

Study on the Library Crisis Management Based Reader Satisfaction

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Abstract: The paper analyzed the definition, meaning and standards of reader satisfaction. Then the investigating methods and the contents of the investigations were explored. Based on the above studies, the reader information database was built up and the influencing factors were analyzed. To collect the reader information and suggestions effectively the reader satisfaction evaluation database was established. Then the crisis management mechanism of the university library was established including core strategy team, core operating subsystem, strategic information subsystem, improving subsystem and future creating subsystem.

Keywords Library, Reader satisfaction, Crisis Mechanism

INTRODUCTION

University library is the information center, and its function is to serve teaching and research. The reader satisfaction determines the library service. In modern society, different readers have different expectations on the library and the readers' needs show characteristics of personalization, convenience and diversity. Whether the library could keep up with the changes in readers determines the reader satisfaction. Then the dissatisfaction of reader could be a potential crisis of the library. So the paper establishes an early-warning mechanism based the explicit reader demands, creation of the readers information database, analysis of the influence factors and the setting up of the readers evaluation database to avoid the crisis.

Definition, meaning and standard of reader satisfaction

The definition of reader satisfaction

Reader satisfaction is about the contents after the readers use the library information service. It is a compared evaluation between the expected service and actual service, also it is the feeling and subjective assessments of the readers who have experienced one or more services. The library focuses on the readers. So the reader satisfaction is a index to test the library work.

The meaning of reader satisfaction

The readers' evaluation and satisfaction is the vital criteria to detect the library service quality. It is the important goal that the library pursues a higher contentment. The library would lose its value without the readers' demand. The readers' information demand not only includes the readers' knowledge but also the search skill to obtain new information. The library should build such a information service

mechanism that the users' information demands can be collected and the librarians can communicate with the readers effectively. So the reader satisfaction evaluation can promote the library to improve its service.

The standards of reader satisfaction

The reader satisfaction is about the contents after the readers use the library information service and it is the comprehensive evaluation on the library service. Each question is given three values which are expected value(the ideal service), real value(the actual feeling) and unacceptable value(the minimum service). The area between expected value and unacceptable value is called tolerated area. The library service quality can be reflected from the above three values. What is more, the library can be aware of the service gap between the ideal service and the actual feeling which would be good for the improvement of the library.

The library readers not only include those who borrow books but also the ones using the library online resources. The reader attracting rate is a good number which can reflect the service of the library. The reader attracting rate is the ratio of the service number and the target group number. The good libraries have a high reader attracting rate. Usually the readers consist of undergraduates, postgraduates and teachers. Each group has its different information demand. The library should improve its service according to the various needs.

Investigating the readers and collecting the information demands

The basic information is the foundation of the library service. The survey on reader is good for the library to collect the interests of the readers and identify the real factors and elements. The library

could explore the nature and rules by analyzing the thought and actions of the readers.

Investigative methods

There are several methods in survey including document searching, observation, interview and questionnaires. Observation and interview are effective for the library.

Observation survey is that the library communicates with the readers to ask for some information. This method is flexible, and the result is reliable. But this survey needs the interviewee to have high interview skills to build relationships with the readers. In this way the readers would have confidence in the investigators and would like to offer more information. The atmosphere is also very important and the interviewee needs to switch focus shrewdly.

Interview survey is that the library collects views and information by giving the questionnaire to the readers. The interview survey is indirect. The investigators don't contact with the readers directly so the readers would not be interrupted when answering questions. The interview survey is unlimited by time and space, so it is appropriate to all kinds of questions. The questionnaire is standardized and the interviewee can sort the information easily as well as do some quantitative analysis.

Contents of the investigations

The contents of the investigation include the personal information of the readers such as ages, major and educational attainment. The library needs to learn about the readers who are the foundation of the library service.

The demand of the readers consists of reading tendency and reading habits thus the library can adjust its books purchasing directions.

The evaluation of the readers reflects the service of the library and it can determine the library service to some degree. So the library should attach great importance to the feedback of the readers to improve its service.

The action of the readers is the reflection of the relation between library and readers. The library can analyze the rules from the number of readers' going to the library, the time of readers' staying as well as the types of readers' borrowing from the library.

The analysis of the investigation result is to build up a reader database. The modern library is full of high technologies which provide a good opportunity to the revolution of the library. The relation between the readers' reading tendency and its characteristics can be analyzed through the reader database to do some predictions of the service and carry out trainings. So the functions of the library can work better.

The classification of the readers is to learn about the features of the readers demand. The library can obtain the rules by analyzing the readers' information in the

reader database. Thus the library can adjust its service direction and bring up the interests of the readers.

Building up the reader information database

The reader information database is a good tool for the library to gather information. The library can deliver personalized service for the readers taking the readers' personal characteristics and interests into consideration. The library can help to guide the readers to fill out a questionnaire when the readers apply for a card. The relation between borrowing action and the personalities of the readers can be studied to provide some new thought for the library. In this way the customized information can be delivered to the readers continuously. The internet enables the library to provide the personalized service conveniently as email and wechat.

Influencing factors of reader satisfaction and building up reader satisfaction evaluation database

Each process and each person are the influencing factors of the reader satisfaction in the library which depends on the individual. Zhuang ziyi who is a Chinese scholar points out that there are five primary causes which include service environment, service attitude, service rate, service coverage as well as service depth. Specifically, clean, quiet, tidy and comfort make up the service environment. Initiative, enthusiasm, honesty and carefulness make up the service attitude. The fast speed in searching books, getting books and answering questions makes up the service rate. Excellent material and data makes up the service coverage. Luo fengli, another researcher, selects five elements as influences including service effects, librarian ability, service attitude, library environment and document guarantee. Other scholars analyze the influences from the point of information quality, response rates and service attitude. The paper chooses four elements as influences containing document resource, technology, environment and service coverage.

A questionnaire about reader satisfaction is filled out by readers in which the evaluation index is listed. There are five levels of satisfaction which are very satisfied, satisfied, more satisfied, not satisfied and dissatisfied. The data in the questionnaire is analyzed by statistical software and the average reader satisfaction can be computed of the library and the department of the library. In this way the library could find out the weakness to prepare measures to overcome. The calculation of the average satisfaction of the library is to be compared with its past service and know well of the readers. The number of the average satisfaction of the department helps to find out the poor service and the library can guide by forming an assessment group. Meanwhile, each service module

is set up one after another and the library service improves with the solving of the problems.

Establishing the early-warning mechanism

The pattern of early warning mechanism is that the leaders and administrators work together to make the library improve its service and evolve constantly.

There are five categories in the early warning mechanism including core strategy team, core operating subsystem, service improving subsystem, future creating subsystem and strategic information subsystem. The above five parts associates with each other and form a network to be beneficial to the library. The library can discover problems by monitoring the environmental message and adjust its service.

Core strategy team

The core strategy term is to manage relationship between library and readers and do some strategies as well as long-range plans. Also it is responsible for the management of the process. The head of the library, the deputy director and the deputy director are in the core strategy term.

Core operating subsystem

In the core operating subsystem the readers are important resources in the library. The need of the readers is met with complete service and extensive information analysis. It is a circulation turning reader information into customer relation. It is a reflection of the library culture and an inter-department team based the library offices.

Strategic information subsystem

Reader information is of great importance to the library. The library can keep things in perspective to recognize the changes and difficulties in different environments. In the strategic information subsystem variety of data is collected and analyzed to be beneficial to the management and service improvement of the library. The data includes those which are indicator of changes and correlations of the external environment and internal conditions.

Improving subsystem

The improving subsystem is to form good relation between the library and the readers among different departments. The improving subsystem establishes the

good relations from the aspect of resources, facilities and services. The improving subsystem of which the foundation is readers aims to service the readers personally and improve the satisfaction.

Future creating subsystem

The future creating subsystem is to explore the full range of service around the changes in the future society and the potential demand of the readers. In this way the library service will be better. The future creating subsystem is functional in the breakthrough of resources, technologies and services. On the other hand, the library maintains the spirit of being people-centric to form the library culture of being reader-centered.

CONCLUSION

The reader satisfaction is of great importance to the library. As the important part of the library management, the warning mechanism is significant for the whole process. The completed warning system can discover and deal with the potential uneasy elements. So the library should combine its management with its warning system to minimise the risks and improve the reader service.

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