

Investigation and Analysis on the Status of the Digital Resources Utilization and Reader Services of Local University Libraries

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Abstract. With the rapid development of computer, communication, multimedia and network technology, the construction of digital resource system has become an important content of the construction of literature information resources of colleges' libraries in the digital environment. In this paper, through the questionnaire investigation, we can learn the demand and service aspects of satisfaction, and then provide some reference for the library in the digital resources construction, improving services and other respect.

Introduction

With the development of science and technology, information technology has been advancing by leaps and bounds, so the library collection resources have risen to an information resource beyond the restriction of physical space and fixed material carrier. The form of literature has evolved from the original single printing type into a number of forms including the printing type, electronic type and network type. In correspondence, readers' demand for knowledge and information has undergone great changes in both breadth and depth. Therefore, the future of library will no longer be judged by area, number of collections, but by the criteria including the resource characteristics, service characteristics and service technology means. In order to allow readers to quickly find the information they need in the vast ocean of information, the construction and service of library digital resources is the focus of library and also the key point of library building. To carry out scientific library digital resources, we must understand the needs of readers first to avoid blind construction and scientific development. This survey is conducted in a few universities in the autonomous region, aiming to learn the understanding, utilization and service demand of digital resources of readers in different environment and specialties, so as to provide reference to the library's next digital resource building, service deepening thus better meeting the research need.

Basic Situation of Questionnaire Survey

The survey was carried out in three universities in Jilin province respectively in the way of combining quota sample survey and random sampling. A total of 600 questionnaires were distributed and 600 were collected, including 598 valid questionnaires, with the effective rate of 99.7%. The survey results and results analysis questionnaire designed 16 multiple choice questions, 5 Q&A recommendation questions. The contents involve the understanding of digital resources, the way of using digital resources, the use of digital resources and the satisfaction of the university library digital resource service.

Survey Results and Results Analysis

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The use of Library Digital Resources

The survey showed that readers have low utilization resources, the regularly use ratio is only

11.9%, occasionally use ratio is 48.7% and these never use account for 39.8%; on the readers' main access to the digital resources, these learning by library homepage and publicity materials account for 17.9% and 23.9%, these learning by the introduction of students or teachers account for 44.8% and these by Internet or other channel only account for 14.9%.

Reader's Satisfaction with the Library's Digital Resources

The results of questionnaire survey are shown in Figure 1. Readers' satisfaction on the literature information results obtained by library digital resources is so-so. Among them, 189 feel satisfactory, accounting for 31.6%, 164 are fairly satisfactory, accounting for 27.4%, 285 feel so-so, accounting for 47.7%, and 68 readers are dissatisfied, accounting for 11.4%.

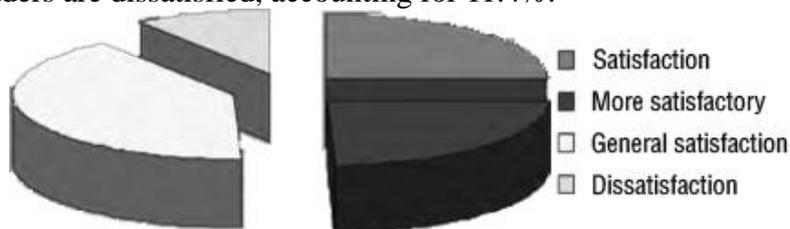


Figure 1 The reader is satisfied with the library's digital resources

The Orientation of Further Improvement Recommended by Readers

The further survey results, Readers believe that the existing library digital resources require further improvement and increase in terms of resource quantity, quality, coverage, service and update speed. Among them, there are 110 readers recommend the increase of resource quantity, accounting for 18.4%; 165 readers prefer the improvement of resource quality 27.6% 116 readers hold that the existing services need improvement, accounting 19.4%; 214 readers think the existing professional coverage is not extensive enough, accounting for 35.8% and 186 readers are dissatisfied with the untimely data update, accounting for 31.1%.

The approach can improve library digital resource utilization recommended by readers

The survey results showed that readers hoping to establish a more flexible and convenient retrieval platform, hold the relevant training, lectures by strengthening the construction of digital resources and improve resource utilization rate by teaching the methods account for 27.6%, 42.9% and 24.1% respectively.

The Main Purpose of the Reader's Use of Digital Resources

According to the survey, there are 399 readers prefer to learn the specialty knowledge and solve the learning problems by the use of date resources, accounting for 66.7% of the total respondents; 110 readers use the resource to search data for thesis writing, accounting for 18.4%; readers for leisure and entertainment or others account for 28%. The results indicate that the library shall attach more importance to the building of professional database construction at the same time of considering the popular digital resources.

Some Specific Representative Recommendations

The recommendations mainly include the following aspects: (1) Make more detailed classification of digital resources to increase professional resources. (2) Set up more convenient and efficient retrieval platforms. (3) The digital resources can be available in winter and summer holidays. (4) Carry out activities related to digital resources, such as the relevant knowledge lectures or training, knowledge contest competition, teach or popularize the using method of digital resources. (5) Improve the network signal and browsing speed by Internet acceleration.

Countermeasures on Strengthening the Library Digital Resource Utilization and Service

Strengthen the Publicity Efforts of Library Digital Resources

First of all, the library can make a comprehensive introduction of various resources contents, function and services of purchased, trail or self built data via campus network. Second, it can conduct publicity and guidance by the carriers or modes such as posters, symposiums,

questionnaires and opening information retrieval related courses, so as to enhance the resource utilization rate. Third, in today's new media technology development, the library can use reader QQ group, WeChat group, WeChat platform to push digital resource related knowledge and make publicity of library digital resources.

Increase the Intensify of Digital Resources Training

Today, with the ever-changing knowledge, the digital resource literature retrieval capability is particularly important. Therefore, in the "reader-centered" principle, the library shall conduct the question answering, hold database use training service to let teachers and students understand data base, stimulate their passion for using digital resources.

Give Teachers and Students the Right of Off-Campus access

At present, the college and universities restrict students and teachers outside the school to access to the library digital resources. On this phenomenon, the library should communicate with the relevant departments such as the school network center for coordination and cooperation. Through user setting rather than geographical setting, the library can let off-campus readers smoothly access to the digital resources and ensure the resources available to students and teachers at any time by granting them the access permission.

Provide a Flexible and Convenient One-Stop Retrieval Platform

If carry out the retrieval according to database, it requires a lot of energy and time. To this end, the library may integrate a retrieval platform suitable for the readers based on the purchased, trail and self-built database to provide readers with one-stop retrieval to search a number of results in correspondence with the keywords, theme words, so as to improve the reader's satisfaction of using digital resource and improve the resource utilization rate.

Build the Characteristic Digital Resources Suitable for the Library

At the same time of purchasing the popular digital resources, libraries may set up the unique characteristic digital resources based on the university traits to meet the special needs of the majority of readers. If to digitalize the existing characteristic collection resource, establish the disc database, collect the outstanding paper of the teachers and students for digitalization, it will both set up the characteristic database and also promote the works of the teachers and students. Meanwhile, the programme targeted training is also particularly important.

Strengthen the Database Construction

On one hand, the library shall use the limited amounts of funds in the most needed aspects. Through the comparison with the same database, it shall make assessment on the purchased digital resources by combining with reader access and decide whether to continue to order the database next year. On the other hand, for the trial database, the reader feedback information is extensively collected through reader survey to determine what is needed by school teachers and studies, and maximize the role of digital resources. We learned through the questionnaire survey that teachers and students are not quite satisfactory of the library network, computer hardware and software. To meet the readers' need on the network platform based digital resource service, the library should first have a complete basic software, hardware facilities and good network infrastructure for support. Second, it shall establish its own systematic, characteristic and sharing digital resources system, focus on enhancing the efficiency of information retrieval platform and improving the software and hardware facilities, thereby providing the majority readers with better service.

Conclusion

Readers have little understanding and even less use of library and library digital resources, indicating the library's deficiency in the publicity of digital resources. The number of people feeling fairly satisfactory or dissatisfactory of the literature information obtained from the library account for more than 50%. It indicates that the library requires further improvement in terms of the digital resource quantity, quality, professional coverage and timely update. Readers hope that the library

can continue to strengthen the construction of digital resources, refine the digital resources, especially the construction of professional digital resources. Readers hope to build a more flexible and convenient retrieval platform, hold the relevant trainings, lectures to teach the using methods. Therefore, it is necessary to build the digital library virtual network with digital library as the node and the public culture service new format based on new media, to realize the public welfare, foundation, equality and convenience of the digital library public cultural service. Moreover, the function of digital library in guiding the community, educating people and promoting development in cultural construction should be maximized, and the construction of digital resources is the fundamental and effective protection in digital library promotion project.

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