Research on Application Mode of University Library Knowledge Community Providing Resources Service for Local Cultural Construction

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Abstract. Human has a strong socialization tendency and experience desire, the emergence of library 2.0 idea and technology promote the development and improvement of knowledge community based on user experience. Library knowledge community is an effective way and method of library knowledge management, it is ubiquitous digital environment where people create, spread, conserve and utilize[1].National law and regulations clearly stipulate, university libraries can provide information services for social development. It can meet the demand of the people's learning, which is beneficial to meet the needs of the society, to improve the library resource utilization, to improve citizens' quality and the development of collective wisdom. This paper expounds the concept of library knowledge community, and analyses the necessity, feasibility and significance of university libraries knowledge community service for the local cultural construction, then proposes the university library knowledge community resources service for the local cultural construction of five kinds of application modes.

Introduction

In the era of knowledge updating, lifelong learning is becoming the basic needs of survival and development. Lifelong learning has a very vital idea: independent, voluntary and self-help. Global higher education and lifelong learning under the condition of information technology have taken place great changes. Universal education ought to be established electronic learning center of 24 hours a day open, 7 days a week service in the community "from bottom to up", in replace of school providing learning opportunities for people[2].

Today's lifelong education has become a kind of policy to protect the rights of citizens in the countries all over the world.

In constructing lifelong education system and creating a learning society, university library has the incomparable superiority condition, and should therefore do a force and make an important contribution, and truly become a social lifelong education base. According to investigation of library website Chinese ALEXA world comprehensive ranking the top 10 such as Hong Kong, shenzhen, Shanghai library, national library websites that their biggest commonality is all attaching great importance to construction and development of the network virtual community, so as to attract readers and increase website flow.

The Concept of Library Knowledge Community

Human has a strong socialization tendency and experience desire, the emergence of library 2.0 idea and technology promote the development and improvement of knowledge community based on user experience.

A library knowledge community(LKC), is under the support of modern information technology, the library construct the virtual space of communication, interaction and collaboration with the tools of

traditional community interaction such as BBS, E-mail, news groups, and the social software of web2.0 characteristics such as Blog, Wiki, instant messaging, RSS, labels, etc., aiming at knowledge creation and dissemination. In such a limited network space, follow certain rules, people with common interests and needs explore learning, exchange their ideas, collaborate and mutually assist, and then create mutual close relationship and identity. The library can provide the environment technology platform, also can act role as mentor, planners by the librarians. What's more, the library can directly take part in consultation services, information services or information education[3].

Feasibility Analysis that University Library Knowledge Community Serve for Local Culture Construction

The Necessity of University Library Serving for Local Cultural Construction

Clear Stipulation of National Law and Regulations. In 2002 Ministry of Education of the People's Republic of China issued the revised "regulations of common colleges and universities library", the very first pointed out: " the library of higher education institutions is the literature information center of university or college, and academic institution of serving the teaching and scientific research, and it is the important base of school informatization and social informatization" [4] .In the 2014 revision of the "Rules" article 4 (8) pointed out that the library has task of "exerting information the advantages of resources and the librarians' professional, providing information service for social development."

Accord with the Demand of the People's Learning. In the process of constructing learning society, the university library plays an irreplaceable role. It is the inevitable trend of historical development that builds a learning society and establish long-term education mechanism, then make stage education into lifelong education.

The Necessity of Knowledge Community Application in Library

The enormous success of wikipedia website proves to the world that if there is a way to make full use of every people' wisdom in the organization, it will be very amazing! Openness, Peering, Sharing, and Acting Globally are four new rules which wikinomics reveal. The success of law also applies to university library [5].

The External Material Conditions Created by Network Technology. The rapid development of computer technology, network technology, modern communication technology, make the library information service and knowledge service constantly develop toward deep level. The new information service ways such as 24 x7 hours' virtual reference services, digital library and institutional repository has made information exchange and deliver between library and users break through the limit of time and space.

The Internal Demand Caused by Interpersonal Interaction Relationship. Society informatization and information socialization has become the era theme. In the past, people obtain knowledge mainly through reading, and today the younger generation who "grows up with computer" is the main part of the campus and society. interactivity is the characteristics of people's life and study now.

The Demand of the Library its Own Development . In addition to library, the Internet, news media, information organization, etc. are also the channels that today's users access information. These institutions all impact the survival and development of the library. Reader-centered and learning-centered services modes have become the mainstream modes. The popularity of the network and cross space-time make virtual learning ubiquitous . As an important part of school, university library ought to support learning, research and academic activities, and have to constantly adjust itself to meet the readers' requirements of learning and study behavior change[6] .

The Feasibility of the University Library Knowledge Community Serving for Local Cultural Construction

The university library has many advantages such as literature information resources, organization and talent advantages, hardware, technical advantages and geographical advantages to carry out the

socialization information services. So constructing virtual knowledge communities in the university library, and providing services for local cultural construction is feasible.

Public BBS, chat rooms, message boards, newsgroups, E-mail, Blog, Wiki, QQ, etc. provide strong interaction tools for the establishment and development of library knowledge community. In fact, many libraries have integrated a variety of interactive collaborative tools to establish the knowledge communities, and achieved good results.

The Significance of the University Library Knowledge Community Serving for Local Cultural Development

Based on the above ideas, building university library knowledge community, providing resource services for the local cultural construction is not only very necessary and feasible, but also has important theoretical significance and practical significance.

Good for Fulfilling Social Demands . Virtual knowledge communities based on network technology building in the library website are learning and sharing systems which stride across space and time, can not only make the university library effectively develop and utilize its abundant information resources, make the library become national, particularly local spiritual wealth treasure; But also promote interaction and communication among librarians and readers; Thereby meet the needs of society and local cultural construction.

Conducive to Raise the Utilization Ratio of Library Resources. University library has very rich resources, its services scope eradiate to local, society which can make various resources to be made full use. It meets the requirement of constructing economical society.

Helpful to Improve Citizens Quality and the Development of Collective Wisdom. The library has long been known as the "second classroom" of learning. In the university library knowledge community, people can edify sentiment, enhance self-cultivation, also learn professional knowledge and improve personal skills through self-study or multimedia curriculum resources. These are conducive to lifelong education and the development of collective wisdom.

Application Mode of University Library Knowledge Community Serving for Local Cultural Construction

University library serving for local cultural construction has some measures: such as establishing library alliance to realize resources sharing; Using the Internet web aggregation platform and sharing resource databases; Building virtual library knowledge base; Paying attention to the cultivation of the talent resources, holding resources use training measures for the local governments, enterprises and urban residents[7].

From the Angle of community using the tool, the application patterns of LKC include BBS, blogs, wikis, QQ group, subject information aggregation (RSS), audio and video conference meeting, open source software, etc.. In this paper, from the perspective of the community construction, LKC application modes are divided into five types. In the process of concrete practice, LKC can adopt one or several patterns at the same time.

Knowledge Community Mode Based on the Information Service. The community building is based on library information service, information service is the foundation of the library. LKC provide remote retrieval service of own library paper books catalogue (OPAC) for social unit and individual. Through community space ,librarians, subject experts, technical experts publicize library resources to the users, disseminate information retrieval knowledge, answer the problems in the user study and life, meanwhile publish the latest dynamic news at regular.

In the aspect of service organizations, personalized service mode can be used, for example, MyLibrary. Besides, there are Lib2.0 characteristics of RSS and Tag individuation service mode. RSS used for integration customers, has been applied in many libraries, more is in the news release and thematic guide/navigation. Strictly speaking, RSS is not the place of knowledge exchange, but the main tool of personalized service. Tag is a flexible classification way. The user can see all of the same

Tag contents when he/she Tags information resources, so the users generate connection by the Tags and know rough resources content and classification.

Virtual or digital reference consultation is the important embodiment of community function. Network reference service which libraries currently widely used is asynchronous interactive consultation, mainly including BBS, E-mail, Web forms, etc..

In addition, in recent years popular Blog, RSS can also be used for asynchronous interactive consultation. "Real-time reference" include below interaction services: online Chat, Instant Messaging, Web Call Center, Videoconference or Net-meeting. Library can also draw lessons from baidu encyclopedia, Yahoo Answers, Google Answers, Wondir communities let users participate in the digital reference consultation activities. In this way, each individual participants show personal knowledge, wisdom and skills through the library community platform. And to a certain extent, reduce the burden of the librarians [8].

Knowledge Community Mode Based on User Education. This model mainly refers that the community is designed for user education, including ordinary user education (reader education) and the information literacy education. University library's function mainly reflects in two aspects: one is information function; the second is education function. Education function is to perform duties of carrying out literature retrieval, library resources use and tutorship according to the needs of teaching, scientific research work. Almost all the current library opened the course of "how to make use of the library" for junior students and "literature information retrieval" for senior students. Many libraries use Blackboard or WebCT software to teach with online interaction. This is actually a kind of virtual learning community, a formal learning community under the guidance of teachers. On the one hand, students can download courseware for Autonomy learning; On the other hand, learners can ask the teacher or freely discuss the related questions of information retrieval. This kind of interactive, collaborative learning is to train the ability of information acquisition and information processing [9].

"How to make use of the library" can be made into video courseware for our readers and citizens to enjoy, in order to achieve the effect of the scene.

Knowledge Community Mode Based on the Video Public Class. Because education resource services become e-1earning indispensable important support, under e-1earning environment, college libraries have responsibility to provide education resource services. At present, there are many famous online video courses, such as Netease public class, Chinese university MOOC, Icourses website and the Massachusetts institute of technology video courses and so on. Similar to hundred hall, short, informative, interesting and enrich the knowledge. The biggest effect of these courses platform is that it realizes the maximization of high quality education resources cover, greatly improves education benefit on the basis of reducing education cost. This kind of personalized learning needs strong learning initiative. Library may collect these learning community, then link to the website of the library knowledge community.

Knowledge Community Mode Based on Self-built Database and Network Resources Navigation . Libraries have intellectual property rights of the self-built databases, can freely provide to the public. To those free resources from the Internet, the university libraries have the function of information integration and navigation , should regularly updated network navigation resources.

Knowledge Community Mode Based on the Teachers' Professional Knowledge Learning. Teachers' professional knowledge learning community (PLCs) is very popular in foreign countries. Primary and secondary school teachers or teachers in colleges and universities explore teaching experience and students' learning ability in a virtual community through the network. Vicki Vescio etc. study 10 U.S. schools and 1 British school and found that the healthy development of PLCs have a positive effect for the teachers' practice and students study. What's more, Significant teaching effect which PLCs generating is to improve student achievement, attache great importance to teachers' continuing education at the same time, make the teachers' personal quality and teaching culture innovation ability get greatly improve, so as to promote the prosperity and development of teaching culture [10].

Most of LKCs are not a single mode, but rather use a variety of interactive tools, offers a variety of services model. Through the hommization resources construction, virtual learning environment construction and humanized resource services, university LKC sends out a special affinity and will allow the user to produce a strong identity sense.

It is important to note that the author believes that virtual knowledge community is a important symbol in the era of network community. But the virtual community is not a substitute for the real community. Both are not black-or-white, but complement each other [11] .

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