

Enlightenment of Information Consultation to Library User Service

Lishu Zhang^{1,*} Dake Wang¹ Lili Zhao¹

¹ Book Information Management Office, Aviation University of Air Force, Changchun, Jilin 130062, China

*Corresponding author. Email: 941882121@qq.com

ABSTRACT

Information consultation is a new growth point of library development and the main direction of library business development in this information age. Therefore, only by strengthening the information consultation service and giving full play to the educational and cultural communication function of the library, can we effectively promote the development of library cause. Based on the analysis of Maslow's hierarchy of needs theory, this paper analyzes the development status of information consulting industry, and puts forward that the library should pay more attention to the security needs, respect needs and self-realization needs of information consulting users and information consulting institutions, so as to meet the needs of information consulting users and enhance users' satisfaction with library services.

Keywords: Maslow's demand theory, Information consultation, Library service.

1. INTRODUCTION

Information consulting industry started relatively late in China, and it gradually formed and developed after China's reform and opening up in the early 1980s. After so many years of development, it has made remarkable achievements. However, there are many problems in the process of development, which hinder its development to some extent. The development of information consulting industry, in the final analysis, can be understood as the object of service of information consulting agencies, that is, whether the demand of information consulting customers can be maximized. Cognitive psychology believes that human behavior is caused by motivation, and motivation comes from need. Human behavior is the process of constantly generating needs and constantly satisfying them. It can be inferred from this principle that the needs of information consultation users are closely related to the development speed of information consultation industry. Therefore, it is necessary to analyze the needs of information consulting clients, respect and meet their needs, and promote their own awareness of information needs. Only in this way can consulting institutions carry out consulting business smoothly, constantly improve their consulting

ability and self-development, and then promote the sustainable development of the entire information consulting industry. Maslow's Hierarchy of Needs Theory is regarded as one of the classical motivational theories in the West, and it is also the most widely applied theory in the study of organizational motivation in China. The application of hierarchy of needs theory to the development of information consulting industry has important theoretical guiding significance, and can guide the management practice, thus promoting the rapid development of information consulting industry in China.

2. OVERVIEW OF MASLOW'S HIERARCHY OF NEEDS

Maslow's Hierarchy of Needs, also known as the "Basic Hierarchy of Needs Theory", is one of the theories of behavioral science. It was proposed by American psychologist Abraham Maslow in 1943 in his paper "Human Motivation Theory". The theory divides the needs into five categories, which are: physiological needs, safety needs, emotional and belonging needs, respect needs and self-actualization needs. These five needs rise from the bottom to the top like a ladder, but the order is not completely fixed. It can vary, with a variety of

exceptions. It has two basic starting points, one is that everyone has needs, a layer of needs to be satisfied, another layer of needs to appear; The second is to meet urgent needs before various needs are met; Only after this need is satisfied does the latter need show its motivating effect. Generally speaking, when the needs of a certain level are relatively satisfied, they will develop to a higher level, and the pursuit of the needs of a higher level will become the driving force for behavior. Correspondingly, the need for basic gratification ceases to be a motivating force. The five kinds of needs can be divided into two levels. Among them, the physiological needs, the security needs and the emotional needs all belong to the lower level, and these needs can be satisfied by external conditions. The need for respect and self-actualization are higher order needs that can be satisfied through internal factors, and a person's need for respect and self-actualization is endless. At the same time, a person may have several needs, but in each period there is always a need to dominate and play a decisive role in the behavior, and none of these needs will disappear because of the development of higher needs. High-level needs will replace low-level needs and become an important reason for human behavior. The positive initiative of human behavior in society is determined by high-level needs. The expression form of the highest level needs is self-realization, which is the highest experience of human beings and enables people to get the greatest satisfaction.



Figure 1 Maslow's Hierarchy of Needs.

After more than 30 years of development, the information consulting industry has begun to take shape in China. A number of library and information consulting institutions with their own characteristics are gradually on the right track. The consulting service field involves various aspects such as teaching and scientific research, data processing and user service. At present, there are

still many problems in the development of the consulting service, such as the lack of consulting talents, the inability to effectively meet the needs of information consulting users, and the wrong positioning of information consulting agencies. In short, information consultancy and advisory personnel is the basis and premise of information consultation industry, only consultation to meet customer demand, the development of information consultancy can be better, the whole information industry can be developed. Therefore, it is urgent to analyze the needs of the information consulting industry to promote the new development of the consulting industry.

3. ANALYSIS ON THE DEMAND OF INFORMATION CONSULTING INDUSTRY

The first is Security requirements. Information consulting users are the main service objects of information consulting agencies, and also the source power for information consulting activities to be carried out. Customers hope to change their current development status and improve themselves by consulting agencies, so as to make themselves or their groups in an invincible position in the development. For consulting users, it is very important to prevent the disclosure of consulting information. It is hoped that consulting institutions can guarantee the security of their consulting contents and results, and also ensure the security of information consulting results submitted to customers, such as consulting reports, work suggestions, feasibility plans, monographs, papers, etc.

The second is the need for respect. The need for respect, including self-esteem and hope to be respected by others, in the whole information consulting activities, information consulting agencies and information consulting users should be equal, between the two should form a good, mutual respect of the interpersonal atmosphere. In the consultation process, the information consultation users play different roles, and the information consultation agencies should respect the behavior of the users in each consultation stage. In a word, the process of information consultation mainly includes: user communication, program planning, program demonstration, feedback correction, program report. For consulting agencies, first, in the user communication, it should play the role of information source. Consulting agencies should accurately receive the information conveyed

by consulting clients, and should not make subjective assumptions. The information provided by the user is very important to the follow-up work. If the consultant did not follow the requirements of the user, it will lead to the dissatisfaction of the user and even lead to the failure of the whole consultation activity. Second, in the scheme planning, it plays the role of a reviewer. In view of the process of information consulting program, the user only timely review, in order to ensure that this link does not appear error. Third, it plays the role of a participant in the demonstration of the scheme. Any scheme is not a final word, consulting users should be timely to participate in the demonstration, to ensure the effectiveness of the scheme. Fourth, in the middle of the anti-repair, it plays the role of advisor. The plan can only be submitted to the user after repeated modifications. The user's thoughts are different at any time. At this stage, the user's opinions are urgently needed, which is conducive to the later improvement of the plan. Fifth, in the program report, it plays the role of the judgment.

The third is Self-actualizing needs. As management guru Peter Drucker put it: "Financial satisfaction is not enough. He needs opportunity, he needs a sense of accomplishment, he needs fulfillment of his ambition, and he needs fulfillment of his value. For consulting users, different information consulting users have different knowledge backgrounds, thinking methods are not the same, the results obtained through consulting are not the same, and the self-realization needs are not the same. Consulting users can expand their influence and achieve good self-development through the development and implementation of consulting activities. For the information consulting agency, it is the main body of the information consulting market, through the use of a variety of information technology to collect and sort out information, to provide users with solutions to solve problems, it can not only provide services for users, but also open up a way for their own survival and development.

4. MEASURES TO PROMOTE THE DEVELOPMENT OF LIBRARY INFORMATION CONSULTING INDUSTRY

The first is to establish strategic alliances. Each library should optimize the allocation and comprehensive utilization of scientific research platform, human resources and information

resources, and strive for survival and development in the division of labor and cooperation, complement each other's advantages, and further adapt to the needs of users. Each library has its advantages and disadvantages in information consulting service. Combining the advantages of each consulting service organization in the form of cooperation alliance will certainly form a strong overall strength and improve the service effect from all aspects.

The second is to promote international exchanges. It is impossible for any library to provide information consultation services without any shortcomings. Only when they face the needs of users and carry forward the noble spirit of professional dedication can they improve the service level and quality and effectively serve the teaching and scientific research departments of colleges and universities and other users. Domestic libraries should seek for cooperation with libraries of international famous colleges and universities, and make common progress by jointly undertaking large-scale consulting projects and exchanging talents. We should create favorable conditions to go abroad and introduce advanced ideas so as to promote the development of China's information consulting industry and gain popularity at the same time. It is necessary to strengthen the joint construction and sharing of information resources, make full use of international information resources to enhance their own level and competitiveness, and lay a foundation for developing information consulting services in line with international standards. The domestic information consulting industry should strictly comply with the international standards, learn the world's advanced technology, and open up space for the further development of China's information consulting industry. At the same time, we should have a clear understanding of the fact that for a long time, the domestic consulting industry only learned and absorbed foreign consulting theories, and few original theories were produced, so that China's consulting business has been unable to catch up with its rivals. In practical application, due to China's unique traditional culture and historical environment, many foreign theories cannot be consistent with the situation of China. In the process of cooperation and exchange with foreign consulting industry, we should pay attention to the national conditions of our country, actively carry out theoretical innovation, and establish the consulting theory with Chinese characteristics, so

that our consulting industry can obtain the competitive advantage fundamentally.

The third is to cultivate information consulting talents. With the development of information consulting industry, consulting service personnel are required not only to have a deep professional knowledge base, but also to have a wide range of other background knowledge. Compound consulting talents will be more and more popular. The training of information consulting talents is the premise of developing information consulting service, and also the necessary guarantee to improve the quality of information consulting service and accelerate the integration of information consulting service into the field of information consulting service. First of all, it is necessary to accelerate the training of excellent consulting talents, establish a talent training center, and create a good growth environment for them. Secondly, it is necessary to strictly formulate the qualification requirements and training programs for the consulting practitioners, pay attention to improving the quality of the consulting staff and optimizing its professional structure. Professional consulting personnel should not only have higher professional knowledge, but also require relevant knowledge of natural science and social science, and pay attention to the constant updating of knowledge. The introduction of technology is the weakness of our consulting service. We should learn from foreign development mode and advanced technology, then combine our own current technology level and service means to promote the effective development of information consulting service.

The fourth is to strengthen user education. User education refers to the activities of the service provider to help users make better and more effective use of information consulting services. From the service side's point of view, the goal of this activity is to maximize the user benefit as much as possible. From a user perspective, this activity lets users know how to get more out of the service. Therefore, user education is one of the means to cultivate and expand information services. It can not only contribute to the formation of information consultation environment, but also enable the real users to further improve their information quality, so that they can actively use information, take the initiative to put forward information needs and participate in information exchange. The concrete implementation of user education depends first on the reputation and authority of the information consulting organization itself. We should pay

attention to the specific methods of user education. Regular or irregular training courses are commonly used to carry out user education. Of course, user education is a complex system engineering. In the implementation we should pay attention to the pertinence and practicability.

The fifth is to build a public service platform for consultation. By coordinating and integrating all kinds of resources, the library forms a unified public service resource pool, and provides multi-level information consulting services in line with the principle of orderly opening, mutual benefit and sharing. The library should give full play to the advantages of the industry to enhance common interests. First, it undertakes the statistical survey of the consulting industry. Second, the information sharing and exchange mechanism should be established to solve the problem of closed management of geospatial information resources. Third, the library establish a training synergy mechanism, and gradually establish a cross-regional innovative linkage and collaboration mechanism for high-quality resource sharing.

5. CONCLUSION

In the 21st century, the library has stepped into the era of information management. From the perspective of the overall situation of its development, all aspects have achieved development. However, facing the ever-increasing and changing needs of information consultation from users, the library has shown disadvantages such as backward concept and technology, lack of talents and so on. If the needs of information consultation users in terms of security, respect and self-realization are fully met, it will help to establish a good service relationship, improve the brand of library information consultation and meet the needs of users for diversified information services. The library should change its concept, constantly discover the problems existing in the development of information consulting industry, actively explore the prospect of information consulting service, create an environment conducive to the development of information consulting, and better meet the actual needs of users.

AUTHORS' CONTRIBUTIONS

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

REFERENCES

- [1] Yupeng Bi, The Application of Hierarchy of Maslow Needs Theory in Teaching Management in Colleges and Universities [J] China Electric Power Education, 2011, 14:45-46
- [2] Yukai Guo, Characteristics of Digital Reference Service in University Library [J]. Library Forum, 2006 (3):184-186
- [3] Jiaqing Li, The Transformation of Information Service Mode in Resource Sharing Environment [J]. Library and Information Knowledge, 2003 (5): 60-62.
- [4] Fengyun Shao, Problems and Countermeasures in the Development of Consulting Industry in China [J]. Journal of Henan Normal University, 2013,(1):158-161
- [5] Tao Li, A Review on the Development of Information Consulting Industry in China [J]. Library Science Research, 2007, 11:60-63
- [6] Li Shu. Research on Service Talents of Information Consulting Industry in China [J]. Library Journal, 2010,02 :34-36