Analysis on the Utilization of Digital Resources in University Libraries

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ABSTRACT

With the development and application of network technology, information technology and multimedia technology, colleges and universities at all levels pay more and more attention to the construction, development and utilization of library digital resources. This paper analyzes the significance of the digital resources construction, explores the current situation of the college library digital resources utilization and the existing problems, and discusses the using strategy of college library digital resources, from the investment, talent cultivation, and resource integration optimization, aiming to be helpful to the college's digital library construction and development.

Keywords: *Colleges and universities, Library, Digital resource, Utilization.*

1. INTRODUCTION

In the continuous development of colleges and universities at all levels, more and more attention is paid to information construction and digital construction. By continuously improving the utilization rate of book resources, colleges and universities can better serve the personnel training, scientific research and education of the school. The development and application of modern information technology have promoted the construction and utilization of digital resources in university libraries. Digital resources refer to the information resources such as words, images, sounds and animations stored in the form of electronic data. More and more colleges and universities have increased the investment in this aspect, seeking ways and means to constantly improve the efficiency of the use of digital resources of books.

2. THE SIGNIFICANCE OF DIGITAL RESOURCE CONSTRUCTION IN UNIVERSITY LIBRARIES

2.1 Making the Resource Information More Abundant

With the development and application of big data technology, information technology and network technology, colleges and universities pay more and more attention to the construction and utilization of digital resources of books on the basis of the original resources and collection construction. Through the construction of digital library, data database and other ways, the coverage of resource information is wider, the professional field is more extensive, it is convenient for school students to buy and use the relevant data resources. Moreover, the construction and utilization of digital resources in the library break the time and space limitations of students' access to resource information, which is convenient for students to borrow and browse anytime and anywhere. It can also meet the needs of multiple people to borrow and browse at the same time, which improves the sharing and utilization efficiency of resource information and makes it more practical.

2.2 *Reform and Transformation Needs of Library Resource Construction*

With the development and application of information technology and network technology, the construction of school library resources also needs to develop to the direction of informatization and digitalization, so as to realize the reform and transformation of the construction of library resources. Through the establishment of data database, electronic reading room, electronic library and so on, not only the utilization efficiency and sharing degree of literature will be improved, but also be more convenient for readers to browse, borrow, search for information resources.

3. PRESENT SITUATION AND EXISTING PROBLEMS OF DIGITAL RESOURCES UTILIZATION IN UNIVERSITY LIBRARIES

Digital resources integrated with text, sound, images, animation and other multimedia elements, which can be propagandize d and promoted by virtue of the computer and network. The information of the rendering effect is stronger, the carrier of information transmission is more abundant, the access to information can be more widely, thus, it can satisfy the retrieval, reading, lending and other requirements of more people, and effectively increase the reader's reading interest and fun. In the continuous development, colleges and universities pay more and more attention to the construction and utilization of digital resources in libraries, colleges and universities also increase the investment of relevant funds, the relevant systems are also constantly improved, and more and more attention is paid to the cultivation of relevant talents. At the same time, more and more attention is paid to the publicity of relevant aspects, to realize the integration and utilization of various digital resources, and to constantly improve the utilization efficiency of digital resources.

However, in the actual process of development, the utilization rate of relevant resource information is not high. On the one hand, the school is in the use of library digital resource construction and the lack of special funds, purchase the types of resources information is less, the relevant information and data information update not in time, that influence the readers access to and use of information. Information resources to the reader's appeal is not high. Data resource information storage space is insufficient, the school's network coverage too narrow, all this affects the promotion and utilization of library digital information resources. On the other hand, the school library needs to take effective methods and means, constantly improve the efficiency of library service, to fully analyze and mining the value of data resources. However, in the process of the actual work, the library does not fully publicize the resource information of the books in its collection, lacks the training and education of the readers' digital resource utilization skills, and is insufficient in the integration, analysis and utilization of digital resources. Technical management talents are relatively lacking, so they are unable to meet the multi-level, diversified and personalized needs of contemporary students. There are still deficiencies in the construction and improvement of the digital resource management platform, the compatibility of various information resource systems is relatively poor, there are repeated content, waste of resources and other conditions. Moreover, students are also accustomed to the traditional reading mode and borrowing form, and many students do not know how to order and borrow digital resources such as digital library and electronic database.

4. COUNTERMEASURES TO IMPROVE THE UTILIZATION RATE OF DIGITAL RESOURCES IN UNIVERSITY LIBRARIES

4.1 *Guaranteeing the Continuous Investment of Funds*

To improve the utilization efficiency of digital resources, it is necessary to constantly improve the infrastructure construction. Constantly improve the campus network environment, constantly enrich and enrich the digital resources in the collection, timely update the relevant books and information materials are needed in order to build a good network environment, these aspects of the construction need a lot of funding support. In the process of promoting the construction and utilization of library digital resources, colleges and universities need to appropriately increase the investment of special funds in this respect to create a more favorable environment and atmosphere, colleges and universities need to improve the construction of related facilities, do a good job of basic guarantee, and then improve the utilization rate of digital resources in college libraries.

4.2 Doing a Good Job of Training Related Person

On the one hand, colleges and universities need to pay attention to improve the professional and technical level, comprehensive quality and comprehensive ability of relevant person, so as to improve the work efficiency, work quality and work efficiency of library management staff, and promote the better completion of library-related work. On the other hand, colleges and universities need to pay attention to strengthening reader skills training. In process of continuously development, colleges and universities library requires attention to the cultivation of readers' information literacy and improve their ability to grasp the information, so as to effectively improve the efficiency of library digital resources. In addition, in the continuous development, the library should take the initiative to do a good job in reference consulting work. To better understand people's information needs in information acquisition and other related aspects, to understand the readers' habits of receiving information, so as to carry out information services more targeted. Through the construction of information network online exchange platform and other ways, the library can strengthen the communication and exchange between readers. Targeted training is needed for different groups of readers, and different training is needed for managers of different positions. Push and publish some relevant learning materials and information on the library website regularly to attract more people's attention.

4.3 Integrating and Utilizing Resource Information Well

In the process of constant development of university libraries, it is necessary to do a good job in the integration and utilization of resource information, so as to improve the utilization efficiency of library digital resource information. First, the integration of digital resources. Colleges need to constantly improve the data resources of the integration of information utilization ability. It must be able to effectively use different environment, different system, different types, different formats and retrieval method of digital resources integration. For example, by effectively integrating the digital information of different resource platforms and building a unified index, more resource information can be obtained through a resource entrance and richer resource information can be retrieved through a user interface. Through this way and

method, the colleges ensure the orderly development of resource management and avoid the chaotic phenomenon in the management process. Second, the digital resources in the library should be continuously enriched to make the information of the digital resources more abundant and comprehensive. The characteristics and nature of the library and the interests of readers should be comprehensively analyzed to realize more accurate information push and information service. Pay attention to the development of virtual collections, constantly update newspapers, periodicals, books and other resource information and data materials, the establishment of free trial reading database, etc., to attract more readers. Third, to achieve remote access to resources. Through scientific and reasonable use of VPN technology, teachers and students outside the school can access the digital resources of the library remotely.

4.4 Strengthening the Standardized Construction of Digital Resources

The construction and utilization of library digital resources promote the information content of library data resources to be larger. Library information has a higher degree of sharing and utilization and is less restricted by time and space. The speed of information publication and update is faster, and the forms of information dissemination and promotion are more diverse, which facilitates students to obtain relevant data resources. In the continuous development of colleges and universities, it is also necessary to scientifically and rationally develop and use network data information resources, and constantly optimize the information system and resource structure. Attention should be paid to the construction and utilization of digital library. All colleges and universities should continuously optimize the allocation of resources and strengthen the construction of hardware environment. In the process of development, colleges and universities need to apply network technology to the management and construction of library resources scientifically and reasonably, broaden the collection channels of resource information, and strengthen the integration and utilization of resource information.

4.5 Making Good Use of the Service Platform of Electronic Reading Room

In the process of promoting the construction and utilization of digital resources information in

libraries, colleges and universities need to constantly innovate means and methods to provide better quality and higher level services. By building an interactive network platform with readers, it pays attention to collecting and analyzing readers' feedback, so as to more comprehensively and accurately understand readers' reading trends and reading interests. The library adjusts the resource scientifically to solve each kind of problem effectively in the information resource utilization process. Libraries should provide more targeted services for readers, so as to better meet the needs of readers. All colleges and universities should actively publicize and promote library digital resources to students so that students can have a deeper understanding of this aspect. Schools need to attach importance to the personnel allocation of electronic reading room, constantly improve the level of electronic reading service, and build a more perfect electronic reading service platform, so as to provide guarantee for the effective use of library digital resources and information.

4.6 Promoting the Construction of Sustainable Digital Resources

In the continuous development of colleges and universities, it is necessary to do a good job in the construction and promotion of library digital resource information, and do a good job in related publicity through various forms and channels such as campus broadcast, school newspaper, wall newspaper, exhibition boards and library website, so as to make more people know the information content related to digital resources. The library can carry out some thematic activities related to it. In the process of the activities, more people will be attracted to the construction of digital resources in the library, and more people will be invested in the promotion and use of the library digital resources.

5. CONCLUSION

To sum up, the application of information technology and network technology has promoted the development and reform of various industries. In the continuous development of colleges and universities, more and more attention is paid to the application of information technology to library management and construction. Colleges and universities are seeking innovative ways to improve the efficiency of the use of digital resources. At the same time, they are increasing the level of funding to improve the management mechanism and infrastructure construction. Through the

construction of a more perfect resource information platform, the content of resource information is constantly enriched to realize the integration and utilization of digital resource information. By training relevant personnel well, the library can provide better library digital resource services and attract more readers to participate. By doing a good job in the related publicity work, the library can effectively improve the utilization efficiency of library digital resources and the sharing and utilization of resource information.

AUTHORS' CONTRIBUTIONS

Dake Wang is responsible for experimental design; Lili Zhao collects data; Lishu Zhang has contributed to revising and editing.

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