

Exploration on Information Service Mode Construction in University Libraries Guided by Mirror-Paradigm Theory

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Received 15 April 2014; accepted 26 July 2014
Publish online 31 August 2014

Abstract

Scientific and technological growing has promoted the reform of information technology, and also generated qualitative influence on information service development of university libraries. Now, under the deepening development of information age, improving the information service mode of our university libraries, establishing a high level information service mode for the university teachers and students will be our emphasized issues, while the emerging of Mirror-Paradigm theory has shown a completely new growing direction for this issue. Relying on and supporting by Mirror-Paradigm theory, it will play a profound role in the essential improvement of realization of information service mode in university libraries.

Key Words: Mirror-paradigm theory; University libraries; Information service; Mode construction

Liang, X. M. (2014). Exploration on Information Service Mode Construction in University Libraries Guided by Mirror-Paradigm Theory. *Canadian Social Science*, 10(6), 166-170. Available from: <http://www.cscanada.net/index.php/css/article/view/5147>
DOI: <http://dx.doi.org/10.3968/5147>

INTRODUCTION

The dissemination theory of “Mirror-Paradigm” was appeared on a report named *New Age-Consumption Trend in 2008* published by one consumer’s research center in Japan in 2007 for the first time; it means “Resonant-type Consumer Group”. This type of group owns a potential evaluation standard, when contacting to one or several elements like emotion, demands, favor which

are similar to the evaluation standards, they will absorb, accept, process and feed back the related information under subconscious, which is similar to reflection of mirror surface. When information reflection is happened to a group constituting of many people, it will form an information climax, its participator could be called mirror paradigm. The interaction of network has set a basis for the mirror-paradigm dissemination of information, made it easier to two-way communication, while different communication media can also realize integration, and develop to be multilevel tridimensional dissemination system, which has brought about essential changes to information service of domestic university libraries.

The received groups will play its role in information dissemination which is similar to the principle of mirror reflection light ray; they will make use of the interaction of network to absorb, process the information, and then reflect them out, i.e. transmit them out to influence other people. During mirror paradigm dissemination model, information users’ decoding method to information has shifted a lot. When they contact the information for the first time, they will not form an attitude to the information immediately and adopt the next step, but choose to understand the acquired information by the method of network, conduct related communication with other information node in network environment, and finally form their attitude, and decide which action shall be adopted and how to take actions. Generally speaking, this essence of this process is: Through the communication of information, it may become a node during the dissemination process of mirror paradigm, they will publically disclosure the using experience of the acquired information, and other receiving group will be influenced and become the next information dissemination node, by this way, it will finally form a field where the information is widely distributed. During this process, each kind of information dissemination media could be integrated, and form an all-around, tridimensional information dissemination network.

Hence, Mirror paradigm dissemination could be defined as follows: Making use of the interactive of network, like a mirror reflection, among the information users, can reflect and disseminate the received information repeatedly, to influence other receiving groups, every node of the information could be the information receiver but also the information source both, so as to form a full meshed reflected information dissemination mode.

Along with the coming of Omni media, the rapid developing of economy and network technologies has changed the information acquisition methods of wide users, people will not only obtain resources from the entity libraries, but also can acquire knowledge from new type media like internet and cell phones. The university students, as a kind of behavioral agent with a certain network operation skills, they have showed a demands to information service featuring of individual, timely and newly, multiple elements and so on; university libraries, as the distribution center of university knowledge and information, under the environment of information digitization, virtualization and networked, we would like to meet the information demands of users, we should build a new type information serving mode which is aiming for being convenient to the users and serving the readers, we shall also enrich the content of information service, optimize the information service mode, deeply exert its information service role in university teaching and scientific researches, explore and establish a new pattern for library information service actively.

When we look back, we can easily find out that, from 1970s until now, the Information dissemination system in China has changed a lot. From 1970s to the end of 1990s, limited by scientific and technological level, the Information dissemination was limited to public mode, and the public can only be the single receiving group of the information, and the sources of information are fixed and sole; by the middle of 1990s, the rapid growing of information technology has promoted the large scale spreading of internet, the traditional Information dissemination mode, taking TV, newspaper and broadcasting as the main dissemination media has achieved brand new breakthrough, minority Information dissemination is dominated gradually (Wang, 2012), Since we entered the new century, different Information dissemination medias like internet and cable television, telecommunication network and so on are integrated with each other and applied to mirror paradigm group, finally formed a mirror paradigm Information dissemination mode, some new phenomenon like more targeted information screening and communication in media, enhanced interaction between Information dissemination received group and so on are all reflected the complexity of mirror-paradigm Information dissemination comparing that of before.

Traditional information dissemination method, i.e. information dissemination within the range of public

and minority is unidirectional, the received group can only receive each information from different channels passively as a role of information receiver, the self-selection of information is widely limited, and it even can't realize further feedback of the information or the scaled retransmit of the receiver individual (Wang & Wang, 2014), however, focusing on mirror paradigm information dissemination mode, the popularity of internet has established a highly efficient and rapid communication platform for the two parties of Information dissemination . On the one hand, the media could release a variety of information relying on network platform; on the other hand, the public as the information receiver can also seize, screen, absorb information dynamically, as well as self-express opinions and feedback relying on the network, mirror paradigm information dissemination has broken through the time and space restriction in communication and dissemination, make the more rapid, efficient and multi-directional dissemination of information to be possible.

Traditional Information dissemination adopts a method from point to surface and is lacking of necessary pertinence, the dissemination party makes use of various media as the platform to conduct information publish to the public, which cannot guarantee the utilization rate of information, while mirror paradigm dissemination adopts a point-to-point information dissemination method, the information receiver could make use of various methods to assist searching or selecting the needed information, at the same time, they can further state their own thoughts and viewpoints to the received information or conduct the secondary dissemination focusing on the specific group. Through mirror paradigm dissemination, information can not only be received by the receiver, but also can provide reference for other receivers, and establish a multi-party Information dissemination mode in its true sense, while point-to-point dissemination method can largely enhance the pertinence of information transmit, improve the effectiveness of dissemination and the information utilization of the receivers largely.

1. LIBRARY SERVICE ADVANTAGES UNDER MIRROR-PARADIGM DISSEMINATION

1.1 Information Sediment

Library literature resources are very abundant; it shoulders literature collection and tiding, knowledge dissemination and cultural relic protection and inheritance and other historic missions since its generation. As the university internal literature center, our university library has more powerful historical responsibility sense comparing with other kinds of literature institutions. The information data of university library is not only possessed an advantage in

quantity, even different universities place extra emphasis on its own characteristic educational subjects, the targeted large investment by the universities has promoted the establishment of characteristic subjects in the university libraries, which has provided a solid guarantee for one or multiple profound, authoritative literature information sediments.

1.2 Technical Supports

In mirror paradigm dissemination environment, whether the professional discipline construction is complete or not is an important evaluation and assessment standard for the comprehensive competitive power of the libraries, complete, high-end, advanced information resources is the absolutely indispensable factor for the libraries. Comparing with other similar institutions, university libraries will be equipped with more obvious technical advantages. Firstly, the final generation of information service results need a series of complex preparation such as information collection, category distinguishing, labeling and searching and other earlier stage works, while the related university library workers have more sufficient working experience and technical advantages; secondly, the scientific development and improvement have made obvious progress to the automation construction of university libraries, supporting by the software and hardware technologies, university libraries information service have merged with modern scientific and technological elements, the network computer knowledge and technologies of its workers, as well as their practical operating abilities and comprehensive quality level have been improved a lot, which has brought about obvious improvement in the quality of university library information service.

1.3 Talents Advantage

Influenced by network environment, the university library workers have shifted from sole element to multiple elements, assisting by computer service technology, university library information service has developed to modernization service mode. At present, our university library has enhanced the emphasis to the introduction and cultivation of the talents, it has widely attracted professional talents with high level knowledge background and practical abilities, and domestic libraries also pay more attention to the diversification of professional background of working teams, so as to enhance the interaction and mutual learning among the ones with different major background. In overall, the university library workers have powerful comprehensive quality, their professional information classification ability and information collection and systemization abilities, the sensory ability to the users' information demands and grasping abilities of academic trends and a variety of abilities have been improved largely, this is the talent advantage of university libraries.

2. THE INFLUENCE OF MIRROR PARADIGM DISSEMINATION TO INFORMATION SERVICE CONSTRUCTION OF THE LIBRARIES

Firstly, applying Mirror Paradigm dissemination theory to the service platform establishment of university libraries, it will be good for enhancing the humanity of service mode, to make it more intelligent and full of pertinence. During Mirror Paradigm dissemination environment, under the guiding of library workers, information collector could break through the traditional passive receiving mode of information, so as to participate in active and positive knowledge acquisition process, so as to enhance mutual communication and sharing with other people (Lu, 2004).

Secondly, under the supporting of Mirror Paradigm dissemination mode, traditional library information service mode has achieved creative breakthrough, it has gotten rid of the restriction of time and space to the maximum extent, and can meet the information demands of receivers more accurately, rapidly and efficiently. Take the 24 hour self-serving system in Shenzhen Library as an example, the users can enjoy on line application, self-help borrowing, book returning, literature searching, reservation and other basic services and express sending and other extended service items. This is a significant breakthrough to the development of our library service mode under Mirror Paradigm dissemination mode, it has merged network innovation technologies to the daily life of the receiving group, which shows a great significance to our cultural public service system and socialism spiritual civilization construction, and shows great guiding function to the information service construction of our university libraries.

Information Service Mode Establishment of University Libraries under theory of Mirror Paradigm. The information demands of receiving group are the meaning of existing of the university libraries and the developing motivations and objects. The deepening development of information age has brought about new changes to the information demands of receiving groups in refining and diversification, together with the popularity of network and the great attracting to the information receiving groups, the information serving mode of university libraries now face rigorous challenges, if we would like to response to the challenge, and seek for new developing opportunities for the university libraries under Mirror Paradigm dissemination, we must deepen our understanding to the information demands of receiving groups, and we should master the information demands features and information action dynamic of the receivers accurately and timely, and based on this, establish and complete information serving mode. And the writer considers we may focus on the following as the main breakthroughs.

2.1 Insisting on Centering With the Information Receiving Groups

During Mirror Paradigm dissemination environment, our university libraries shall be insisting on the basic principle of “people foremost”, to establish information service system surrounded with information receiving groups. Hence, university libraries shall make deep understanding and sufficient grasping to the information demands and related dynamics of the teachers and students, collecting and accept in the suggestions and feedback of the receiving groups targeted and periodically, and we shall always insist on the center role of information receiving groups, to build an information serving environment with cultural sense to the maximum extent, and according to the information demands and changes of the receiving groups, provide complete, accurate information service items with pertinence (Tang, 2014).

2.2 Multi-Element Construction of Serving Mode

The first aspect is the multi-element accumulation of information resources, it will not only enlarge the information overlaying area, realize a deep, accurate and focusing accumulation of information, but also can provide information resources including images, video and other types of methods in a relatively fixed knowledge composition environment for the teachers and students; secondly, the multi-element expansion of information sources, under the guiding role of globalization developing tendency, to develop different information resources in different language environments, and build a multi-language information service mode at the same time, to provide accessible information service for the information receiving groups with different cultural background; the last aspect is the diversification of the serving methods, based on the individual demands of different receiving individuals, to conduct the innovative breakthrough of serving methods, meanwhile combining with scientific technologies and creating a diversified cultural service content for information client groups. (Yan & Han, 2008).

2.3 Opening of Information Storage and Retrieval

The opening of information storage and retrieval can guarantee the accessible communication of information in the fields of dissemination, academy and technology; it has realized the full utilization of scientific and technological achievement to the maximum extent. The popularity and application of communication, network and digital technology in information age make the information users conduct information collection with pertinence, effectiveness and convenience, the libraries as the Information dissemination interaction center in the campus shall conform to the developing trend of the times, actively promote the opening of information storage and retrieval in the libraries. It shall deepen and expand information collection channels, screen and collect useful information to enrich the knowledge literature storage of the libraries, meanwhile, it shall also promote

the opening of each kind of information and scientific payoffs in storage and retrieval in the libraries, to establish an academic free communication platform, this is also an efficient solution to guarantee the long term developing of high university education and scientific researches, which can also establish a good environment for information sharing and academic communication in its true sense.

The timely reference and consultancy in university libraries is a real time mutual information serving mode, which is finally realized by the internet high speed information transmission based on the technical supports of powerful database. In the virtual environment established through timely consultancy, the experts and scholars in professional fields could face and response to the questions of the information users within professional fields, to realize a complete one-to-one information service.

University libraries shall make every efforts to realize the immediacy of reference consultancy, make full use of the convenience brought about by communication and internet technology, developing many kinds of forms such as network online information transmission, real-time call, multiple parties video and so on, to provide real-time service for information user groups, and grasp the individual information requirements, study scopes, knowledge establishment situation, information screening and application abilities and other multi-aspect data in details, to provide particular and exclusive information service for them. At the same time, the university related institutions shall prepare and complete related regulations and systems, to guarantee the smooth realization of real-time consultancy and reference mechanism of university libraries, expand the information serve coverage of university libraries, to make the intelligent information everywhere.

CONCLUSION

Developing university library information serving mode under the guiding of mirror paradigm dissemination theory is a necessary solution to self-improvement of our university libraries in information age, which has a certain reference value for the systematic completion of library serving theory. The innovation and completion of information serving mode refereeing to mirror paradigm theory will be good for the sharing of information resources, for realizing the mutual communication and resource sharing of libraries and information receivers, as well as among receivers; meanwhile, the different libraries and the library with different information dissemination institutions can also learn with each, use for reference and cooperate with each other and develop together by the network dissemination environment with features of opening and reflection, to realize synergetic development and benefit sharing . University library information serving establishment and completion under the guiding of mirror paradigm theory will possess extremely wide

bright future, and it will be the inexorable trend for the innovative developing of university libraries. Meanwhile, in order to developing the new university, we should pay attention to the five aspects of information serving mode construction: (a) we should always focus on the information receiving groups, establish information service system surrounded with information receiving groups; (b) providing multiple types of information resources for the information receiving groups, such as medias, images, videos and so on, building multiple-language information serving mode; (c) promoting the opening of the information storage and collection, establish an academic free communication platform; (d) establish a virtual environment, providing professional consultancy and response to the information users. From these four aspects, the new information serving mode can be built in its true sense, and providing more sufficient supports for information receivers.

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