

## Strategies for Improving the Professional Ability of Grass Roots Librarians in the Era of Internet Plus

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### Abstract

**As we all know, librarians are the soul of the whole library. The ability of librarians will have a great impact on the development of the follow-up cause of the library. Under the background of the Internet plus era, many libraries in China are actively seeking changes, and have more stringent requirements for Librarians' professional competence. In order to improve librarians' professional competence better, we must rely on the system of the administrative department in the library, as well as the active learning environment in the library. Besides, librarians' professional accomplishment and responsibility are also very important.**

### Keywords

**Internet plus era; grass roots librarian; professional ability; strategy.**

### 1. Introduction

In 2015, Premier Li Keqiang put forward the concept of Internet plus for the first time in the government work report, and also put forward the Internet plus action plan. Internet plus is strictly "Internet + all other traditional industries", that is, to take the Internet platform or information and communication technology, to realize the deep integration of traditional industries and the Internet, and to innovate the ecological environment of social development and progress. The integration of Internet and traffic has resulted in the occurrence of drip-drip taxi and online booking. The combination of Internet and finance has led to the emergence of mobile banking and online banking, while the combination of Internet and communication industry has resulted in the emergence of micro-blogging and micro-messaging and other software to facilitate everyone. In the daily life of people, the Internet plus mode can also be seen everywhere. Under the influence of it, the domestic library has also undergone many earthshaking changes, which also has higher requirements for the professionalism of librarians. In the era of Internet plus, the management of grass-roots library still has weak consciousness and low professional level. It is totally unable to meet the basic needs of the masses for cultural information under the current information management, and also seriously affects the overall quality of the domestic library, and greatly impairs the progress of the library. At this stage, it is the era of universal reading. Grass-roots libraries play an important role in advocating reading, universal reading and promoting reading. Internet plus provides more possibilities for subsequent library development and progress, but the realization of possibility also depends on the professional level of library managers.

## **2. The Main Professional Ability of Grass Roots Librarians in the era of Internet plus.**

### **2.1. Solid Professional Knowledge Accomplishment**

Most grassroots librarians believe that in the era of "Internet plus", they only need to use the Internet and computers to cope with their daily work. Otherwise, the way of "Internet + library" refers to the adoption of Internet and other information technology to change the way of information resources interaction between readers and libraries. To improve the clarity and flexibility of information resources in acquisition and transmission, and to provide intellectualized library service ecology for readers. As we all know, library resources and readers' media are librarians, so librarians must have rich professional knowledge in order to provide readers with faster, equal and convenient services. In addition, librarians also need to learn the basic knowledge of Library Science and library basic business knowledge. For example, the skills of book classification, book collection organization and book classification are all the abilities that librarians need to possess. Librarians also need to master modern library business and understand digital books. New management skills and service skills, such as libraries, cloud services and big data, are adapted to the needs of the diversified and intelligent development of libraries nowadays.

### **2.2. Excellent Professional Ethics**

Professional ethics quality belongs to the inherent beliefs and ideas of librarians, but also determines the main direction of their work and learning attitude, which will greatly affect the efficiency of Library staff. The professional ethics accomplishment mainly includes the consciousness of abiding by the duty and striving for progress, the normative consciousness of meticulousness and striving for perfection, the personality accomplishment of honesty and trustworthiness, diligence and steadfastness, and the concept of serving diligently and enthusiastically.

### **2.3. Good Information Literacy**

Information competence refers to people's sensitivity to information and their acceptance and perception of information. Under the background of Internet plus era, libraries need advanced and scientific information technology to acquire, store, analyze and transmit information resources. If the library work lacks effective information ability as the support point, the daily work of the staff will not be carried out normally, and the librarians will not be able to adapt to the follow-up working environment and provide more efficient services for the masses. Librarians also need to have the ability to use network technology, communication technology and multimedia technology comprehensively, to acquire, process and transmit information using the above technologies, and staff also need to have the ability to skillfully use QQ, Weixin and Weibo and other communication platforms, to be able to access information at any time, and to adopt diversified features. Service modes and channels are used to understand and analyze users' knowledge needs, so as to meet users' requirements to the greatest extent.

### **2.4. Higher Professional EQ**

One of the most important factors of people's comprehensive quality is EQ literacy. The EQ level of librarians will directly determine the specific efficiency of Library work. Librarians must have a certain ability of communication, social public relations and teamwork. All kinds of service modes can be skillfully used to meet the diversified needs of readers for information.

### **3. Current Professional Ability of Grass-roots Libraries**

#### **3.1. The Professional Consciousness of Librarians is Weak**

At present, the weak professional consciousness of the staff of grass-roots libraries in China is mainly manifested in two aspects. The first is the lack of a certain sense of professional identity. At present, only a few people can link personal development and progress with the subsequent development of libraries. Most people generally think that the work of libraries is too tedious, lack of development prospects, unable to appreciate the pleasure of Library work, lack of work and learning parties. Face motivation and enthusiasm, there is a very serious mentality of boredom. Even some staff members put their main energy on other sidelines, and library work has become their part-time work. The second is the outdated concept, many librarians lack the sense of innovation. Most librarians have the mentality of keeping a stall. They only satisfy the simple work of borrowing and repaying, treat readers enthusiastically, and strive to complete daily tasks. They have low perception of potential crisis under big data, low response to new technology, new strategy and new thinking, and poor acceptance ability. Actively and actively utilize new technologies, strive to integrate all the resources in the library, be too complacent with the status quo, and lack of planning for their own profession and future development of the library [2].

#### **3.2. The Level of Vocational Skills is not High**

Most of the grass-roots librarians' low professional ability is mainly reflected in two aspects. The first aspect is the lack of understanding of the basic business knowledge inside the library. Many librarians do not systematically study the basic knowledge of the library. They are only satisfied with the basic knowledge of the post. On the other hand, it lacks the ability to use network technology, multimedia technology and communication technology skillfully. The lack of talents in this field greatly limits the follow-up development of libraries.

#### **3.3. Lack of Opportunities for Continuing Education and Training Exchanges**

Many primary libraries in China are short of funds, so the probability of training librarians out of production is very small, and librarians rarely have the opportunity to study and exchange. In recent years, the Chinese Library Society has carried out a lot of free training, but due to the limitation of the number of operators, the scope of external popularization is relatively narrow. Many grass-roots librarians do not have the opportunity to exchange learning and continuing education, lack of professional knowledge, short-sighted, low enthusiasm for work, and no longer have a long-term career plan.

### **4. Specific Strategies for Promoting the Ability of Grass-roots Librarians**

#### **4.1. Establishment and Improvement of Management Regulations**

At present, the internal administrative departments of Libraries in China should start from the aspects of laws and policies to promote the development and progress of libraries. Most libraries in China have begun to implement the Law on Public Cultural Services Guarantee, and relevant departments are actively implementing the spirit of the system to create an appropriate legal environment for the follow-up development of grass-roots libraries. Therefore, grass-roots libraries need to be administered according to law, ensure the human rights of librarians, ensure the rights and interests of librarians, and provide guarantee for the follow-up librarians to participate in continuing education and training. We should actively adopt the personnel management system of public institutions, employ talents through open recruitment and selective recruitment, clarify the responsibilities of Library staff, and avoid the situation of relocation of personnel. In addition, the grass-roots libraries also need to improve

the relevant incentive system, so that librarians have a sense of lifelong learning, keep pace with the times, and develop together with the library.

#### **4.2. Actively Encourage Librarians to Participate in Various Skills Training**

In recent years, Liaoning Tu Provincial Library and Chinese Library Society have reported many kinds of skills training for grass-roots librarians, which are in line with the actual work of grass-roots managers, and attach importance to the combination of theory and practice in teaching methods and means, which has relatively high effectiveness. Grass-roots libraries must actively create conditions for staff, encourage staff members to participate in various forms of training activities, constantly improve the professional competence of Library staff, add to the work of follow-up grass-roots libraries, fully integrate the personal development of staff with the development of libraries, and clarify staff participation in various types of training. The function and effect of training can promote the development and progress of libraries.

#### **4.3. Strengthen the Staff's Learning Consciousness and Pay Attention to the Accumulation of Professional Knowledge**

As we all know, the acquisition of all skills requires employee autonomy. Therefore, it is one of the most important ways for libraries to enhance their ability level to strengthen their self-consciousness in learning and to attach importance to their daily business accumulation. As a grass-roots librarian, he must combine his own development direction with the development of the library and make his own career plan. Librarians belong to a profession with service characteristics. Only by setting up a high positive professional value can librarians have a corresponding sense of happiness, responsibility and honor, and will they be more active in upgrading their skills and knowledge and putting the knowledge they have learned into practice. Nowadays, the whole society is vigorously promoting universal reading and building a modern public cultural service system, and the library as a grass-roots cultural facility has a very important and prominent position. Librarians are a respectable and enviable work, in which they can accompany books and study for life, which is also one of the professional characteristics of Library staff. Therefore, as librarians in libraries, in today's era of rapid progress of the Internet, if it is necessary to keep pace with the development of the times, we must learn more, master more frontier information and technology of Library science, consciously adjust our knowledge structure, and actively learn new ideas, new knowledge and new knowledge. The new technology is integrated into the daily practice of library work [5]. In addition, librarians also need to pay attention to accumulating their own professional experience and attaching importance to their knowledge discovery ability, information processing ability and cultural literacy in their daily work, so as to continuously improve their working ability. In the library work and study, we should pay attention to daily summary, be good at summarizing, and constantly enrich our professional experience.

### **5. Conclusion**

To sum up, under the background of Internet plus, the grass-roots library also has new development direction and form. In order to better enhance the management effect of the grass-roots library, we must understand the basic situation of the grass roots library, recognize the advantages and characteristics of Internet plus, and enhance the librarian's occupation. Literacy and working ability lay a stable foundation for the follow-up development of grass-roots libraries.

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