

Research on the Service Etiquette of College Library Against the Background of "Internet Plus"

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Abstract—With the rapid development of information technology, the service mode of college libraries in the era of "Internet plus" has undergone a new transformation, resulting in knowledge service transformed from information and technology. The service etiquette of college library under the new service mode will play an important practical significance. This paper expounds the connotations and characteristics of service etiquette in college libraries, analyzes the challenges brought by "Internet plus" for libraries, and puts forward some measures for college libraries to do well in service etiquette under the circumstance of "Internet plus".

Keywords—"Internet plus"; college library; service etiquette

I. INTRODUCTION

China has always been known as the "state of etiquette". It is the traditional virtue of the Chinese nation to stress "amenity" and "rite". With the development and progress of society, people's degree of civilization and civilized requirements are constantly improving. Service etiquette is not simply a norm followed by all walks of life in the strong market competition, but has gradually developed into one of the basic norms that must be followed in the development of the market. Colleges and universities are places for the dissemination of excellent culture. But as a base for knowledge and information dissemination, college libraries are not only for teaching and scientific research, but also for social services in the era of "Internet plus". The concept of humanism has become the eternal theme of the library, and service etiquette is becoming more and more important to the development of the library cause. College libraries should attach great importance to and develop service etiquette, which helps to provide better service level for readers, meet their knowledge needs, actively promote innovative service of college libraries, and contribute to the development of public cultural undertakings.

II. LIBRARY MEETS "INTERNET PLUS"

Modern information technology and ubiquitous network environment have become effective carriers for innovation and development in all walks of life. Therefore, under the "Internet +" environment, the model of seeking development opportunities through transformation has covered social economy, electronics, technology and culture and many other fields. As a disseminator of advanced culture and information, the library is actively integrating into this craze. It can be

foreseen that libraries in the "Internet +" environment will become the largest data centers based on their own data resources combined with data resources collected and integrated in other fields, and provide innovative services for the society and readers.

From the perspective of the development of the library automation, the new plan has a greater impact on progress of the library, promoting the library management method to be more advanced. [1] The core of the development of "Internet +" library is to improve the service level. "Reader first, service first" is the eternal theme of the library. Under the new development situation, the advancement of college libraries has basically reached the level of automated development, but the infrastructure of library services is still not comprehensive enough. This is the main resistance to the development of library industry in China. [2] The purpose of library development is undoubtedly to provide readers with quality services. Under the "Internet +" environment, the library information service will be more extensive and the content will be diversified and refined. Moreover, the service platform is sure to be diversified. The service model is gradually updated, which will put forward higher requirements for the service mode of the traditional library and the quality of the librarian.

III. THE CONNOTATION AND CHARACTERISTICS OF SERVICE ETIQUETTE IN COLLEGE LIBRARY

A. Connotation of Service Etiquette

It mainly refers to the basic moral and behavioral norms that human beings should abide by in their long-term development, and it is also one of the main basic conditions of human communication. Yang Xiong's "Fa Yan, Wen Dao" tells us that it's necessary to take lofty morality as pride. "Amenity" belongs to the category of moral development, while "etiquette" belongs to specific moral behavior. On this level, "etiquette" is the specific external manifestation of "amenity". Under the guidance of "etiquette", the level of moral development will be higher. Social development always needs "amenity" to restrain, "etiquette" belongs to people's inner self-cultivation, showing people's inner temperament [3]. Xunzi once said, "man is not a man if no etiquette, things won't be successful if no etiquette, country won't be restless if no etiquette", which means that etiquette is an external expression of one's inner self-cultivation and civilized quality;

in social development, etiquette is a concentrated demonstration of the level of cultural development in a region, and further reflects the level of moral development in the region.

B. The Connotation of Library Service Etiquette

What is library service etiquette? There are many explanations for the meaning of library service etiquette by referring to CNKI related terms. Zhou Yi and Zhang Jinhua have different understandings of library service etiquette. Many scholars believe that library service etiquette is a code of conduct that librarians should abide by when communicating with readers. Zhou Yi elaborated as follows: "compared with common etiquette habits, library service etiquette has its unique meaning, mainly including that: first, library service etiquette is the basic moral norm that people need to abide by; second, library service etiquette also belongs to the main part of the moral development of librarians. It must also be presented in a certain form, which requires a comprehensive development system to evaluate it comprehensively; thirdly, library service etiquette is greatly influenced by the moral level of librarians and the factors of standardized development. [2] Zhang Jinhua put forward that "service etiquette mainly refers to the ethics and codes of conduct that must be observed in service work" [4]. Guan Qinchuan elucidates that "library service etiquette mainly includes the overall dress, speech, courtesy and so on of library staff" [5]. Zhang Qingyu argues that in the service provided by libraries, there is a close relationship between the object and the subject of the service, and there is a direct relationship between them. Therefore, library service etiquette is subordinate to etiquette development [6]. He thinks that library service etiquette is a kind of behavior norm that service subject and service object need to follow together. The essence of service etiquette is to improve service quality and service level. The author believes that the service etiquette of college library in the true sense should not only have the basic requirements of traditional service etiquette, but also enrich the traditional service etiquette, because the environment atmosphere, service content and service mode of college library are different from other industries. Besides providing excellent service for readers, satisfactory service should be endowed with the connotation of education. Service subject and service object must follow their own etiquette, so as to achieve an ecological etiquette, so that the harmonious voice of college libraries can be sung well.

C. Characteristics of Library Service Etiquette

The first is to comply with the basic etiquette requirements; the second is to abide by the basic laws of industry development. This is mainly because the development of service etiquette is a step-by-step process, in which each stage shows the service consciousness of the whole staff; [4] the third is the characteristics of wisdom; and the fourth is the feature of education.

IV. CONTENTS OF SERVICE ETIQUETTE IN COLLEGE LIBRARY

Everything in the world is a unity of contradictions. It means that things are interconnected, interdependent and

infiltrated, and mutually exclusive and antagonistic. In short, contradiction is the relationship between opposites which is both antagonistic and unified. College libraries or librarians and readers constitute a unity of contradictions. In order to deal with this contradictory relationship in the implementation of college library service etiquette, it is necessary to have a deep understanding of the specific connotation of college library service etiquette. It is mainly composed of two factors: subject and object. The subject mainly refers to the main implementers of a variety of library service etiquette behaviors. However, its object mainly refers the ones pointed to by the library service etiquette. [2] Based on this level, the service etiquette of college libraries mainly includes the following contents; one is the overall ethos of the library; the other is the polite behavior of the librarians; the third is the etiquette of the readers.

A. Library Group Etiquette

Group service etiquette mainly refers to the behavioral norms and guidelines that people must show respect kindness and friendliness. [4] The college library is a team. In this team, the group etiquette mainly refers that all the librarians should show the reader a good spiritual outlook, and strictly abide by the library's regulations. These guidelines and norms shall be summarized into the scope of professional ethics. That is, the specific content of "Chinese Librarians' Professional Ethics Standards (Trial)": work seriously and responsible and complete work in accordance with the task; strengthen the construction of their own moral and cultural quality, establish a higher quality level; respect the readers' wishes and keep readers' secret; provide readers with high-quality services, meet the requirements of readers as much as possible; correct work attitude, establish work concept; stick to the post, do a good job of classification; establish a sense of responsibility, improve their sense of responsibility; play a superior resource to achieve complementary resources.

B. Librarian Personal Etiquette

The personal etiquette of librarians and the service etiquette of college libraries are closely related. The personal moral quality of libraries is very important and decisive. It mainly includes two aspects. The one is the visual image, namely, the librarian's personal appearance, behavior, language, service attitude and so on; the other is the invisible content, that is, librarians' own moral accomplishment, cultural and professional accomplishment, keen information quality, pioneering and innovative ability, etc. The demeanor of librarians is the lubricant of friendly communication, and the good quality of librarians is the basis of effective communication. Therefore, librarians should pay attention to fully display their own fine traditions. It's important for them to subtly give readers a brand-new spiritual rendering through their own norms, modest behavior, enthusiastic service, which reflects the professional ethics level of librarians and is conducive to building mutual trust and mutual understanding of the relationship, so that readers are happy to connect with and approach to the librarians to seek for service. In the meantime, the reader's behavior will be influenced and improved. In this harmonious environment, a certain degree of mutual transformation has been carried out, realizing the function of college library education.

C. Library Reader Etiquette

Any system cannot be successfully implemented without the common support of supervisors and observers. Therefore, reader etiquette should be included in the service etiquette of college libraries. Under the current development model, it's wise for the reader etiquette to be regarded as the basic, the rules and regulations of the library, the norms of social morality and respect for intellectual property rights and Internet security that readers should abide by in the physical environment of the library and the virtual environment of the Internet. It's needful for readers entering libraries to conform to certain social ethics, do not make noise, pay attention to hygiene, care for public property, and abide by library rules and regulations. In the network environment, everyone shall be bound by social morality consciously, not disseminate speech that destroys social stability, maintain network security and respect intellectual property rights.

V. THE PRACTICAL SIGNIFICANCE OF COLLEGE LIBRARY SERVICE ETIQUETTE IN THE ERA OF "INTERNET PLUS"

Under the modern network environment, the service innovation of traditional libraries has more space, and college libraries are actively carrying out network information services. In the "Internet plus" era of reciprocal interconnection, college libraries are no longer independent of other social development elements to show their own value, but rather interact with each other and drive each other to become the basic facilities for social innovation and entrepreneurship. In the network environment, the demand for readers is becoming more diversified and the service objects are more complex and diverse. Against the context that the real readers coexist with the virtual readers, it's necessary to continuously make development and innovation to improve service quality and reader satisfaction. The quality of service and the satisfaction of readers are influenced by the work attitude and working style of librarians. Therefore, librarians should adhere to a responsible attitude, work hard, and be polite in their work. In this way, the customer's approval and praise can be obtained. Only when customer satisfaction is high, the overall quality and level of service can be improved and developed. Based on this level, service etiquette is an important prerequisite for the library to provide quality services, and one of the key elements to improve the quality of library services. Service etiquette helps to improve the overall service level of the library as well as the quality of service.

A. Creating Characteristic Service Brand to Provide Strong Competitive Means for the Survival and Development of College Libraries

The so-called service brand of college library is to combine its own resource advantages with local characteristic resources. It is sure to take a certain time for its development and formation. At the same time, it does have the characteristics of persistence, and will ultimately reach the leading level accepted by the public readers in the service society. The service brand of college library is the result of service items, service level, attitude, librarian's moral level and so on. Service etiquette fully meets the current needs of library brand building, helps to provide customers with more satisfactory services, and

seeks to achieve all-round services as far as possible to meet customer needs to the greatest extent. While maintaining the improvement of its service quality, college libraries should also pay attention to its brand development, which can not only maintain the sustainable development of libraries, but also further promote the effective utilization of the comprehensive value of libraries.

B. Service Etiquette Helping to Enhance Librarians' Personality Charm and Establish a Good Image

The overall image of the library is derived from the specific image of each individual. Library service etiquette belongs to the category of etiquette, which penetrates into the whole process and various stages of library service. Service etiquette is one of the external manifestations of librarians' moral quality, cultural accomplishment and professional level. It is also an important indicator to show their individual comprehensive quality and moral development level. Service etiquette is not innate and it is gradually formed in a self-learning way in interpersonal communication and work, which is also very beneficial for self-development. It is helpful for librarians to continue to improve their cultural literacy through the day after tomorrow and their comprehensive moral level will be improved. At the same time, they will establish a scientific outlook on life, values and noble moral sentiments. Through good personal external performance, it is meaningful for the librarians to be dignified and decent, enthusiastic and positive as much as possible. Correct attitude and serious work will be better to shape themselves and highlight their personality charm. Moreover, it also shows the overall development of the library.

C. Service Etiquette Acting as One of the Criteria for Evaluation of Library Management Level

Library service etiquette is a lubricant for effective communication with readers, which will add a lot of hue to library service. The completion of all the work of the library is evaluated by the feedback of readers' opinions and the overall service level. Librarians belong to the specific implementers of the work. They must carry out all kinds of actions according to the management requirements of the library. Only in this way can they show the good spiritual style of the library. At the same time, as an evaluation standard, service etiquette assists to guide the library to expand the breadth and depth of service, make effective use of library resources, and play a role in a wider space-time range.

D. Library Service Etiquette Serving as an Important Component for Building a Civilized and Harmonious Campus

Promoting the construction of etiquette service in library service is conducive to letting library staff and customers understand each other, enhancing mutual trust, forming a stable and harmonious atmosphere in the library, making staff and customers respect each other, and improving the position and influence of librarians in the eyes of readers. This respect and trust can resolve unnecessary contradictions, which are the premise to achieve equal communication and the basis for good coexistence; this civilized atmosphere on the readers will

build a harmonious atmosphere, which is of great significance for the construction of a harmonious campus.

E. Library Service Etiquette Expanding the Social Education Function of Library

College libraries are the information distribution centers of colleges and universities, serving not only teaching and scientific research, but also educational functions. For a long time, libraries have fulfilled their educational functions through the circulation of documents. Nowadays, with the rapid development of network technology, knowledge itself has become a resource. Libraries have enriched the content of educational work instead of declining. Online bibliographic query guidance, teaching and sharing database retrieval skills and experience to users have assumed the function of quality education in practical work. This function of quality education is mainly embodied in the personality charm of librarians in the service process. Librarians use service etiquette regularly, which can show the personal qualities and personality charm of themselves with the characteristics of proper dress, civilized language, profound knowledge, agile information ability and enthusiasm for service, unconsciously forming a pleasant reading environment for readers, breaking down communication barriers, and finally enabling librarians to win understanding, good feeling and trust in their communication with readers. In the meantime, the personality charm of librarians invisibly plays a role of moral education, so that readers can accept their moral concepts, imitate their behavior, and be subconsciously infected and nurtured, which helps to improve the reader's self-civilization consciousness and civilized behavior. Librarians are disseminators of spiritual civilization. Whether they have good moral accomplishment and etiquette quality has a profound impact on the concentration of the educational atmosphere and the intensity of the educational function in the whole society.

F. Library Service Etiquette Making Library Network Environment More Normalized and Standardized

With the rapid development of network informatization, the digital operation has been accelerated and the digitization process of libraries has been promoted. "Internet +" makes the connection between college libraries and the society more and more close, driving the innovative thinking of the library, so that the service scope of the college library is more extensive, the content of the services is richer and the service means are more modern. This requires our librarian service to be more specialized, and the librarians can complete every work according to one standard through professional service etiquette. The way to express service and the specific process of service is defined as service etiquette, which makes library services become systematic, standardized and intangible, making the details of work standardized and orderly and helping users standardize the use of library network resources. Finally, the library network environment will be more normalized and standardized.

VI. HOW TO DO WELL IN COLLEGE LIBRARY SERVICE ETIQUETTE UNDER THE "INTERNET PLUS" ENVIRONMENT

The Internet has covered all kinds of industries and "Internet +" has become more and more closely linked with college libraries. The convenient and effective relationship presented by them has made users' demand for knowledge more and more close to libraries. With the entry of Internet industry into libraries, libraries are not only a static physical space, but also a dynamic virtual environment, which increases the service modes of traditional libraries. At the same time, new information service modes are constantly emerging. In addition, it also provides a support platform for library to achieve innovative services. The new service mode will inevitably produce new requirements. How to provide high quality service for users is also the essential requirement of service etiquette. Haier thinks: first of all, you have to love the reader; the reader will love you eventually. In order to make services more excellent and resources more widely used, it's vital to constantly strengthen the construction of service etiquette in college libraries.

A. Library Service Etiquette Should Adhere to the Principle of "People First"

Library service etiquette should adhere to the principle of "people-oriented". It's wise to start from the main body of service work - librarians and readers, and implement the people-oriented principle. In the etiquette of library service, "people-oriented" way means that the service is reader-centered and the management is librarian-centered. Among them, "librarian-centered" principle is the basis of "reader-centered" one. Only by making librarians serve attentively, can the "reader-centered" principle be better realized and readers will be served well.

1) Adhering to reader-oriented principle: First, to be reader-oriented, it's necessary to have a thorough understanding of the reader's real psychological needs. To this end, librarians must increase communication and contact with readers to constantly observe the readers and understand their real needs; to understand the reader's ideas through the way of inquiry so as to help them better play the function of the information they have searched. For example, librarians can track the needs of a particular reader with providing tailor-made professional services. Second, to be reader-oriented, it's significant to put the reader's advisory services in the top priority. Many readers do not know how to start when facing a large number of complicated library information. At this time, librarians need to actively guide readers to search resources and information, so that they can avoid detours, search information quickly and effectively, and save time. In addition, it's a good idea for librarians to make better use of library resources and recommend excellent information resources to readers through regular borrowing and inquiry guidance. Third, it will be better to abandon the original single way of serving readers and perform innovation. The practical needs of readers are the basis of library management services. In response, library services for readers should aim at meeting the practical needs of readers. For example,

through modern information technology, such as database, online retrieval and other ways, librarians can search for network information and collate followed by analyzing it. Then, they are qualified to provide targeted services to readers, so that each reader will receive tailor-made services to meet their own needs. [9]

2) *Adhering to the librarian-centered approach*: Firstly, it's significant to insist on taking librarians as the basis and improve the competitive incentive mechanism of the members of the library. The reason for perfecting the competitive incentive mechanism of libraries is that this mechanism can fully mobilize the enthusiasm and creativity of librarians, make librarians wholeheartedly serve the overall objectives of library work, work with full enthusiasm and strong sense of responsibility, and promote the realization of the overall development goals of libraries. Secondly, libraries should strive to create opportunities for librarians to improve their own quality. The principle of "librarian-centered" in library management is to take the development of librarians as the first step, and to hold targeted short-term training, special seminars and other training at regular intervals so that each librarian can find training content that conforms to his own level. In addition, librarians can also carry out various forms of skills training, such as leading librarians to study and visit, exchanging work experience with other libraries, broadening their own horizons and so on, so that librarians can find their strengths in exchange learning, make up for their weaknesses, so as to improve the level of work and enhance their work efficiency. At the same time, the huge information resources possessed by libraries themselves can also serve as channels for librarians to improve their quality. Librarians can learn through library resources, not only to promote their own development, but also to help librarians better understand and manage libraries. Finally, a good working atmosphere is conducive to librarians' better work. If the library environment is comfortable and the humanistic atmosphere is strong, the staff in the library will inevitably love their work, be willing to work, and devote themselves to their work with full enthusiasm. A series of factors, such as the harmony of interpersonal relationship, the respect and trust of readers, the sound infrastructure of the library, and the perfection of information system and service facilities also affect their enthusiasm. If the humanistic and working environment in the library is excellent, librarians will be sure to have strong confidence in doing a good job in management and service. [9]

B. *Strengthening Librarians' "Internet Plus" Information Training and Talent Introduction*

In the era of "Internet plus", which is interconnected and integrated, libraries are no longer existing as independent individuals to realize their value, but should integrate and share resources with other social development elements. In the process of transformation and development, libraries are also accompanied by the change of ideas, the introduction of new talents, the purchase of infrastructure and other follow-up measures [10]. "Internet +" is the new form of Internet

development under the innovation 2.0. It is the innovation of the knowledge society as well as the evolution of the Internet form promoted by the 2.0 and the new form of economic and social development that has been spawned. Librarians shall carry out certain "Internet +" knowledge training. They are demanded to cannot simply think that "Internet +" means the sum of the Internet and traditional industries. In fact, Internet + is the integration of the Internet and traditional industries through the application of information technology and the Internet platform, so as to form a new development, but not a simple superposition.

Talents are the foundation of the deep integration of "Internet +" with libraries. The talents here are different from the traditional "compound talents". For libraries, they should not only have theoretical knowledge and practical experience of information storage, sharp information awareness, but also have "Internet +" technology and "Internet +" thinking and innovative talents. College libraries should appropriately introduce these talents in order to promote the digitalization process of libraries.

C. *College Libraries Should Construct Their Network Platform*

The network of information resources, because it is not limited by geographical restrictions and due to its convenient and efficient ideal characteristics, enables more users to rely on the Internet to obtain the required information. Therefore, college libraries should take the "Internet +" characteristic development road and establish their own network platform. Compared with the traditional information platform, this platform can pay more attention to the omni-directional service. Libraries should cooperate with relevant industries in depth to establish industry databases of regional characteristic to provide intellectual support for local economy, strengthen the links with various departments, local libraries and college libraries, establish an idealized service system based on the current campus network, and realize effective sharing of resources; moreover, libraries can collect readers through this platform. The use of data and evaluation information, such feedback of some information, is conducive to the library to formulate and implement some targeted reader service strategies so as to make the service more effective.

D. *Improving the Management System of Service Etiquette in College Library*

In order to form a standard atmosphere of service etiquette in college libraries, it's indispensable to do guidance of rules and regulations. The system of service etiquette needs to be established from the aspects of training system, discipline requirement and incentive measures of college libraries, and refined as far as possible. In addition, interlibrary communication and learning should be carried out. Meanwhile, advanced methods and measures cannot be ignored to take for reference. Last but not least, the management system of service etiquette should be constantly improved.

E. *Widely Learning Etiquette Knowledge and Strengthening the Training of Service Etiquette*

From ancient times to the present information age, etiquette knowledge is very rich. As librarians of college libraries, influenced by the cultural atmosphere of libraries for a long time, they should start from their own details to strictly regulate their words and deeds and pay attention to service etiquette learning from the ideological point of view. More importantly, they shall always establish the awareness of teaching by words and deeds. Firstly, experts in etiquette can be invited to give lectures on etiquette knowledge so that all librarians are prone to systematically understand the connotation, content and practical significance of etiquette. Secondly, after comprehensively grasping the basic qualities of librarians, a training plan suitable for specific service objects and contents shall be formulated. Thirdly, following the determination of the training plan, it's necessary to select external experts or excellent librarians as training lecturers, and then determine the specific training plan. Finally, to evaluate the effect of training results, the form of service etiquette knowledge competition can be taken to evaluate the cultivation effect. The display of service etiquette skills is also an excellent program. In this way, while promoting the librarians' understanding of etiquette knowledge, it also strengthens the librarians' etiquette consciousness, so that the library is in a strong atmosphere of etiquette service consciousness.

F. *Paying Attention to the Improvement and Cultivation of Librarians' Quality in All Aspects*

With the expansion of network resources and the development of digital libraries, the social role of librarians has also changed. In the process of developing from singularization to pluralism, librarians shall also shoulder the new social role entrusted by history. Therefore, it's important for college libraries to attach great importance to the improvement and cultivation of librarians' quality in all aspects.

1) *Librarians should have good psychological quality:* In modern society, the competition is fierce, so for the librarian. Under such background, librarians must have good psychological quality to deal with a large number of tedious and repetitive tasks. First of all, they should have basic psychological quality. This requires librarians to have healthy emotion, strong will, good role adaptation ability, good emotional control, a strong sense of time and good frustration tolerance. Secondly, they should have professional psychological quality. Firstly, establishing a strong sense of career and responsibility; secondly, having a strong sense of self-confidence and personal efficacy; thirdly, requiring a strong sense of service; fourthly, embracing a strong sense of competition; fifthly, being quick-thinking, broad-minded and open-minded.

2) *Ability and quality of librarians:* Modern libraries are gradually developing towards networking, digitalization and automation. In addition, the focus of library services is no longer literature, but people themselves. So, nowadays, libraries must adjust the structure, content and form of

library's information by means of adapting to the dynamic operation mechanism of user's document information demand. Therefore, librarians should cultivate their omni-directional abilities, such as information acquisition, response, navigation and application, scientific research ability, document collation ability, language and character expression ability, etc.

3) *Librarians should have innovative consciousness and ability:* The foundation of knowledge economy is innovation, and the foundation of innovation is innovative thinking. It is great significance for the librarians to learn to innovate if they want to meet people's growing demand for literature and information. Nowadays, everyone is required to attach importance to innovation and be able to innovate. To become an excellent librarian, it is necessary to have innovative consciousness and ability. Only when such librarians gather together, can they build an advanced library. The change and development of library management and service require each individual to have innovative consciousness and ability, exert his own potential and constantly improve himself.

4) *Librarian's moral accomplishment:* Librarians in the network era need to have good ideological and moral qualities. Network-centered computer technology, communication technology and digital technology have pushed traditional libraries into the network environment. The freedom and speed of Internet information dissemination and the lack of review and audit mechanism in the process of traditional dissemination lead to some uncivilized information being mixed into library information. Therefore, librarians should adhere to the library as a place for civilized education through access, dissemination and utilization of information, and play a role in disseminating civilized and valuable information, which puts forward higher requirements for the moral quality of librarians. Our librarians shall possess political and ideological qualities to do well in establishing a scientific outlook on life, world outlook and values, adhering to the correct political direction, and being bold in innovating, renewing ideas and emancipating the mind. Secondly, it requires librarians to love the library cause, love their posts and devote themselves to their work, care for the readers, take the readers as the center, and serve the readers wholeheartedly. Only in this way can they meet the various needs of readers, and the implementation of its service etiquette can achieve good results.

5) *Librarian cultural and professional accomplishment:* It's pretty essential for librarians to have certain cultural knowledge to carry out academic and research service and optimize the quality of service. This is also the specific requirements for librarians under the "Internet +" environment. First, they must be equipped with Marx's basic theoretical knowledge. Higher theoretical accomplishment can lay a solid foundation for the formation of their good professional ethics; second, modern scientific and cultural knowledge. Library science is a comprehensive subject, being armed with which requires librarians to grasp the basic knowledge of the subject; third, having professional knowledge and theory of library

and information science. Mastering the knowledge and theory of library science and information science can provide guidance for librarians and cultivate their working skills. Fourth, to master the knowledge of computer, network and information processing. This requires that librarians should have the professional background, data mining ability, Internet application and innovation ability to integrate the library with other industries under the background of "Internet +". [12] This is also the essential quality of librarians. Fifth, embracing language knowledge. Librarians should carry out the professional work of document information processing, collation and transmission. Text is the carrier of document information. So for librarians, dealing with documents is essentially dealing with words. Solid language skills can help librarians understand the content of documents. Finally, the nature of the job requires that librarians in this position should master basic English and adapt to the joint innovation of "Internet +" knowledge, which is conducive to effective sharing of documents.

VII. CONCLUSION

In short, under the new context of network information, the library has changed from the traditional collector of literature resources to the producer and developer of knowledge and information. "Internet +" provides an effective carrier for library service transformation, making library services diversified and service means more modern, which puts forward higher requirements for university librarians. Modern libraries are not only ecological but also civilized. Libraries provide readers with comfortable and elegant physical environment and civilized and harmonious soft environment, showing profound cultural connotations everywhere. The traditional service mode and the service mode under the "Internet +" environment are inseparable from the deepening of service etiquette. In addition, the knowledge innovation of "Internet +" and library "+" is a new field. In the "Internet +" environment, the college library should take the supplement and development of service etiquette as the main content of the future library development.

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