The Development and Transformation of Traditional Libraries Under the New Media

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Abstract—With the rapid development of science, technology and economy, the traditional concept and mode of library management are not in line with the needs of social development. Under the network environment, library management needs to strengthen service consciousness, innovate management concept and mode, build digital library system for readers, and improve management efficiency. This paper explores the characteristics of readers' reading under the new media, analyzes the problems existing in the development and transformation of libraries, and puts forward some countermeasures for the development of libraries under the new media in order to accelerate the transformation and upgrading of traditional libraries.

Keywords: new media, characteristics, libraries, countermeasures

I. INTRODUCTION

China is a country with a large population and a large culture with thousands of years of history and civilization. Reading is a fine virtue in traditional culture. However, due to the vast territory of our country, there is a certain imbalance in the construction of libraries and internal facilities, especially in the new media era. This imbalance is becoming more and more obvious, which is not conducive to the transformation and upgrading of libraries. Therefore, in the development of traditional libraries, we should draw on and use the advantages of new media, build a complete digital library, and provide more convenience for readers.

II. READER'S READING CHARACTERISTICS UNDER THE NEW MEDIA

The new media mainly refers to a kind of new media mode which integrates mobile terminals, computers, mobile phones and so on in the era of high development of the Internet. With the advent of the 5G era, the propagation speed and the amount of new media will enter a new field. In this context, the public's reading style has also changed. With the help of new media no longer limited by reading time and space, reading has become more random and can be completed anytime and anywhere.

Under the new media, readers have their specific reading habits. Because of the wider spread of the new media, the efficiency of search is higher, and the cost is lower. It has brought great convenience for the public to read, and

changed the way people get information from the traditional media. Statistics show that in recent years, Chinese people's reading time on computer or mobile phone has gradually increased, and the way and place of reading has changed with the change of media. Secondly, from the perspective of the reading group, the new media not only changed the way of reading and the place of reading, but also changed the reading group. However, in the reading of the new media, because of its virtual nature, it also brought some influence on the selection and discrimination of the information; at the same time, because the new media read in the form of both picture and text, it also makes the reader's reading habit changed. Many readers stay in the reading to the visual satisfaction, and the reading is shallower. It is a fragmented form of browsing articles and has not deepened the knowledge and thinking function.

III. PROBLEMS EXISTING IN THE DEVELOPMENT AND TRANSFORMATION OF LIBRARIES AT PRESENT

A. The object orientation of the service is relatively narrow

The 19th National Congress proposed that we should build China with strong cultural power, guide the people to establish cultural self-confidence, and advocate whole people to read. The state attaches more and more importance to the construction and development of libraries. Under the new media, the dissemination and communication of information is more extensive and faster, the readers' groups are more abundant, and the demand for reading is more diversified. Therefore, it is necessary for the library to have a clear positioning of the reading groups so as to speed up the transformation and upgrading of the library. But at present, many libraries in China have not realized the change of readers group, and the orientation of readers is narrow, and there is no targeted service. Many libraries aim at providing reading promotion service to the group between 18 and 50 years old. The reading promotion plan and content libraries made cannot meet the needs of all readers. At the same time, the concept of reader service is not enough. There is no individualized service content, which affects the improvement of library service quality.

B. Reading services are relatively single

At present, many libraries do not combine the advantages and characteristics of the development of new media. The

reading service provided for readers is simpler. Whether it is book borrowing or special topic lectures, etc., all follow the traditional service mode. The interaction with readers is less, and it is difficult to obtain readers' psychological needs in an all-round way, so that the reading service efficiency is difficult to improve. Secondly, the concept of humanization in some library services is not obvious, and the readers have just single way to get information or literature, so they can only go into the library for reference. At the same time, the search engine and navigation system of the library are not perfect, thus search and inquiry time of the readers increased. Although some libraries have set up and carried out digital library, and have also adopted the "Internet+" book service mode, the actual operation of the use of digital library is not efficient that some only stay in the construction of digital library web pages, and are not improved from the reading services perspective.

C. Promotion of individualized reading is not strong

In the traditional library promotion service, few readers can carry on the personalized reading promotion service according to their own collection characteristic. Many libraries and the reader's communication and communication are not close enough. The reading promotion activities are not carried out standing on the reader's standpoint and the demand. Also, the libraries have not combined the reader's age characteristic and the interest with the reading promotion. Only by the original promotion experience to carry out repetitive activities, the readers are not interested in such promotion activities and are not willing to take an active part in the reading promotion, affecting the efficiency of the promotion activities. Secondly, under the new media, the traditional library promotion needs talents with innovative ability and professional quality to support, but at present many libraries do not pay enough attention to the introduction of talents and training activities, lacking service talents with new concepts and new skills of reading service, which also affects the library's innovation and upgrading to a great extent.

IV. COUNTERMEASURES FOR THE DEVELOPMENT OF LIBRARIES UNDER THE NEW MEDIA

A. Improving the construction of digital library

Digital library has become a new model for the development of traditional book management under the network environment. Under the background of the information explosion, people are in a vast sea of information. With the support of search engines such as Baidu and Google, the access to information is more extensive and convenient. Libraries should also keep pace with the times, actively change old management ideas and management models, have a more clear and broad positioning for readers, and analyze readers' reading needs in an all-round way, so as to build a digital library with individualization and characteristic that is convenient for readers to search and read. First of all, the library can classify the books according to the readers of different ages, greatly

reduce the time for the readers to select and filter the information; at the same time, it should optimize the search engine, the web page and the information database of the digital library, set up the professional webmaster, renew and upgrade the webpage information of digital library in time to ensure the reader's reading efficiency. In addition, libraries should draw lessons from the experience and characteristics of the construction of digital libraries in other countries, introduce advanced retrieval and reading equipment, and strengthen communication and communication with readers when collecting documents, so that the construction of digital libraries will be more perfect and systematic.

B. Changing the service concept and expanding the channels of reading promotion

Under the new media, the service concept of the library should be updated, adhere to the people-oriented idea, adhere to the "reader first", stand on the reader's point of view and solve problems practically, and define the object and subject of the service clearly. In the new media era, whether the reader's reading way or the reading channel changes, the reading service work has been put forward more strict requirements and goals. The library must take the initiative to innovate the reading service mode and extend the reading promotion carrier to provide readers with a brand-new reading service experience. For example, traditional libraries should combine the advantages of new media with the help of official websites, WeChat public accounts, handheld libraries and micro blogs to provide readers with real-time reading services. Traditional libraries can also use online questionnaires, e-mail and other channels to solicit readers' opinions and suggestions to further optimize the reading service system. In addition, the traditional library can also transform the paper documents and materials into the form of text data and pictures, promote for the readers, regularly introduce or send the book resources for the readers, so that the readers can get the collection information in the quickest time, and then improve the borrowing efficiency. And then, the reading service channel can also be expanded to meet the needs of more groups.

C. Strengthening the construction of infrastructure facilities and carrying out individualized promotion activities

With the rapid development of new media, traditional libraries should be further strengthened in terms of facilities, equipment, capital investment and talent allocation. First of all, libraries should meet the needs of different readers in infrastructure construction. For example, the desks and chairs and the reading environment prepared for teenager readers should be distinguished from those of adults. A bright and quiet environment should be created for teenagers, so as to attract their reading enthusiasm. At the same time, in the allocation of talents, libraries should introduce talents with innovative ability, professional quality and professional quality to ensure that they can be competent in the management of books under the new media. They should also organize regular staff education and training meetings to infiltrate the concept of people-oriented and the use of new

technology and skills in the management of books, etc. Then build a high-quality library management talent team.

In addition, libraries should also launch personalized reading service activities, in-depth mining of the connotation and value of the collection resources, and set up targeted promotion services according to different groups. For example, for hot topics that are of common interest to the public, a column report can be launched in the public account and technologies such as big data and cloud computing can be used to analyze readers' interests. Readers who frequently query financial data can put forward financial columns for them; in the youth book promotion service, they can also set up a stage for display, such as reading clubs, author meetups, recitation contests, speech contests, or parent-child fun reading activities, etc. to encourage teenagers to translate their reading into internal knowledge and apply it. While improving the reading level of teenagers, the oral expression ability, interpersonal communication ability, and so on of teenagers should also be strengthened so as to enhance their comprehensive quality. It is also recommended to guide young people to reedit dialogue dramas, novels, etc., and then perform the role play. They will perceive the content of books from the performance and strengthen the understanding of books so as to maximize the effect of reading.

D. *Optimizing the collection structure*

Under the constant impact of the new media, the traditional library should also optimize the collection structure in time, integrate the existing collection books, update and supplement the books and documents in time, meet the needs of readers and improve the service quality while promoting reading. First of all, the library needs to divide the readers reasonably, and then provide the readers with the characteristic reading form. According to the needs of the readers, the proportion of the books will be scientifically allocated. At the same time, it also needs the limitation of the original collection of the library pictures to enhance the coverage of the collection and realize the interworking and sharing of the library resources with the help of digital library, APP and other platforms, and hence let the readers have access to more reading channels. In addition, while developing the traditional library, the brand awareness should also be established with the help of structured, integrated module construction, setting up the library brand development strategy, such as: provide online question and answer, reading salon and other service functions, directly provide readers with cultural publicity under the "Internet +" mode, and thus increase the reader's stickiness to read, so that more readers can actively choose and participate in the library reading promotion, and then promote the development and realization of universal reading.

V.   CONCLUSION

Under the new media, the development and service of the traditional library have new goals and requirements, which need to take advantage of the advantages and characteristics of the Internet, and combine the reader's reading needs to provide better service for readers. First of all, the library needs to make a comprehensive analysis and research on readers' reading changes under the new media, and solve the problems existing in the development of the library. Secondly, the library should classify the readers reasonably, expand the scope of the service group, construct the perfect digital library, and at the same time change the service concept as well as expand the reading promotion channel. In addition, the library should strengthen the infrastructure construction, carry out the personalized promotion activities, attract more readers to participate in the reading actively, stimulate the reading interest; at the same time, it should also promote the professionalization and innovation of the library staff.

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