

Discussions on Propaganda of Digital Resources in University Library

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Abstract. This article analyzes the defects and further development of university library digital resources publicity through present situation, and explores how to effectively carry out the digital resources publicity, in order to improve the utilization of the digital resources.

1. Introduction

The university library is indispensable among many universities in aspect of scientific research, teaching and personnel training, and has an important position in the core work of University development. With abundant network resources and collection resources, university library provides material basis and resources guarantee for university development. In the era of knowledge economy, with the rapid development of network technology, information technology and computer technology, the construction of digital resources has become an important aspect of the construction of library resources [1]. At the same time, digital resources possess convenient, no space restrictions, timely, fast and other advantages, has been recognized and welcomed by the majority of readers. As a result, the variety and number of digital resources in university libraries is increasing, and lots of methods are used to advertising digital resources [2]. However, in reality, we find that the usage frequency and efficiency of these digital resources in university libraries is low, the utilization ratio of a large number of digital resources is not high, resulting in a waste. The direct cause of this phenomenon is that there are some defects in propaganda service of digital resources in university library, which affect recommendation results, thus affecting the usage of digital data [3]. Taking the library of Harbin University of Commerce as an example, this paper is going to discuss how to improve the library propaganda service, how to improve the utilization ratio of digital resources, and how to improve the library service quality.

2. Case study on digital resource publicity service in university library

2.1 Current propaganda mode of library in Harbin University of Commerce

As a typical commercial university in Heilongjiang province, Harbin University of Commerce has obvious tendency in direction and characteristics of school development. At the same time, in construction of library resources, the Harbin University of Commerce library constructs and purchases resources of key disciplines and fields according to the requirements of school development policy, and form characteristics of business school, provide strong support for the scientific research and teaching. However, the main readers of university, teachers and students, lack of understanding towards resources collection of library, especially digital data, as a result the utilization rate is low. In response to this outstanding problem, the library has adopted a variety of means of publicity in the context of university to promote.

(1) Web promotion. Library staff separate the often use database, and place them in the most conspicuous position of library homepage, which not only allow readers to login directly into the database, but also propagate database second time. At the same time, the web page also provides guides to the use of electronic databases. In addition, the opening of any trial databases will be noticed in school internal office network with a database link for readers to click.

(2) Database seminar. In order to enable readers to more intuitive and in-depth understand database features, collection and retrieval skills, library will irregularly invite database staff to do training or seminar and answer questions raised by readers. At the same time, in training process, database staff can also put forward a lot of constructive ideas to help teachers' scientific research.

(3) Document retrieval course. Library has set up a document retrieval course for undergraduate students. In addition to basic knowledge of literature retrieval, the emphasis is placed on the use of library database. In the classroom to demonstrate the retrieval skills of commonly used database, methods of usage, access to documents, etc.

(4) Freshmen entrance education. Each year in September, a large number of new students come to university to start their university student life. The library seizes this opportunity actively. In this period of time, library holds trainings for the whole new students in school. The training content includes the library layout, borrowing system etc., which also focused on how to use electronic resources. We encourage new students to use digital resources and hope them to develop a good habit of using library resources.

(5) Thesis writing training. The period for students to write graduation thesis is the peak period of using electronic database in library, and also the period of increasing training demand. Library use this period of time provides database usage training to students who are going to write graduation thesis. That kinds of training rely on the needs of readers and receive significant training effect. Students can get effective help in literature search skills, and have a preliminary understanding of paper writing.

(6) Digital resource awareness month. In order to further promote the use of digital resources within school, library held digital resources publicity activities for 5 consecutive years. With a month's time every digital database in library will be displayed and introduced by database vendor staff. These activities attracted readers' participation by directly shown readers about database content, database usage, and how to publish papers etc. and received good publicity effects.

(7) College student retrieval knowledge contest. In the aspect of improving information literacy of undergraduate students, library has also taken active measures to organize a retrieval knowledge contest in the second half of the year. The purpose is to make readers understand digital resources of library and provide more methods for using database. The content of competition includes not only basic knowledge of information retrieval, but also introduction and application of library databases. This process enables readers to deepen knowledge, understanding and dissemination of electronic databases.

2.2 Deficiency of current propaganda mode

The library of Harbin University of Commerce takes a variety of publicity means and carries out various forms of propaganda in the range of whole school. Its main purpose is to increase usage of library database, enhance teachers' ability for scientific research, and train students' information literacy. Library adopts many ways for propaganda, not only including traditional methods such as web promotion, document retrieval course, database seminar, trainings and so on but also some new measures, such as retrieval knowledge contest. However, there are still defects and deficiencies in current measures:

(1) The advantages of web promotion is not obvious. At present, the design of university library web page is generally inflexible and the web interface is too complex, which is always full of different projects, thus there is no focus. And also, the web page did not set the content based on users' needs, as a result users often need to click on the web page many time to reach the page they want. This makes it easy for users to lose interest in using web pages and reduce the number of web browsing, so that the notice placed in the page lost effect.

(2) Database seminar is snubbed. The database seminar is performed by professional speakers, who are much more familiar with their products. They understand characteristics and scope of their own database, so to readers, this seminar is the most targeted and through on-site communication, they can directly and quickly solve their own problems encountered in using database. But the reality is the attendance of the seminar is often low and sometimes there is even on reader present, moreover readers rarely communicate with speaker and not even mention to put forward problems.

(3) The function of document retrieval course is weakened. The teaching of document retrieval course should be a regular platform for digital resources publicity in face of whole school undergraduate students. But at present, the document retrieval course is still an elective course with less credits and teaching hours and has not been paid attention to by university governors. That resulted in many students underestimate the document retrieval course and does not spend enough time after class, so the study efficiency is also affected.

(4) Lower training effect. Although there are increased trainings provided by library to freshman and graduate in school season and graduation season, and at the same time subject librarians are also carry out electronic databases training and publicity to graduate students in daily work. However, the amount of database click and usage is often increased in the end of training period, but sometimes latter, the usage of electronic database has shown a downward trend.

(5) Limited number of participants. In order to advertising library database resources, we also held a wide range of publicity activities, such as digital resource awareness month and college student retrieval knowledge contest which are mentioned above. But restricted by the site of activities, when database vendors carry out promotional activities, only the readers in library can participate and to audience who did not appear lose the function of publicity. Therefore, these promotional activities are all possess different degrees of loss.

2.3 Some thoughts on development of library propaganda service

The resources construction is the most important aspect in library development and only to meet reader's demand for resources can reflect the value of library. With the development of technology and various advantages of digital resources, the proportion of digital resources will eventually exceed the paper resources and become the focus of library resources construction. So, how to make digital resources better serve readers? How to balance the input of library in buying digital resources and output of corresponding values? How to better promote the existing collection of electronic resources? These problems need to be solved urgently to improve the service quality and service level of library. To solve these problems, we do the following thinking to improve the current measures.

(1) Upgrade web page. In the era of knowledge economy, promotion of web pages is very obvious. So we should update the design of old web page to make it focused, as simple as possible and at the same time based on user needs. We can assort the collection of digital resources in accordance to classification of disciplines in order to facilitate reader to find their own resources. At the same time, the database can be integrated to provide one search interface, but can be searched between multiple databases.

(2) Personalized seminar. According to different groups of reader, database vendors should conduct targeted training. At present, reader groups in universities are mainly composed of teachers and students, in this case demand of two groups for information is completely different. For students, the content of seminar should be contain basic retrieval skills and methods, and inform about commonly used functions of database such as the scope of database. For teachers, it is necessary to provide high-level knowledge skills, such as data analysis methods, scientific research dynamic display to help them better understand the research situation in the field.

(3) Database training normalization. Aiming at problem of short training effect of database, we should put database training and publicity for students into normal work, and carry out database education regularly. In this case we can enable students to receive continuous training in information by constantly repeating, thus make students develop a habit of using database. This is conducive to increasing the amount of database clicks, and also can gradually expand the range of publicity activities, ultimately improve the database utilization.

(4) Publicity activities involve students. At present, the holders of library publicity activities are basically from librarians or database vendors. These two types of people not only have ability to provide targeted publicity services, but also can utilize more resources in promotion. But this kind of publicity is usually limited by time, when the publicity is over, the propaganda stops. If we can cultivate students and let them propaganda in everyday life, students can consult these propagandists

first when they encounter problems in using database. Therefore we can provide uninterrupted propaganda service and the digital resources utilization becomes better.

(5) Database construction public. There are two reasons for low utilization of digital resources: First, publicity services are not enough, leading to a lot of people do not know what library can be used for their own benefit. Second, the existing database resources do not meet the needs of the majority of readers. For these two cases, in addition to advertising database widely, we should also extensively adopt readers' opinions. We can regularly or irregularly make and distribute questionnaire about database utilization and investigate the actual service status of existing database in whether it can meet the readers' habits, and ask readers' opinions in database procurement for what readers really want about the content of database. This can provide a reference for database procurement and we can also make clear the various problems in database usage.

(6) Promotion of mobile services. With the continuous development of network technology, the coverage of mobile terminals is increasing rapidly, which provides a convenient and fast way for library to promote digital resources. We can use library's WeChat platform for database resources promotion, and make mobile terminal readers to quickly read database introduction by taking WeChat advertisement. Meanwhile, we can also use pictures, audio, video and other forms to express, so that the database introduction becomes more vivid and enhance readability.

(7) Electronic database introduction. Traditional database publicity will use leaflets or small gifts for promotion, which can attract some readers. However, after the leaflets issued, there are not many people can seriously read them, and sometimes many readers throw away the leaflets after getting a small gift. This phenomenon not only causes waste but also reduces publicity efficiency. We can use advanced recording equipment to turn the database introduction into electronic version, and then concentrated in a certain area on library web page or WeChat platform to show readers. This will make readers changed from read leaflets to listen leaflets, which is more suitable for modern readers' habits.

3. Conclusion

The requirements of university libraries play information center function in rapid development of various colleges and universities become increasing. University scientific research, teaching and students all need resources in library especially digital resources, but the utilization of library resources is not satisfactory. Therefore, how to improve the efficiency of digital resources collection? How to expand the publicity services of digital resources? These problems need to be solved in urgent and each librarian has responsibility to consider these issue seriously. In this paper, we provide improvements or modifications to the existing publicity measures according to the shortcomings in library publicity services, hoping to promote the progress of propaganda. With continuous development of times, librarians should keep pace with the times, and explore constantly in the future to develop more effective propaganda means and service.

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