

# Current Situation, Problems and Countermeasures of MOOC Service in University Library

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## Abstract

MOOC has caused the earthshaking innovation in the field of higher education and put forward new requirements for the service content of university library. The development of MOOC service in university library in China is still in the exploratory stage, and there are many problems in it. This paper analyzes the present situation and problems of MOOC service in university library and puts forward some corresponding countermeasures to provide some references for the relative researchers.

*Keywords: MOOC, university library, online learning*

## 1. Current situation of MOOC service in university library

The significance of MOOC (Massive Open Online Course) to higher education cannot be ignored. Its scale and influence are increasing day by day. Under this circumstance, the university library, as an important organization of document guarantee and information service, must consider how to carry on the service innovation, and provide powerful support for MOOC. Service teaching and scientific research is the basic characteristic and natural function of university library, which is the starting point and end result of all work. As the information centre, the university library provide information and advisory services and guarantee for teaching and research, aiming at the development demand of university library with its own characteristics to carry out a series of embedded service, self-service learning services, has accumulated many successful experiences. With the coming of the MOOC wave, the librarians have the advantage of carrying out the information literacy education, which plays an

important role in the development of the MOOC student service, the support of the teachers' MOOC curriculum making and implementation, and the guidance of the use of educational resources. Information literacy education is the most direct platform for the library to fulfil its educational responsibility, which provides a good opportunity for the library to direct and participate in MOOC. University library has a unique advantage in the construction of MOOC. MOOC has expanded the function of education, and the librarians have extended the service to the readers by the understanding of the needs of readers and the accumulation of experience.

## **2. Problems of MOOC Service in University Library**

### **2.1 Insufficiency of attention**

At present, only a small number of University Libraries in China have carried out MOOC services, which have the characteristics of simple and random. The reason for this situation is that many of the university library that MOOC belongs to the work of the academic department, so the university library carries out MOOC services have a negative attitude. For the university library to carry out some simple MOOC services, most of them are just off the shelf MOOC course or platform as a link is placed in the library website, and the service content has not been deepening. In the part of the University Library MOOC service to carry out domestic leading position, while the library into MOOC service, but the service does not have its own characteristics, almost all in imitation of foreign library service model MOOC. University Libraries generally do not attach importance to MOOC services, resulting in the library in the field of MOOC to explore and deepen MOOC services encountered bottlenecks. MOOC service in colleges and universities is not only the library, which is the main office of the MOOC. Compared with that, the university library to carry out MOOC services have many shortcomings, mainly for the lack of investment. University Library has no powerful background management platform to manage a large number of MOOC resources. At present, the MOOC platform provided by the University Library in our country is simply a collection of courses for students to learn, and no other related services. For teachers and students, the use of the process cannot meet the needs of the user's personality.

### **2.2 Lack of collaboration**

The MOOC service of university libraries in China is single-handed operation, due to the current domestic MOOC development is not mature. Many university libraries are in their work, but not out of the door to learn from the experience of others' achievements. The lack of university Libraries promote interlibrary cooperation to carry out the MOOC service or project case. It can be seen from the investigation of the current situation in China that the lack of MOOC service in the academic libraries in China is related to the cooperation between the relevant departments such as the educational administration department, the

technical department and so on. Through learning from foreign experiences can be seen, almost no one excellent library can single handed complete MOOC service. The Ministry of education to local departments in charge of education, science and technology, will be supported by the scientific research project and some industry fund approved a lot of fun every year, and all kinds of colleges and universities for the vast majority of our research projects, various forms of scientific achievements emerge in an endless stream. Various funding agencies at all levels can learn from the funding agency experience, put forward to the public free and open academic research requirements to be funded projects, can also be combined to build research of open access websites and university library, make university researchers to study free access to other researchers, promote the dissemination of academic achievements. Too little communication activity is difficult to meet the growing demand for MOOC services.

### **2.3 Shortage of talents**

Talent is the purpose and motive force of social development. Similarly, service providers can only provide professional services with professional talent. MOOC for the quality requirements of the staff is high. The lack of high-quality talent is the bottleneck of university libraries to participate in MOOC. MOOC teaching has its own characteristics, but over the years, the traditional way of teaching in the university has been occupying the leading position, in fact MOOC teaching and traditional teaching is a way to obtain knowledge, when we are MOOC to the impact of traditional teaching, need to incorporate MOOC teaching and traditional teaching with research, systematic analysis of elements then the MOOC involved in teaching. In the analysis of this problem, the concept of learning ecology can be introduced and used to describe the relationship between them. MOOC production involves professional knowledge, including the promotion of MOOC, need to have a dedicated technical team to support, but the lack of such a library of talent. No one has the strength of the team to promote and integrate into the MOOC can only be a fantasy. At present, the enthusiasm of the librarians to participate in MOOC is not high, the knowledge is aging, the concept needs to be transformed, the quality needs to be improved, and the establishment of a high-level professional team in the short term is very difficult.

## **3. Countermeasures of MOOC Service in University Library**

### **3.1 Attach more importance**

At present, the development of MOOC has become a trend of university library should be a trend which cannot be halted, and actively take corresponding measures to adapt to the development of MOOC, more aware of university library to promote the development of MOOC process is one of the urgent duty of library. From the point of view of MOOC service concept, MOOC is to enable more people to receive a better education, so as to improve the level of human knowledge widely, and the commensurate with the service concept of the library,

so the university library should pay more attention to the MOOC service. Study on the feasibility and necessity of many scholars at the library community is committed to carry out the MOOC service of the library, these beneficial discussion, for strengthening MOOC has a role in promoting the service concept of Library in China, so the library should change the thinking, actively face the challenges and opportunities brought by the development of MOOC. From the perspective of university library, as an important mechanism of integration, preservation, promotion and utilization of higher education resources, and is linked to the educational administration, close relationship with teachers, these are carried out on its MOOC service has brought great convenience, but also brings you cannot shirk the responsibility. Due to the immature development of MOOC, the majority of university libraries have not yet realized that they need to participate in MOOC services. However, with the continuous development of MOOC, the library will not be able to participate in the activities of MOOC. Therefore, the current university library should face up to this trend, change the MOOC service thinking and strengthen MOOC service consciousness.

### **3.2 Carry out cooperation**

Cooperation is the basis for the survival and development, excellent traditional university library has always been cooperation, MOOC construction and service is system engineering. It needs to seek the participation mechanism of University library. Through the establishment of the library of University of New England library such as informal alliance form, reduce the library to provide MOOC services to the students and teachers' pressure, but also improve the efficiency of Library MOOC service. On the basis of learning and drawing lessons from the successful experience of foreign university libraries, University Libraries in China should give full play to the advantages of resource construction, technology development, data mining and spatial sharing and so on. The suggestion Chinese Library Association to carry out academic exchanges based on the service of University Libraries in China, the establishment of Steering Committee for academic exchange service of university library, macro guidance on China's university library academic exchange service, the University Library from the ideological emphasis on academic exchange service, and take corresponding measures to promote the University library to carry out more academic exchange service. In the promotion of MOOC, curriculum development, curriculum development, platform construction and strengthen cooperation with teachers, learners, schools, government, platform operators and other MOOC stakeholders. This can extend the MOOC service object, enrich the content of MOOC services and improve the level of MOOC services.

### **3.3 Strengthen talents cultivation**

The MOOC service of university library is undertaken by librarians. The MOOC service requires new qualities of librarians, strengthen the training of relevant professional librarian MOOC is to enhance the service ability of university library. In view of the key MOOC services involves many aspects of resources,

copyright, technology, management, teaching, main contents of MOOC service librarian training should include information literacy, intellectual property, teaching design, video production and editing, data mining and analysis. To have a plan, step by step through continuous learning, go to visit and study, carry out special training, regular sharing and learning MOOC course. When conditions are ripe, can in the inside of the library selected MOOC professional high quality of librarians set up a special MOOC service team, and the team members through the collective wisdom and service Members work together to continue to effectively carry out the MOOC service. In the MOOC members need to have many skills, such as master computer technology and video production technology, understand the law, with statistical analysis of higher English ability and the ability of data. Librarians in colleges and universities should also be familiar with the relevant legal provisions, so as to ensure the rights of teachers and learners. The cultivation of university Librarians with strategic and professional skills is an important way to improve the service level and improve the quality of MOOC.

#### **4. Conclusion**

The university library should pay close attention to the new type of online education named MOOC. The MOOC is a “double-edged sword” to bring challenges and opportunities. The university library should actively explore the new role and new function of university library under the MOOC environment. At the same time, the university library should improve the MOOC service strategy to pay much more attention, conduct mutual cooperation and personnel training to provide better service for teachers and students.

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