

Exploration for Construction of College Library Information Service Mode under the Guidance of “Mirroring Consumers” Theory

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Keywords: “mirroring consumers” theory; college library; information service mode

Abstract. With the development of science and technology, information environment has great changes. At the same time, college library information service mode is also greatly influenced. In new period, how to construct an effective information service mode to meet readers’ knowledge information needs and provide high-quality and high-level information service to readers is an issues that must be solved in the research on college library information service mode. The purpose of this paper is to explore for construction of college library information service mode from the perspective of “mirroring consumers” theory.

Introduction

In 2007, a consumer research center in Japan proposed the concept of “mirroring consumers” for the first time. The basis for “mirroring consumers” theory was sourced from the research made by Professor Wertz from Columbia University. At present, researches on “mirroring consumers” theory made by scholars at home and abroad are still in a preliminary exploration stage. Main research emphasis is laid on “mirroring consumers” phenomena. The combination of college library information service mode with “mirroring consumers” theory is still in the initial stage. No complete system is formed yet. Analyzed from a long run perspective, however, “mirroring consumers” theory is of favorable application prospects in the research on college library information service mode. Therefore, it is of relatively strong significance for the exploration for construction of college library information service mode from the perspective of “mirroring consumers” theory.

I. Connotation of “Mirroring Consumers” Theory and “Mirroring Consumers” Communication Theory

In 2007, a consumer research center in Japan proposed the concept of “mirroring consumers” for the first time. “Mirroring consumers” refer to resonance type consumers. In 2008, this research center described basic characteristics of “mirroring consumers” in another book. According to the author of this book, there is a mirror in the heart of this group of consumers, with the front of this mirror toward others. When finding persons with similar moods, hobbies and needs, they will get closer with these persons. After mixing, this mood is reflected. When many people reflect and resonate together, a great mass fervor will be generated. Persons participating in this process are called “mirroring consumers”. The research made by Professor Wertz from Columbia University provides theoretical basis for “mirroring consumers”. Wertz published *Small World* in 2003 and *Six Degrees* in 2004. By virtue of the two social network works, Wertz received extensive attention in 2007. According to Wertz, not all influencers exerting influence play a key role for great social impacts. The main decisive factor lies on the critical number of people easily to be influenced. Such unique research perspective of Wertz has a great influence on relevant researches at present. Therefore, his theory was awarded as “top ten leading viewpoints that global administrators must pay attention to”.

In the information era led by “mirroring consumers”, people’s information processing modes have obvious changes. Such changes are mainly reflected in two aspects: firstly, people facing extremely rich information already lose the competence of deep thinking. According to a survey in

America, the daily quantity of information obtained by Americans through mobile phone, television, network and other approaches reaches 34G, equivalent to the quantity of information of 100,000 words. Then, people have to receive the quantity of information of 23 words per second. Although people keep in contact with huge quantity of information, they fail to completely digest such information, resulting in wasting of resources. Secondly, personal media help people to screen useful information with collective intelligence, for instance, Twitter, Douban, Facebook and other websites. Resonance type assembly effect is generated due to use habits of vast users. Users can obtain screened valuable information through these websites. Under the environment of “mirroring consumers”, attitudes can not be directly formed after users contact with information. Instead, attitudes are finally formed through communication with “mirroring consumers” at other nodes. Then, actions are taken. In short, users, through information communication, become a node in the process of “mirroring consumers” communication. Through information disclosure, they exert an influence on the next communication node, thus forming a network. Therefore, “mirroring consumers” communication theory is defined as follows: information communication between users is realized by virtue of network interactivity. Each user is like a mirror, continuously receiving and reflecting information, and thus influencing other audiences. Each user can be information receiver and sender at the same time. In new period, college library information service mode completely conforms to laws of social information communication mode. Therefore, the application of “mirroring consumers” communication theory into the construction of college library information service mode is of great importance for the development of college library information service mode in China.

II. Advantages and Feasibility Analysis on the Construction of College Library Information Service Mode under the Guidance of “Mirroring Consumers” Theory

College library information service mode under the guidance of “mirroring consumers” is of certain advantages. Firstly, it is of information resource advantage. At the very beginning of its construction, college library shoulders the missions to collect references, communicate knowledge and save human cultural heritage. Therefore, there are abundant document resources in library. Secondly, it is of certain technical advantages. To perfect professional construction of different disciplines and improve core competitiveness of college library, sound disciplinary resource systems are established in different colleges and universities. Lots of leading and top information resources are obtained. At the same time, the establishment of college library alliance also allows college libraries to obtain more leading information. Thirdly, it is of certain talent advantages. Information service quality is influenced by talent knowledge level, talent intelligence structure and comprehensive quality. In recent years, college libraries attach great importance to cultivation of talents, avoiding single type of talent knowledge structure. Talents in different disciplinary backgrounds are trained, promoting communication between librarians. At the same time, comprehensive information service competence of college library talents is also obviously improved. This is a huge advantage in college library talents. It is of feasibility for the construction of college library information service mode according to “mirroring consumers” theory. In 2005, Bill Gates proposed the Internet mode of Web3.0 in a senior officials meeting. Upon the development for almost a decade, Web3.0 mode has been continuously enriched and perfected. In the age of Web1.0, the service philosophy of library is “provision”. In the age of Web2.0, that philosophy is “participation”. In the age of Web3.0, the essence of library is “guidance”. In new period, college libraries have rich resources. More attention should be paid to how to meet needs of users. Therefore, librarians should provide guidance to users, so as to realize communication between users and library. Web3.0 mode emphasizes the realization of man-machine communication and communication between people and people. “Mirroring consumers” communication mode is just an important pattern of library in the age of Web3.0. The application of “mirroring consumers” communication mode into college library information service platform is helpful for the supply of individualized, intelligent and better service to users. Through guidance, users can be knowledge receivers and suppliers at the same time. “Mirroring consumers”

communication mode can realize “anytime” and “everywhere” of library. Core concept of mirroring consumers” communication is to meet users’ needs in a high-efficiency way, improve the sense of participation of users, and realize the feature of “everywhere”.

III. Construction of College Library Information Service Mode under the Guidance of “Mirroring Consumers” Theory

The following figure shows the college library information service mode established in this paper.

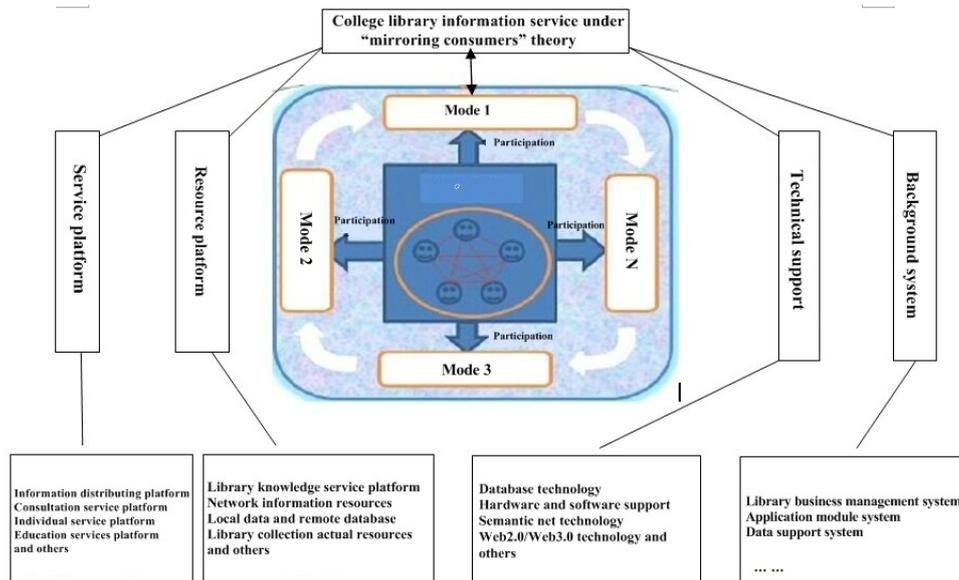


Fig. 1 Structural Diagram of College Library Information Service Mode

Under the guidance of “mirroring consumers” theory, college library information service mode includes four modules: library service platform, resource platform, technical support platform and background system. Daily information service of library mainly relies on information service platform. Liaison and communication between library and users are realized through this system platform. Resource platform includes library database resources, library collection actual resources, network information resources and others. All library activities are supported by rich resources. With respect to technical support, the introduction of Web3.0 technology is served as an innovation to college library information mode. Background system mainly includes database support system, book borrowing & returning system and others. Under the environment of “mirroring consumers”, college library information service mode still adheres to the “user-centered” service philosophy. The service objects of library information are information users who can participate into the “mirroring consumers” communication environment provided by the library, and select the participation mode of certain information service according to personal hobbies.

IV. Realization Model of College Library Information Service Mode under the Environment of “Mirroring Consumers”

In this paper, two main realization models of information service mode are proposed: microblog information service mode and butt knowledge sharing service mode. Microblog is featured by timeliness and interactivity. At present, recommendation and notification of new books on college library information platform result in increased difficulty for promotion of library business due to slow communication speed and information delay. However, this issue can be solved by originality of microblog information as well as timeliness and universality of information communication. Fig. 2 shows microblog information service mode provided by college library.

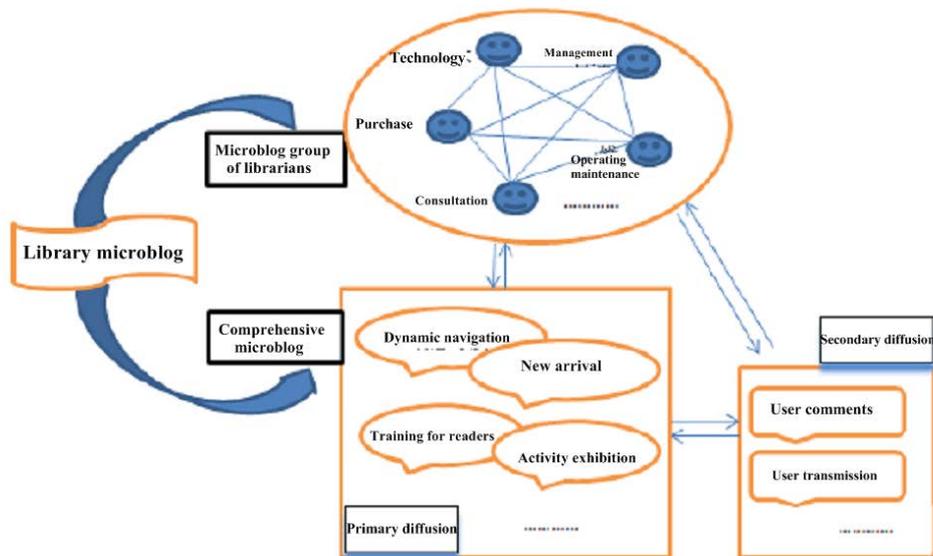


Fig. 2 Microblog Service Mode of College Library

While constructing this mode, college librarians are required to open up a personal microblog. Contents of the microblog must be correlated with personal work. For instance, employees in the Purchasing Department should issue information related to this Department. Employees in the Consultancy Department should issue relevant consultancy information. All librarians should pay close attention to each other, constituting microblog group of library. Work progress information, information contributions and information solutions are distributed through the microblog group, allowing readers to have timely and comprehensive understanding of relevant contents. Librarians need to answer questions asked by readers in microblog, so as to realize mutual improvement of librarians and readers. Moreover, librarians are required to properly deal with relations between work and microblog, achieving the purpose of academic interaction between readers and librarians, mutual motivation, online communication and guided reading. Comprehensive microblog is mainly used to issue information closely correlated with readers, such as notice and announcement. During reader training, library exhibition and other activities, comprehensive microblog can be used for information issuing. Compared with webpage issuing pattern, information issued by microblog is of faster communication speed and wider diffusion range. Library only needs to issue relevant information onto comprehensive microblog. Likewise, readers can read information and transmit information through microblog or make interaction against the contents of information. Such information is rapidly diffused through readers and communicated to more groups with the same interests and hobbies. Fig. 3 shows overall thought of butt knowledge sharing information mode.

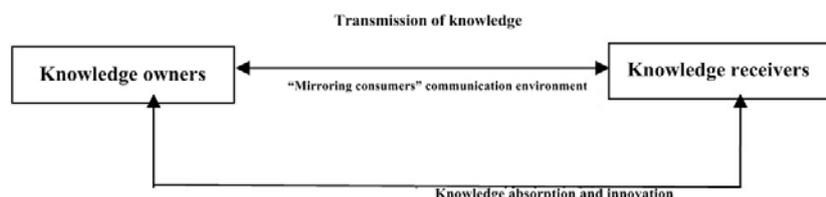


Fig. 3 Composition of Butt Knowledge Sharing Information Mode

In “mirroring consumers” communication environment, knowledge sharing includes bi-directional transmission, absorption and utilization of knowledge. If knowledge is not absorbed or applied, then it can not become sharing and butt. The core of butt knowledge sharing information mode is absorption and creation of knowledge and achievement of the final purpose of knowledge utilization. Under the environment of “mirroring consumers”, knowledge sharing conforms to the current philosophy of constructing learning society. At the same time, knowledge sharing can promote the realization of lifelong learning. Service in Baidu search is served as the most successful case of butt knowledge sharing information mode in China. “Baidu Zhidao” realizes knowledge sharing between users and users. As a knowledge platform, each user can raise questions in the

platform of “Zhidao”. Other users can answer these questions based on their knowledge. Information users raising questions can make a comprehensive analysis according to collected answers, and finally selected the optimal answer. However, other users can also see these questions and relevant answers at the same time, realizing circulation and innovation of knowledge. Baidupedia realizes knowledge sharing between users and organization and between organizations and organizations. Baidupedia emphasizes the spirit of utter devotion, fully deploying knowledge of all network users for information communication and sharing. Fig. 4 shows butt college library information service mode.

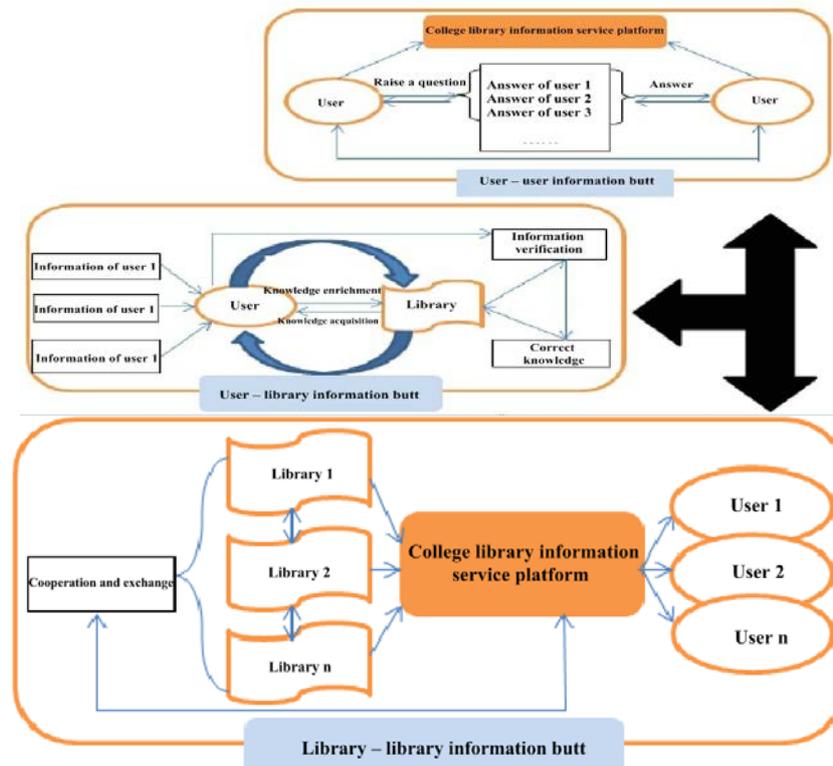


Fig. 4 Butt College Library Information Service Mode

Butt college library information service mode includes three parts: user – user information butt, user – library information butt and library – library information butt.

V. Conclusion

To sum up, network technology becomes more and more mature with the development of information technology at present. Users’ information requirements change continuously, resulting in new opportunities to the development of college library information service. In the new era, college libraries have to keep up with the era, research needs of users, change service mode, and construct new information service mode. Thus, long-term development of college libraries can be guaranteed.

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