wide variety of data and information. It is an important place for teaching staff and students in colleges and universities to seek knowledge and promote learning, academic research and experience exchange. With the improvement of information technology level in China year by year, the library and information management of university library is also gradually intermingled with information technology, forming a unique individualized management pattern of library and information technology. Based on this, this paper combines the existing problems of library and information management in colleges and universities, and carries out a comprehensive discussion on the personalized management measures taken in view of the existing problems.

*Keywords—informatization; university library; individualized management*

## I. INTRODUCTION

With the advent of the information age, the university library has gradually changed from the original extensive management mode to the individualized management mode. However, under the influence of traditional concepts, professional information knowledge and control of the limitations of information technology, in the actual work in the process of management, there are also many management drawbacks and problems to be solved urgently. This requires the library information management personnel to adapt to the individualized management mode against the background of information development as soon as possible, pay attention to the innovation in macro management, pay attention to detail management at the micro level, and make the library and information management of university library advance to the advanced management field.

## II. THE CURRENT MANAGEMENT SITUATION OF LIBRARY AND INFORMATION MANAGEMENT IN COLLEGES AND UNIVERSITIES AGAINST THE BACKGROUND OF INFORMATIZATION DEVELOPMENT

### A. The Development of Information Is Weak and the Cognition of Information Management Is Insufficient

All kinds of social industries are involved in information management, especially for colleges and universities, scientific research, academic projects involve various disciplines, the resulting information, if good use, scientific development, efficient transmission, optimal sharing, will enhance the external popularity of colleges and universities, so that colleges and universities in the field of academic research will have a great impact. However, some colleges and universities ignore the importance of information management in the actual management process. At present, information technology has been widely used in the field of information management. Some library and information managers still continue the past management thinking mode, do not seek innovation, do not seek enterprising, information development is not enough, information utilization rate is not high, resulting in the function of university library tends to formalize.

### B. The Efficiency of Literature Retrieval Is Low and the Consciousness of Service Management Is Poor

Against the background of information development, the functions of the library information management system of various colleges and universities in China are different, the retrieval mode is diverse, and the service mechanism of the system is various. However, some colleges and universities lack the operational mechanism of the system to meet the needs of minority groups in the process of practical application of the system. Especially for the retrieval function of literature, even after the accurate input of key phrases, the literature content displayed does not match with the retrieval content, and even there are the phenomena of subject change, professional change and academic argument change, and the library and information management presents a chaotic pattern, which seriously restricts the benign development process of university library. In addition, the professional ethics of managers is not high; there is no point-to-point, one-on-one to meet the needs of individual

students and teaching staff in the application of the service system, resulting in unlimited extension of the time for relevant person to obtain references, affecting the normal academic research work.

### C. It Is Lack of Personalized Custom Services, and Service Items Are Too Single

In order to save expenses and reduce investment, some university libraries only take the basic literature and common sense books as the target object in the development of library information resources and input them into the information system. The subject knowledge covered by the literature is too single to radiate to various disciplines in colleges and universities. This makes some teachers and students often look up the required literature with the help of search engines, and there is often a hint that there is no such information. If the key phrase is changed, the literature content displayed on the interface is far from the original data or the target content. Especially for some scientific and technological research staff, the required literature must contain accurate raw data resources. However, colleges and universities only meet the literature needs of some teachers and students. For some special information resources, patent information and private information, they are not included in the information system. This has brought a lot of adverse effects to scientific research workers, and the research work of scientific research projects is also in a dilemma.

### III. THE OPTIMAL PATH OF LIBRARY AND INFORMATION MANAGEMENT IN COLLEGES AND UNIVERSITIES AGAINST THE BACKGROUND OF INFORMATIZATION DEVELOPMENT

### A. Optimizing Service Module and Innovating Management Mode

In view of the shortage of library and information resources in university libraries, each university should change its ideas, innovate the existing management mode, establish a mode of mutual assistance and cooperation with other colleges and universities, so that the information resources can be shared among colleges and universities, and provide more valuable literature resources for the vast number of scientific research staff. For example, a domestic university has adopted a unified management of library and information, focusing on the extension of information resources and the integration of information resources. In view of the integration of the existing paper documents and electronic documents in the school library, a consensus has been reached with the information management departments of the national library, and a cooperative relationship has been established. Some high-quality information resources and literature resources have been introduced into the data information database of the school library, which has provided convenient services for the majority of teachers and students and scientific research staff. Meanwhile, special service modules are set up for teachers and students and researchers, such as target index service module and priority download service module, which improves the level of information management of the school and optimizes the library and information management system of the school.

### B. Improving the Management Mechanism and Setting up the Supervision System

The integrated management mode of library and information in colleges and universities is a new management concept. Based on this concept and the macro background of information development, colleges and universities should constantly promote the process of integrated management according to local conditions. In order to realize the internal integration of library and information resources, it is necessary to change the mode of decentralized management of library and information to the optimization mode of unified management and centralized management, and realize the internal integration of library and information resources. In view of this new management pattern, it is necessary to formulate and perfect the corresponding management mechanism, so that the information management tends to be standardized, institutionalized and rationalized step by step. Against the background of information development, it is necessary to further optimize the electronic service platform of library and information, in order to meet the needs of users, set up dialog boxes in the service system, users according to their own needs, enter keywords in the dialog box, keywords can automatically display the service content and the methods and measures to solve the problem. In addition, the library and information management system must set up an omni-directional monitoring supervision system at the same time. Through the efficient operation of the system, the progress and effectiveness of the information management can be checked regularly, and the managers can find out the management loopholes in time by using the display function of the terminal system, and then work out the relevant countermeasures to solve all kinds of problems in the system.

### IV. INDIVIDUALIZED MANAGEMENT STRATEGY OF LIBRARY AND INFORMATION IN COLLEGES AND UNIVERSITIES AGAINST THE BACKGROUND OF INFORMATIZATION DEVELOPMENT

### A. Customizing Personalized Services to Refine the Classification of Intelligence Information

In view of the retrieval defects of the information system of university library, colleges and universities should further refine the classified management of information and book resources, perfect the service function of the classified retrieval system, so that the literature information and information resources can be reduced to each subject and each item, and the individualized service function should be set up in the system, so that the information system can meet the needs of different people.

### B. Automatic Sent Personalized Service with Automatic Information Push

At present, many colleges and universities have realized the sharing of library and information. The majority of teachers and students and scientific research staff in colleges and universities can retrieve the required literature with the help of information system. On this basis, colleges and universities should make full use of convenient and fast network resources to set up automatic push function in

information system, which is similar to the advertising push function of web interface. When the user enters the relevant key phrase, the automatic memory function of the system memorizes the information needed by the user. When the user logs to the system for the second time, the system automatically pushes the literature information involved in the last input key phrase, which provides a lot of convenience for the user.

### C. Personalized Service Function of Independent Retrieval

At present, the information management of university library is generally classified and sorted out by the staff, and then entered into the information system one by one. This management mode makes users lose their autonomy, especially for scientific research projects with tight time and heavy tasks. If the relevant literature information cannot be obtained independently, it is very unlikely to delay the output of scientific research projects and bring economic losses to scientific research units. Therefore, because of deeply excavating the potential information of information big data, colleges and universities not only provide users with rich literature resources, but also pay attention to the development of the independent retrieval function of the system, so that this function can really play an efficient, convenient and accurate personalized service role.

### D. Targeted Personalized Service Function

For some national scientific research projects, it is confidential information, if only with the help of the information retrieval system of university library, the security of information cannot be guaranteed. Therefore, in order to solve this situation, colleges and universities should demand users for this part of the literature, adopt point-to-point precision service mode, that is, set the system login password with higher level and search password, which can not only guarantee the security of intelligence information, but also meet the basic needs of some special users.

## V. CONCLUSION

Against the background of information development, the individualized management of library and information in colleges and universities is a new management mode with accurate service, priority service and custom service as the meeting point, which is also the development trend of library and information management in colleges and universities in the future. Therefore, the management of college library and information should be based on the background of information development; personalized management should be refined, detailed and realistic.

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