

From New Media to Cloud Service, Can Independent College Libraries Face It Calmly?—Based on the Investigation and Analysis of Relevant Applications of Independent College Libraries in Jiangsu Province

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The emergence and application of new media are both opportunities and challenges for the development of libraries. In light of statistical analysis of development and use of new media platform tools such as the library portal websites of independent colleges in Jiangsu Province, WeChat, MicroBlog, and mobile libraries, etc., the author in this paper is aimed at studying independent college libraries' self-development level and innovation of service models under the new information network environment as well as how to win favorable time and space so as to easily face the advent of cloud service era.

Keywords: new media, cloud service, independent college library, WeChat, MicroBlog, mobile library, portal website

Introduction

The arrival of the “Internet+” era is affecting all walks of life at a rapid pace. There are more and more projects combining traditional industries with the Internet. They primarily resort to mobile Internet, cloud computing, big data, Internet of things, and other information communication technologies to improve productivity, creativity, and influence. The emergence of new media and cloud concepts has facilitated the rapid development of practical application of Internet technology in such industries as industry, finance, commerce and trade, communications, transportation, people's livelihood, education, government affairs, and agriculture¹. Meanwhile, “Internet+” has also fundamentally promoted innovation 2.0 in the knowledge society featuring user innovation, open innovation, mass innovation, and collaborative innovation, which has dramatically changed our production, work, and lifestyle, and has also led the “The New Normal”² based on innovation-driven development.

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¹ Baidu Baike: “Internet+” era, refer to the items listed in “Practical Application”. Retrieved from http://baike.baidu.com/link?url=Wa6s0gCeehz8IejB50JpwClp-Yo39KzugFBI80Opl6cGr52m4dxgjUEdcX8wgEtWVN_dUF3gVRQKEW6TgvGBaa#4_10.

² Xinhua Net, “Internet+ era” leads the era of Innovation 2.0. Retrieved from http://news.xinhuanet.com/info/2015-03/15/c_134064090.htm 2015.3.15.

Raise Questions

As a school document information resources center, a library is an academic institution serving talent training and scientific research, a paramount part of school information construction, and an important base for campus culture and social culture advancement. It is necessary to give full play to the role of a library in school personnel training, scientific research, social services and cultural inheritance and innovation in order to exert its function of education and information services³. In the “Internet+” era, with the increasing number of new media and new carrier literature in libraries and the rich exploration of practical experiences in the library industry, more and more libraries take full advantage of information and communication technologies as well as Internet platforms. Through deeply integrating with the Internet, they create new-style management and service models. However, such a new social form will inevitably face various tests in the process of development.

Surfing the internet has become an indispensable part of daily study and life among contemporary college students. Mobile phones and tablet personal computers are the new media types frequently used by college students. At present, new media has become the main channel for college students to obtain information on campus activities. School’s official WeChat, post bars, and forums are main ways for obtaining information, which rank only second to classmate chats, campus broadcasts, and publicity boards. Although the reading method is still dominated by traditional paper-based reading, online reading is increasingly sought after by college students. Short reading has become a trend, microform reading has become fashionable, and mixed reading has become a habit. The new media provides a large amount of consumer-reading and pastime-reading information content. On one hand, it increases the time and number of reading; on the other hand, it cannot guarantee final quality and meaning (Dong, 2016).

A library, a school’s document information resources center, should make full use of reading resources, improve service methods, enhance reading service levels, conform to the changing tendency of reading media, and develop new types of reading to build more personalized, faster, effective, and accurate information interchange, knowledge, emotions, and ideas .

Investigation and Statistics

With the continuous integration and rapid development of information and communication technologies, it provides people with a variety of general-purpose intelligent tools to realize the transmission and sharing of information. The ubiquitous network propels libraries to accelerate the pace of combining with the Internet. Some social networking platforms such as MicroBlog and WeChat are widely used in libraries. With the help of mobile terminals as carriers, mobile library platforms play a significant role in the promotion of libraries in a way of downloading APP. These new service models indeed are conducive to further dissemination and sharing of knowledge. Does domestic independent college libraries keep pace with development of the “Internet+” age, establish a correct understanding of new media and new carriers, and make corresponding changes to management and service modes?

Through statistics and analysis of the use of various service models of Jiangsu independent college library which are combined with the Internet, the author in this paper studies development level of the independent college library itself, and has a new cognition of it to a certain extent.

³ Baidu Baike: Rules and regulations for libraries of general institutes of higher education. Retrieved from <http://baike.baidu.com/link?url=OMIVRRJo5oi87wwGwqMRdRsBfXRJwTsZ4sIOuV7Sq1j6gic2nRulgoe29GV3elx2ef64V3OB rRrG2RSbwyIWa>.

Investigation Methods

Based on the “List of Independent Colleges With Admission Qualifications 2016” published on the China independent college online official website, the author selects three provinces with a large number of independent college libraries for statistics, namely Jiangsu Province, Hubei Province, and Guangdong Province. She successively counted portal website building, WeChat, mobile libraries, and MicroBlog services of independent college libraries in these three provinces. The development and utilization of diverse functional services in each province are ultimately summarized on each statistical table. The deadline for investigation is August 15, 2016.

Investigation Results

Table 1

Statistical Summary of Jiangsu Independent College Libraries

Jiangsu independent college libraries	Website	WeChat				Mobile libraries	MicroBlog
		First message	Certification date	Menu navigation settings	Welcome message		
Southeast University Chengxian College Library	√	10/09/2015	07/09/2015	1. Library Information—Library News, Library Introduction, Lecture Information; 2. Resource Navigation—Bibliography Finding, New Book Notice; 3. Library Services—My Library, Reader Recommendation, Opening Hours, Mobile Library Download	Concise welcome message	√	N/A
Nanjing University Jinling College Library	√	17/04/2014	24/02/2016	1. Book Information—Book Search, Popular Borrowing, Book Recommendation, Direct Referral Purchase, Scan Code Recommendation; 2. My Space—Binding and Unbinding, Borrowed and Renewal, Appointment Information, Scan Code Renewal; 3. Smart Library-Notice Announcement, Lecture Information, Seat Selection, Seat Scanning Code, Contact Us (services cannot be provided during the statistical period)	N/A	√	N/A
Nanjing University of Science and Technology ZiJin College Library	An error has occurred	03/2014	Unverified	1. Dynamic State—The Latest News, Graduation Season Topics, Opening and Closing Notices, Lecture Training, Reading Association Garden; 2. Resources—Good Book Recommendations, New Books on Shelves, Popular Books; 3. Services—FAQs, Contact Us	WeChat QR code link, a link to introduce common functions of the library.	N/A	N/A
Nanhang Jincheng College Library	√	17/03/2016	04/03/2016	1. My Library—Bind Reader Card, Library Catalog, Borrowing Information, Untie Reader Card; 2. Yunyue Reading—Good Book Recommendation, Open Class, Popular Books, Subscription Center; 3. Common Services—Client Download, Contact Us	Concise welcome message	√	√

(Table 1 to be continued)

Taizhou Institute of Sci. &Tech., Nanjing University of Science & Technology Library	√	09/11/2015	06/11/2015	1. My Library—Book Recommendation; 2. Micro Service—Locker Application, Work-Study Management, Library Studio Recruitment, Seat Distribution Map for Graduate Entrance Examination, Seat Inquiry for Graduate Entrance Examination; 3. Micro-Interaction—Notification, Lost and Found, School Calendar, New-Version of QR code (innovative message with large click rate)	Concise welcome message	N/A	√
Nanjing Normal University Taizhou College Library	√	N/A				√	N/A
Nanjing TECH University Pujiang Institute Library	√	N/A					
Kangda College of Nanjing Medical University Library	√	N/A				√	√
Wenzheng College of Soochow University Library	√	N/A					
Applied Technology College of Soochow University Library	√	N/A					
Tianping College of Suzhou University of Science and Technology Library	√	04/2016	20/09/2015	1. Book Information—Book Search, Popular Borrowing, Book Recommendation, Direct Recommendation, Recommendation by Scan Code; 2. My Library—Binding and Unbinding, Borrowed and Renewal, Appointment Entrustment Information, to Renew by Scan Code; 3. Announcement of Activities—Lecture Information, Library News, Contact Us	Readers are reminded to bind their ID numbers for receiving services in the welcome message	√	N/A
Guangling College of Yangzhou University Library	An error has occurred	06/03/2015	21/04/2016	1. My Library—Bind Reader Card, I Want to Find a Book, Borrow/Renew, News Bulletin, Unbind Reader Card; 2. Yunyue Reading—Good Book Recommendation, Open Class, Popular Books, Subscription Center; 3. Common Services—Client Download (skip directly to the download of Super-Star mobile library), Contact Us	Concise welcome message	√	√

(Table 1 to be continued)

Tongda College of Nanjing University of Posts & Telecommunication s Library	√	15/03/2016	24/03/2016	My Library—Bind Reader Card, I Want to Find a Book, Borrow/Renew, Unbind Reader Card, Notification; 2. Yunyue Reading—Good Book Recommendation, Open Class, Popular Books, Subscription Center, Imagination Star; 3 Common Services—Client Download (skip directly to the download of Super-Star mobile library), Contact Us, Scan	Concise welcome message	√	N/A
Changzhou University Huaide College Library	√	N/A					
Construction and improvement of portal website accounts for 52%							
WeChat accounts for 36%							
Mobile libraries accounts for 32%							
MicroBlog accounts for 20%							
Portal website and WeChat account for 36%							
Portal website, WeChat, and mobile libraries account for 20%							
Portal website, WeChat, mobile libraries, and MicroBlog account for 4%							

Note. A total of 10 libraries are not open library homepage, WeChat, mobile library, and Weibo services. They are Xuhai College, China University of Mining and Technology Library, Nanjing Normal University Zhongbei College Library, Nanjing University of Chinese Medicine Hanlin College Library, Nanjing University of Information Science & Technology Binjiang College Library, Jiangsu University Jingjiang College Library, Jiangsu Normal University Kewen College Library, Nanjing University of Finance & Economics Hongshan College Library, Suzhou Institute of Technology, Jiangsu University of Science and Technology Library, Nantong University Xinglin College Library, Nanjing Audit University Jinshen College Library.

Analysis of Research Data

Under the background of internet era, a library portal website is a basic network platform for readers to recognize and use the library. The construction level of a portal website also embodies perfection degree of the service development level of a library. In order to make better use of a library's functions and make the library a shared information space, a learning and interactive space, the independent college libraries still have many areas for improvement in websites construction.

Firstly, 30%-40% of independent college libraries do not yet have their own independent open portals allowing readers to quickly and easily find and use library resources. Secondly, the website building of partial independent college libraries has only reached the basic level, and it is just a display of library resources and services. In current development environment in which the competitiveness of libraries is to be improved through services, the website construction of independent college libraries should give priority to website design from the user's perspective. The layout of websites should be adjusted in accordance with readers' requirements we investigated and analyzed, and the functional design of websites should lay emphasis on practicality and ease of use, simple and clear, and easy to operate (Fang, 2014).

The arrival of new media and new carriers has posed great challenge to the development of libraries. We need to take a positive attitude, correctly understand and proactively respond to the arrival of information age

represented by new media, and increase libraries' own infrastructure construction; make an in-depth study of how to face the impact of new media era on traditional work methods and models of libraries, and actively take the initiative in innovation of theory, technology, platform applications, calmly face the opportunities and challenges brought about by new media technology and cloud service concepts, create a cloud service system with the characteristics of cross-regional, disciplinary, professional, industry, and field to enhance the core competitiveness of a library (Zhang, 2015).

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