

Research on Library Special Collection Service Model Based on Service Strategy and Value Innovation

Jie Liu

Library, Binzhou University, Binzhou 256600, China.

Abstract

Special collection resources are the most precious resources in libraries, and the special collection service mode takes special collection resources as the carrier of development, so as to effectively meet the cultural needs of special collection users. In recent years, China's information level has undergone tremendous innovations. Therefore, it is necessary for libraries to innovate their own special collection service model comprehensively and use more novel service strategies: clarifying the cultural needs of special users, developing digital content resources and adopting digital means of books.

Keywords

Library, special collection service mode, service strategy, value innovation.

1. Introduction

In the course of the rapid development of the times, the information technology in our country has developed by leaps and bounds. As an important place to strengthen civilized literacy and spiritual level of citizens, libraries are also impacted by information technology. The past library operation mode is gradually unable to effectively adapt to the current development of the times, so it requires relevant departments to comprehensively innovate library service strategy and deepen user experience. Special collection resources are an important part of Library resources. Most of their contents are extremely precious and unique, which can effectively reflect the personalized degree of current library resources. The special collection service mode mainly takes the special collection resources as the development carrier, so as to provide the corresponding cultural supply to the specific user groups. It can not only fully display the individualized connotation of the current library, but also help itself to enter the social groups, be recognized by more citizens, and ensure that the library gets a seat under the background of the rapid development of information technology. Place, protect the important position of its knowledge center. Therefore, libraries must re-classify the existing resources in libraries, fully integrate the characteristics of the current era, and comprehensively improve the operation mode of the current library special collection service mode, so as to ensure that the library special collection resources have sufficient vitality and can bring the best reading experience to the broad audience.

2. Connotation and Overview of Special Collection Service Model

In the early 20th century, the concept of special collection resources came into being in the United States. Until the 1960s, special collection resources began to develop rapidly and were recognized by the general public. However, China's special collection resources began to develop rapidly after the 1990s. ARL's definition of special collection resources is mainly: using various forms of collection content, which has obvious economic benefits and preciousness, has the necessity of long-term preservation, and generally placed in a unique collection space, in order to ensure that users can effectively read. In China, the definition of special collection resources is relatively broad, but its internal subject tends to be consistent.

The special collection service is mainly that the library can carry out the corresponding auxiliary work according to the user's needs, in order to help users get a full sense of reading satisfaction. The special collection forensic mode mainly takes the special collection resources existing in the library as the carrier of development, and uses certain means and strategies to ensure that users' hearts are satisfied. The special collection service mode directly affects the users of the library. From the user's point of view, the special collection resources are mostly "used"; and from the library's point of view, the special collection resources are mostly "provided and used", essentially serving the users of the library's special collection reading. The two are interdependent and interlinked. At present, the rapid development of information technology in our country has increased the pressure of libraries. How to ensure that the special collection resources effectively fit in with the development of the times and deliver more effective reading service model to users has become a difficult problem for many libraries to think about in order to integrate the special collection service model with the traditional library service model and meet the needs of them. The specific requirements of different groups at different levels, in order to comprehensively strengthen people's awareness of the library, will carry forward the personalized characteristics of the library.

3. Special Collection Service Strategy

How to effectively improve the personalized characteristics of libraries and let more citizens know about libraries? Its essence lies in user service. In the past, libraries usually regarded the degree of resource collection as an important part of their own development. The subsequent development process made libraries fully aware of the importance of users, and then took user experience as the core of their own development. In order to effectively improve the satisfaction of users and comprehensively deepen the value of special collection resources, libraries have put forward new special collection service strategies that are suitable for the development of the current era, including the positioning of users of various categories and levels, the digital MPLP of special collection, and the construction of original biochemical information resources. This special collection service mode starts from the needs of users, helps specific user groups to develop specific resources in a less urgent manner, and uses information technology to fully digitize the service concept, so as to effectively fit the current development of the times and meet the needs of special collection users.

3.1. Demand Orientation of Special Collection Users

The main task of the special Tibet service strategy is to locate the specific group composition of the special Tibet users. Generally speaking, in the past, the main service objects of special collection services were users with sufficient cultural knowledge. In the process of rapid development of information technology, special collection users could obtain information from more channels. The rapid development of information technology enabled more people to fully read special collection resources. In the subsequent development process, many non-professional studies. Academic knowledge has gradually become a reader of special resources. This makes the reading group of special collection resources more and more enlarged, and the needs of users are also more and more huge from the original basis, from the most primitive academic needs to gradually develop to the aesthetic needs and art appreciation level. The wide range of users' demand for special collection services provides a clearer direction for the innovative mode of library's special collection services, and also puts forward more requirements for its innovative development.

3.2. Developing the Construction of Original Biochemical Digital Resources

Generally speaking, special collection resources can be divided into characteristic collection and special collection. There are essential differences between the two: special collections are mainly reflected in the scarcity of resources, including books, special printed manuscripts and

good books of ancient books, etc., while special collections tend to be more professional and knowledgeable, which mainly include various master's theses, doctoral theses, documents, posters, bills, government texts and so on. With the development of information technology, special collections are limited by funds, so they can not effectively carry out follow-up development. Special collections are different, because their contents tend to academic characteristics, so they have a more complete development direction. Their collection content has gradually broken away from the traditional mode and expanded to the network of original biochemical digital resources.

The original biochemical digital resources mainly use digital information technology to record information resources. Information technology is an important means to ensure the rapid development of original biochemical digital resources, as well as the continuation of original digital resources. The original biochemical digital resources mainly include digital documents, web pages, statistical data collection and so on, which can fully reflect the behavior consciousness of digital information producers and is an important part of our cultural heritage. At present, with the rapid development of information resources, the development basis of Libraries in China has been changed accordingly. The production and storage of information resources have changed in nature, which is obviously different from other network resources, and the original resources can often be used and stored for a long time.

3.3. Large-scale Digital LSDI Strategy

The development of special collection service in China started in the 1990s, and the service strategy adopted at that time was mainly the high-quality strategy, that is to say, select a large number of special collection resources, and finally digitalize the most high-quality special collection resources. The source of funds for the digitization of special collection resources is mainly the donation of funds from all walks of life, and its development process is usually carried out by means of projects. In the development process of more than ten years, digitized resources have mainly developed into detailed processes such as scanning and copying, and become an important development means in the current era.

However, in recent years, the special collection resources of many libraries in China have been increasing year by year, including the number of maps, documents and journals, which has accumulated over the years. The number of special collection resources that have not been digitized has been increasing, which has seriously hindered the normal development of libraries, and at the same time has led to the inability of special collection users to quickly obtain their own needs. The content of special collection resources has seriously hindered the normal reading experience of users. So in recent years, the libraries in our country have strictly dealt with the special collection resources, using LSDI strategy to replace the original high-quality strategy. LSDI mainly optimizes the special collection resources, simplifies its internal information resources in the follow-up development process, abandons the traditional detailed metadata content description, uses MARC and EAD metadata to focus on screening, and expresses the important parts of the special collection resources, so as to rapidly improve the processing rate of the special collection resources in libraries.

4. Value Innovation of Special Collection Service

Value innovation is not only the key means of development in the current era, but also an important competitive direction in the economic market. Its emergence not only requires relevant units to strengthen their own technical standards, but also fully meet the needs of users, in order to improve customer satisfaction, and then comprehensively improve their own development rate. Service value is mainly judged according to service speed and service object experience. As an important part of Library service, special collection service can effectively improve user experience, bring the best reading help to users, and effectively improve the use

value of the library. The value innovation of special collection service should start with the following aspects: improving service performance, improving the diverse needs of more users, strengthening users' harvest and making special collection resources more usable.

4.1. Introducing IC Services to Improve Service Performance

If libraries want to effectively improve the value core of special collection services, they must first improve service performance, which is an important means in the traditional sense. Integrating IC services with Tibetan services can effectively promote the performance of Tibetan services. In the past, the special collection space will first consider whether the collection is safe and the brand price is scientific, so as to provide users with the corresponding reading help, which does not effectively meet the needs of users, ignoring the satisfaction of users. Under the guidance of IC service, the special collection service mainly regards the satisfaction of users as its own development core, which almost carries out the corresponding space optimization work, and integrates the original physical special collection content with the virtual content, which makes the coverage of special collection resources wider and can effectively improve the feelings of reading groups.

4.2. Applying New Technologies and Methods to Enhance Customer Satisfaction

In recent years, the development direction of libraries has become more and more huge, and their work content is gradually not limited to book reading, but extends to education, training and game interaction. In order to effectively meet the needs of users and effectively improve the social functions of the current special collection resources, libraries have adopted a more effective new model of digital exhibition, and rapidly expanded the special collection resources in China. The influence of content is beneficial. The value innovation of foreign libraries' special collection resources is relatively complete. For example, at the University of Houston, its digital library has designed columns and WebPages for students and teachers to provide them with special content reading experience. From March to September 2013, the University of Houston held an exhibition on environmental history, which clearly showed the specific location of the physical collection. The system built by the exhibition not only helped to improve users' demand for academic knowledge, but also improved users' leisure needs in an all-round way, killing two birds with one stone.

Space virtual technology can effectively improve users' experience in Tibetan service. Such as augmented reality technology and virtual reality technology can often bring users the best reading experience, which can not only effectively improve the security of the special collection, but also enable users to interact with the contents of the collection at zero distance, so that users can penetrate into the special collection reading.

5. Conclusion

In a word, the special collection service mode is an important part for libraries to survive. It mainly provides special collection content for readers. In the course of the development of the times, the original library special collection service model has been unable to apply, so it requires that the vast number of units can fully adapt to the current development of the times, choose more innovative service concept to deepen user experience, in order to provide users with the most high-quality special collection service experience, and effectively improve the development rate of the library.

References

- [1] J. Wu. Visual Analysis of the Present Situation of Special Collection Construction in Normal University Libraries under Big Data Environment, *Library Construction*, vol. 29(2018), 59-66.

- [2] D. Lu, X. L. Integrating Heterogeneous Special Collection Resources to Construct Digital Humanities System, *Library Forum*, vol. 38 (2018), 38-46+29.
- [3] Y. Zhao. Approaches to Promoting Special Collection Resources in Local University Libraries for Regional Economic and Cultural Development, *Economist*, vol. 10 (2017), 231-232.
- [4] H. Liu. Discussion on the Digitalization of Special Collections in University Libraries in the Age of Big Data, *Journal of Agricultural Library and Information Science*, vol. ,28(2016), 36-38.
- [5] Y. Zhang, H.L.Wu, L.N. Fan, P.L. Zhang. Analysis and Exploration of Readers in the Special Collection Department of University Libraries, Taking the Library of Shihezi University as an example, *Science and Technology Perspective*, vol. 10 (2016), 212-213.