Analysis on the Materials of First Conference with Microblog Service in the Library

Ouyang Ning

Library of China Pharmaceutical University, NanJing 210009, China

Oynwj@163.com

Abstract

The concept of the library micro-services is proposed to follow the development of today mobile internet. It contributes to the development of library resources and better interaction with the readers of new initiatives. Through researching on exchange materials of First conference of exchanging experience with microblog service in the library, discusses in the opening hours, services, personnel structure and innovation, this paper aims to share experiences with colleagues, and hope the library open the new platform and new mode on the double-micro (microblog, webchat) service methods.

Keywords

Library, micro-service, microblog, webchat, information service.

1. Introduction

In today internet and big data environment, the library faces double challenges with books borrowing less and readers reducing. Mobile internet is making this situation worse. Five laws of library science proposed by Ranganahan suggests that library is a growing organism, so the library must keep pace with readers and information technology in this new era. Where is the reader and where is the library. With the new theory of knowledge service and the application of new technology in the library, the concept of micro-services is a new form of service for resource development and high efficiency application in the library.

As early as in 2000, foreign libraries began to launch mobile library services, such as Japan, Singapore, the United States , etc.. In these countries, a lot of mobile information service system of the library have emerged. Since 2003, Chinese libraries began to launch mobile information services. For example, the library of Beijing Institute of Technology launched information push service based message in 2003; In 2007,Wang Xing first introduced microblog to China; Tencent Holdings Ltd officially launched wechat on-line in 2011.Then, the domestic libraries have begun to act. The library of Chongqing University began to carry out the practice of microblog in November 2009[1]. The library of Beijing Normal University first created a public platform for wechat in October 2012. The opening microblog and wechat platform explore the new model of the library resources and reader services. So in today's network and digital era, double micro(microblog, wechat) service has important significance. Microblog is opening to spread and is differential browsing information. Users publish their own microblog and the wechat is a private space within the closed loop communication, mainly both sides chat online at the same time. One is outward and other is inward. One focus on spread and other focus on communication. The library carries out double micro-service and uses the two complementary advantages to strengthen the interaction between the readers. Although many libraries have some practice, micro-service in the library has not formed a certain scale, there is no uniform definition.

First conference of exchanging experience with microblog service in the library held in Shanghai at June 10, 2014. 120 peers from 60 libraries had gathered. The theme of the conference is facing the era of micro service and consulting library's future. In this paper, the author combined with communication materials and made the following statistical analysis theme on the opening time, the service contents, the organization structure and the innovation of micro-service in the library.

2. Opening Time

According to screening and analysis of materials on first conference of exchanging experience with microblogging service in the library，the author statistics 43 libraries in participants (Including Academic Libraries, Provincial Public Library and Municipal Public Library). Most opened the official microblog and seven libraries also created the official wechat. Opening time is shown in the following Table 1.

Table 1 Opening time of libraries

Year	Microblog	Wechat
2009	1	
2010	6	
2011	15	
2012	10	1
2013	8	5
2014	3	1

Thus, one to many is network communication advantages of the microblog, and libraries gradually win a place on this platform. In 43 libraries, 8 libraries established tencent microblog (4 Public library, 4 Academic library) and the rest of the 35 libraries creat sina microblog (20 Public library, 15 Academic library). Sina and Tencent just different companies provide different accounts of services. Sina microblog is a part of Chinese Internet. It is the first choice for users and corporate social networks, so most libraries opened sina official microblog in the Statistical data. Due to the introduction of wechat is not long, libraries created public platform of wechat is not many. In the statistics, Both opened microblog and wechat are 7 libraries, They are Shanghai library, library of Peking University, library of Tsinghua University , library of Renmin University of China , library of Beijing Normal University , library of Nanjing University and library of University of Shanghai for Science and Technology . Although microblog is the mainly micro service in the library , the advantages of wechat such as fast paced, flexible, intelligent and so on, are made us to believe that the prospects of wechat in the library is also very considerable.

3. Service Content

In today's big data era, the readers demand is no longer the same and each has different personalized features. But whenever, the library service should be based on the readers as the core. The micro-service is only relying on the latest digital technology and makes the library's services to achieve the full range of all-weather. So that the exchanges between the library and readers are more smoothly, flexible and direct. Therefore, the author believes that the focus should grasp the time, quantity and quality of information dissemination in the construction of the library micro services.

The staff in the library which has opened micro service can be formed basically in the communication with readers on time. They start to collect and disseminate information at the beginning of the peak period, such as 9-10 points, 16-18 points, 21-24 points everyday, in order to improve the reader's participation, form a good interaction and communication with the readers. According to the author analyzes, the library which has the longest working hour is the National Library's official microblog, releasing and monitoring time adhere to 365*8 hours (9:00-17:00) and 365*15 hours (8:00-23:00), releasing and monitoring information are carried out in real-time by the person outside the library in evening, weekend and holiday[2]. Attending libraries has basically achieved average daily update information at least 2-3 items.

Regardless of the microblog or wechat, the modules, contents and informations are the problems which should be emphatically considered to measure the quality of library micro services. The information released by library is mainly two kinds: original information and forwarding information. The original information is basically to propaganda the library resources and services, such as notice,

query collection, new book report, document delivery, database training and trial, etc. The forwarding information is the fans publishing or commenting information which librarian reply, comment or forward. It is information which produced by interacting or exchanging with fans[3].

According to the research on the materials of of first micro-service conference, the main contents of the library micro-services from work of the library are as follows: book recommendation, activity forecast, library notice and local important news. While the highest click rate are event notices, especially activities closely related with the reader, such as celebrity lectures, reading festival, etc. As a reader, the most want to understand of the library should be two items: one is the books of library and another is the activities for reader[3]. So the author think that no matter what kind of micro service, the most important module should be connection with OPAC. On the one hand, the profound users use the library micro services are based on OPAC inquiries, supplemented with the library interactive and online consultation. On the other hand, library use character eventually settled in the book inquiries and other functions. So library should connect opening interface of microblog or wechat with OPAC and support the collection, periodicals, renew and inquiry of library books[4]. Retrieval system interface should be simple and convenient. It should provide operational guidelines. It should provide a variety of ways including title, authors, publishing, ISBN, key words and etc. The library micro service should establish good interactive function module with OPAC, and then to plan other marketing activities such as reading lectures, recommended exhibitions, books drifting, thematic contest, etc.

In addition, aiming at the function of microblog and wechat, the author believe library can segment reader groups of the micro service, carrying out the differential groups and carrying out the corresponding service. For example, the microblog is not limited to the number of patterns and is more suitable for the library's brand communication. It helps the library release the latest information or service content or activity information to readers in the shortest time and can put resources of library to each reader. Wechat is good to conduct research for readers or to provide personalized information customization service, etc. In this way, library uses the complementary advantages of microblog and wechat to strengthen the interaction between readers, better carry out double micro service.

4. Personnel Structure

The personnel organization of library micro-service is more complex. It can be divided into two categories: One is team members which come from different departments of the library and carry out horizontal coordination. The other is put in charge of the work by someone, coordinating and collecting all kinds of information with various departments. According to the materials of first micro service conference, participants of micro service in most libraries are part-time librarian. Managing micro service is compulsory labor and working time is nervous. They are often powerless and without engagement between each other. If coupled with the library leadership only pay attention to the information release and do not attach importance to management, the staff will gradually careless and lazy. Micro-services finally became a platform for personal information expression. Quality will be more and more general[5].

I believe that the library should establish the management mechanism of micro service and content standards firstly. That is very necessary through the system to protect the authority and standardization of microblog and wechat content. Secondly, library should detail the organization structure of micro service, set up different working groups in the unified management team and implement standardized management. For example, all service personnel are divided into two categories: one class for all readers is responsible for collecting or pushing universal issues such as bibliographic recommendation, event broadcast, library notices, and other content; the other class for higher level of readers is responsible for professional knowledge, professional people and pushing the relevant information. In this way, both the division of labor and cooperation complete the construction of library micro-service.

5. Innovation Points

Through the research on materials of first micro-service conference, the author found that the content of the library micro-services are not only the basic modules of library resources but also more features according to the library own characteristics. People wisdom are infinite. The author only lists a few successful cases and hope to cast a brick to attract jade, so as to provide the reference for colleagues in libraries.

(1) Library assistant of Wuhan University. It is different with ordinary library bibliographic query system. Readers input titles can not only get information of the book collection but also through the link to Douban reading. It checks the score and evaluation of the book on the site and provides a variety of reference way to readers[6].

(2) Offical microblog of the National Library. It has opened the following sections: daily classic reading: Published one classical poem and aphorism every day , Propaganda and introduce Chinese excellent traditional culture. Boutique collections: introduce bones, paintings, rubbings and other greatest treasures of the library in National Library characteristic resources database. Weekly Library: determine a theme weekly, recommended the resources related to the national library database[2].

(3) Library of Tsinghua University. Introduced new media technology in microblog, tailored Fall in love with library series of video skit, to achieve three-dimensional spread of cultural resources integrated with micro service in the library[7].

(4) Library of Heilongjiang Provincial. According to its own local characteristics, its official platform of wechat has the following columns: historical narrative of Heilongjiang, Longjiang characteristics, photography knowledge, enjoying photography, travelling tips, review of quality education, foreign literature, youth review, flickering Campanula and stamp history[8].

(5) Library of Nanjing Forestry University. Opened some free service in official microblog such as free to borrowing umbrella, propaganda slogan of seating, provided free record card to readers, etc.[9].

The author thinks that the setting of these columns are not only reasonable but also has its own characteristics. It is worth studying and referring by the librarian.

6. Conclusion

Library is walking in the front of the new technical revolution. All along, the library information services mode in concept and technology constantly are changed. The library is always the witness of the new technology and experience. The micro service of library is also promoted by microblog, wechat, micro film and other micro resources. It is emerged in today micro background. Of course, in the present there are still many problems such as start relatively late, not to form a good operating mechanism, not mastered the tactics and techniques of publishing information, released without the law，not timely，update slowly. Some libraries only pursuit number of fans and do not focus on content of micro-services. However, with the frequent occurrence and development of new technologies, we have reason to believe that micro-service in the library will be more and more perfect. The resources of library will be more and more shared.

Acknowledgements

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