

# Research on Information Demand and Library Service in Minority Areas of China

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**Abstract:** Library serves as the main way to promote the perfect development of the social education, but also the important contents of acceleration of the socialist cultural construction. Correspondingly, we should conform to the development in the information era and improve the service quality and work of the library, at the same time, the overall value of the library in using should be improved by adopting information technology.[1]As for the construction and utilization condition of library in ethnic minority areas, construction of information modernization, on the one hand, can promote the spread and inheritance of ethnic minority in China, on the other hand, serves as the role in enriching the cultural life of the people in minority region. Based on this, proceeding from the utilization condition of the libraries in minority region in China, we hold a general discussion on the way for improvement of the service quality of libraries in minority regions in China.

Rejuvenation of China with culture is the only way to realize the Chinese dream. How to promote the construction of socialist culture through social education is the educational content that the Party and the government focus for exploration and library, and library, as the main way of social education, is the key strategy to develop a strong country with culture. Due to regional characteristics, the minorities have certain limitations in cultural life and cultural communication, and the development of minority culture can be effectively promoted through the modernization of library information and the improvement of services.

## 1. The Important Role to Strength Modernization Construction of Library Information and Service Quality

### 1.1 Promotion of Social Re-Education for Improvement of Quality of the General Public

Intelligent reading has become our preferred way of reading, that is, reading can be achieved online, so the library is confronted with a severe test with the advent of information era. Against the background of the information era, strengthening the modernization construction of library information and service quality is conducive in satisfying the demand of the readers in reading on the one hand and pushing forward the effective integration of the management mode of traditional library and modern information technology, on the other hand, social re-education can be implemented, the masses can conduct initiative reading for the improvement of their cultural quality. First of all, social re-education is an important part of China's strategy to strengthen its cultural power, which is achieved by means of enriching the cultural knowledge and improving the cultural quality of the masses. While, library bears the brunt and plays an important role in the traditional social re-education mode.[2-3] Secondly, only when the cultural quality of the masses is constantly improved can the pace of China's socialist cultural construction be promoted and a virtuous cycle of development with the cultural achievements jointly built and shared by the masses be realized. And how to improve the people's cultural literacy, which is regarded as the key factor for social re-education improvement and innovation, should be given top priority in perspective of the needs of the masses to reflect the people-oriented concept of education.

## **1.2 To Promote National Cultural Development for the Great Prosperity of Chinese Civilization**

In the course of more than 5,000 years, China has cultivated the unique culture with Chinese characteristics over the past 5000 history of development and more, which is the embodiment of the collective wisdom of the people of 56 ethnic groups and also the benchmark of China's cohesion as well as the backbone force for the continuous development of China. Due to the difference in regions, culture and economy of 56 ethnic groups, Chinese culture is presented with the integration of multi-culture of all ethnic group, and in order to achieve the publicity in foreign countries of Chinese national culture, we should initially push forward the development of national culture for the great prosperity of Chinese culture.[4-6] As an important way to promote social re-education and the improvement of people's cultural quality, library should be given double efforts to strengthen the information modernization and service quality in the minority areas to promote the integration and inheritance of minority cultures. For example, the readings can be available online and offline in informationization construction of libraries in minority regions to form the reading platform with the characteristics unique to minority regions. Therefore, people all over the country can have a better understanding of the customs and historical culture of the minority regions through online reading, and thus the great prosperity of Chinese civilization can be achieved. At the same time, the integrated development of the culture of 56 ethnic groups can be beneficial to the integration and innovation of history culture and modern culture making Chinese culture more popular abroad. Therefore, the nationality and competitiveness of Chinese culture can be improved.

## **1.3 To Enrich the Life Style of the Public for Improvement of the Sense of Happiness**

There are some differences in cultural and economic development in minority regions and many minority regions were developed with the help of traditional economic industry and the economic development is relatively retarded, we need to help the people in minority regions expand the paths for economic development by education to achieve the perfect integration of regional characteristics and economic development. Strengthening the modernization construction of library information and service quality can enable people to recognize the objective law of scientific development. Proceeding from regional characteristics as in tourist industry, and agriculture, forestry, animal husbandry and characteristic cultural industries, efforts will be made to enhance economic development and achieve the goal of getting rid of poverty and achieving prosperity. Secondly, strengthening the modernization of library information and service quality in minority areas can enable people in minority areas to enjoy recreational activities in their spare time, improve the sense of happiness and fulfillment of life of minority people, and guide them to better participate in cultural construction and cultural inheritance.[7] Cultural and recreational life are the benchmarks for people's living standards, which are closely related to the construction of local economy and cultural development of modern information. The construction of modernized library and the improvement of service quality of library can be beneficial in guiding people to participate in regional economic development and constantly enriching the cultural life demand of the masses for entertainment based on the improvement of cultural quality of the masses.

## **2. Strategies to Improve the Service Quality of Libraries in Minority Areas in Information Era**

### **2.1 Construction of Modernization of Libraries in Minority Areas**

To optimize the service of libraries in minority regions, we should first strengthen the modernization of library information. Specifically, we can proceed from the following points: First, the government should strengthen the investment and constantly improve the basic equipment and facilities of the library. The management and borrowing mode of traditional library could no longer satisfy the reading demand of the masses. Based on the increasing requirements of the public for reading, we should take account of the utilization condition of regional libraries to conduct construction for modernized libraries and supports were offered in strengthening infrastructure and

diversifying information facilities such as the upgrading for OA network of library to ensure the all area coverage of LAN of smart management system for convenience of office management f and electronic reading.[8]At the same time, staff were regularly dispatched to upgrade and maintain network functions and scientific management is achieved by relying on the big data platform of computers to improve the service quality of the library; Second, implementation of online electronic reading mode. With the continuous development of the information network, people's reading needs begin to show a certain diversity. For this reason, we should implement the online e-reading mode on the basis of catering to the needs of readers and maximize the social education function of libraries. For example, on the basis of strengthening the infrastructure construction of the library, to add electronic reading computers or monitors to facilitate readers' reading; thirdly, the function area of the library should be divided to meet the information needs of readers. Library can be divided according to the functional areas, such as the division for book area and reading area, division for reading area of paper books and reading area for electronic books and so on. Functional division, on the one hand, is convenient for management personnel to grasp the reader's reading interest, on the other hand, can be conducive to promoting the efficiency of library services and management.

## **2.2 To Speed up the Construction of Library Service and Management Talents**

To speed up the construction of talent team for library services and management is an important approach to improve the library service quality, specifically, the following points can be made to strengthen the construction of talent team: first, to cooperate with colleges and universities and set up the library management profession and establish training base for university-enterprise cooperation, which serves as the guarantee for the construction of talent team for the library. From the perspective of construction of libraries and service in minority regions, we can conduct cooperation with higher vocational schools and secondary vocational schools and set up the teaching contents related to library management in management discipline to strengthen the targeted cultivation for library administrative staffs and thus forming the good cooperation between schools and enterprises to constantly improve the service quality and management efficiency for libraries. Secondly, regular and targeted training should be given to the librarians in service to improve their management awareness and service skills. For example, to dispatch books management personnel to participate in professional library management training seminars at home and abroad with the purpose to strengthen the training for library managers in working skills and management concept, and the library management personnel should be instructed that they should not only skillfully operate modern information equipment of libraries, at the same time, have the awareness in advanced management and service. They should conduct innovation in accords with the demand of the readers in the management system, management mode, service consciousness and books category of books to improve the overall service image of library.

## **2.3 Recreational Activities of Libraries In Accordance With Regional Characteristics**

Improving the reading consciousness of the masses, and to improve the cultural quality of the mass by reading books is the objective of the library service. Based on this, we can rely on characteristic culture of minority groups to organize cultural and recreational activities which can on the one hand, improve the cultural quality of the masses, expand social re-education, on the other hand, is capable of enriching people's cultural and recreational activities for improvement of sense of happiness. First, we can organize face-to-face meeting by integrating the classification in reading preferences and interests for the public and the cultural characteristics of minority regions in management and service process, for instance, we can select books in tourist economy by taking account geography, tourism and culture of the place for readers who show interest in tourist economy based readings. Besides, interaction will be achieved with reader face to face by activities to recommend those books. second, we can organize "I Love Reading" exchange meeting by considering the cultural characteristics of minority regions and holidays, such as to organize drama performance by reference to the books describing local development and cultural history to enable people to have profound understanding of history of the hometown and further enhance the sense of pride and sense of belongings of the public. The reading activities can, on one hand, stimulate the

interest in reading of the public and improve cultural quality of readers, can enrich the recreational life of the public and the sense of happiness can be improved.

## Conclusion

The library in minority areas is an important way to promote the cultural development and communication of minority regions, and is also an important way to promote social re-education. Therefore, we should speed up the construction of information modernization of library to meet the requirements of readers in reading. First of all; we need to realize the modernization of libraries in minority areas. Secondly, we should speed up the construction of library service and the construction of talent team in management. Finally, to organize recreational and cultural activities regional based on local characteristics.

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