

Requirements of the Diversification of Media Forms for Library and Information Work in the New Era

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Abstract—The emergence of new media forms, such as digital television, digital magazines, network media and mobile media has replaced the traditional media. In this situation, the library and information work has also ushered in opportunities and challenges; human-computer interaction, diverse platforms and personality service has become the bright spot of the library and information work in the new era. Therefore, combined with the characteristics of the diversification of media forms in the new era, this paper discusses the far-reaching influence and specific requirements of this development situation on library and information work.

Keywords—new era; diversification of media forms; library and information requirements

I. INTRODUCTION

In the new era, the media has the characteristics of interaction, diversity of media, real time, large amount of transmission information, and so on, and the library and information work has changed qualitatively with the help of the advantages, working direction, working form and service function of the media in the new era. Library and information resources have realized real-time transmission and real-time sharing, which not only broadens the work and service channels of library and information, but also meets the needs of various fields of society for library and information resources, and provides a lot of convenient services for the majority of readers and users.

II. THE OUTSTANDING FEATURE OF LIBRARY AND INFORMATION WORK IN THE ERA OF DIVERSITY OF MEDIA FORMS

A. Diverse Carriers of Communication, High Frequency Communication and Interaction

In recent years, the emergence of new media, such as digital television, mobile TV, mobile media, digital magazine and interactive network television has undoubtedly changed people's original way of life. People are not satisfied by radio, television and newspapers at their leisure, but enjoy a high quality of life with the help of portable, light, real-time interaction and massive information. For library and information work, staff could only communicate with readers and users with the help of offline interaction and the limited functions of online PC in the past. For remote users, the disadvantages of this interaction mode are also obvious, users are often unable to obtain the latest library and

information resources in time, the frequency of communication with staff is also low, and the work process is seriously lagging behind. And the new media just integrates the massive resources of library and information. Through the way of text, picture, voice, video and so on, an interactive communication bridge has been built between the staff and the users. The staff can understand the needs of the users for the first time, and the instruction information generated by the users can be fed back to the staff in time, which reduces the distance between each other, enhances the interaction of the library and information work, and improves the work efficiency.

B. Building Multiple Platforms and Opening up Multiple Channels

The media forms show a diversified development trend in the new era. From the media branches, such as micro level, blogs, microblog, WeChat, handheld mobile reading, and so on, belong to the new era media category. Library and information workers can use WeChat to set up WeChat official accounts. Readers and the majority of users can learn about the latest library and information resources anytime and anywhere by following the official accounts. And through WeChat platform, we can establish and maintain long-term communication relationship with readers, pay attention to the needs of readers at any time, and help optimize the rational allocation of library intelligence resources. In addition, we can also use the expansion function of WeChat official account to carry out columns such as online borrowing, online doubt solving and resource sharing to expand the service content of library and information work.

C. Real-time Information Transmission and Customized Service Individualization

With the rapid development of Internet and computer technology, the information transmission speed of media has been significantly improved in the new era, especially the massive data storage function, which provides a secure and efficient storage space for library and information, and then transmits it to every reader and user in real time with the help of network transmission function. As long as the database is updated in time, users can access the latest book resources. In addition, combined with their own library and information resources needs, readers can also leave messages on the client or platform by using media resources, such as mobile phone clients or podcasts, WeChat, and so on. The system

can automatically record these user information, according to the user's message information, the staff can adjust the work direction in time, change the work attitude, customize the personalized service for the user group to meet the different needs of different groups.

III. THE REQUIREMENTS OF THE DIVERSIFICATION OF MEDIA FORMS ON LIBRARY AND INFORMATION WORK IN THE NEW ERA

A. *Requirements for Management Capacity*

From the traditional media to the new era media transformation process, the interval is relatively short, the resulting media types are complex and diverse. Therefore, this puts forward higher requirements for library and information staff, especially in the aspect of personal management ability, must have the ability to control the library and information work under the new situation, and examine the library and information management work with a new ideological consciousness and omni-directional management perspective. Especially for the new media type, the staff must master and use the media function skillfully to avoid the joke of "mistaken identity". At present, information technology has been widely used in the field of library and information, and there are many types of media in the field of library and information work. For example, information dissemination channels, such as mobile blogs, QQ, WeChat, Microblog, Inke, podcast, the staff should study the characteristics and functions of these software in time, and further improve the corresponding management mechanism, so as to lay a solid foundation for the smooth development of the new tasks and new work of library and information.

B. *Requirements for the Training of Professionals*

At present, with the emergence of various media forms in the new era, the demand for library and information professional management talents and technical talents is also increasing year by year. Therefore, library and information institutions should spare no effort to do a good job in the introduction of professionals. Talent recruitment information is publicly published to the society, widely accept talented people, good talents, and true talents, enrich the talent management system of library and information by using Internet platform. Meanwhile, centralized and systematic training of existing human resources is carried out to incorporate the characteristics of media diversification and the concept and practice of multimedia integration into the training program, we should not only pay attention to the indoctrination of theoretical knowledge, but also pay attention to the combination of theory with practice, so that the staff of library and information can transform the theoretical knowledge into practical operation ability, actual management ability and actual operation ability, and gradually create a new pattern of library and information management.

C. *Requirements for Work Experience and Service Awareness*

Library and information work not only needs rich working experience, management experience and communication experience, but also puts forward higher

requirements for staff service consciousness, service concept and service value. Especially under the background of diversified media forms in the new era, library and information work is not only limited to the simple one-to-one, point-to-point service model in the past, but must be able to make efficient use of information technology to carry out various service work through human-computer interaction. If the service concept of staff deviates from the track, it will not only affect the satisfaction of users, but also bring a lot of negative effects to the library and information institutions. Therefore, library and information workers should always adhere to the working concept of "serving readers and customizing personalized service", make use of their own knowledge and rich work experience, improve service awareness and improve service quality.

IV. STRATEGIC ANALYSIS OF COMPLETING LIBRARY AND INFORMATION WORK AGAINST THE BACKGROUND OF THE DIVERSIFICATION OF MEDIA FORMS IN THE NEW ERA

A. *Establishing the Building System, and Expanding the Channel*

The library and Information work must formulate a set of effective management mechanism. Combined with the characteristics of the diversification of new media forms, the characteristics of media types involved in the field of library and information are integrated into the management mechanism. For the work of combining library and information with the financial media, leaders at all levels should attach great importance to the work objectives, responsibilities and powers, and construct the work pattern of "multiple roles and multi-energy" within the library and information institutions. In addition, we should establish a "multi-point linkage" mechanism in the field of library and information, which should be organically combined with the characteristics of the diversification of media forms in the new era, so that the library and information work radiates to every media type, so as to achieve common integration and harmonious development. For example, in order to carry out library and information work on the platform dominated by digital media and network client, we must take into account the development of other media types, such as establishing WeChat official account and WeChat group, so that library and information resources can be shared by client and multimedia, so as to radiate library and information work to every user group.

B. *Recruiting Talents and Complementing Knowledge*

Library and information institutions should accept talents, management and technical elites to the society, further strengthen internal training, build a multi-point, multi-angle and diversified training system with the help of the diversified media forms in the new era, so that every staff in every job can enjoy the treatment and opportunities of training promotion. In view of the difficulties encountered in the work of library and information, all departments should work together to solve the problems, give full play to their professional talents, release their management knowledge, and make up for their own shortcomings among the staff, constantly improve the level of professional skills,

management ability and comprehensive professional literacy through the process.

C. *Optimizing Service Flow and Enhancing Service Awareness*

While the literature information of library and information is inputted into each media to realize the sharing of resources, the library and information staff must set up the user feedback port in each media customer port, so that the majority of readers and users can feedback their opinions and suggestions to the staff in time through the feedback port. Afterwards, it analyzes, arranges, takes optimization measures for common problems, and adopts point-to-point docking service mode for personality problems to resolve the contradiction between staff and users according to the feedback information. Staff should further improve the online customer service system by taking full advantage of mobile APP to improve the quality of library and information work.

V. CONCLUSION

The diversification of media forms has brought many opportunities for the development of library and information work in the new era. Therefore, the staff should always keep up with the pace of the development of the times. With a far-sighted vision, the mentality of keeping pace with the times, management ideas of plan ahead, the library and information work will be done well.

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