

A Study on the Optimization Strategy of Information Literacy Education in University Libraries in China

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Abstract: In the era of information explosion, information literacy is particularly important for everyone. The most important educational responsibility of colleges and universities is to cultivate comprehensive applied talents for the society, and the university library is the main position for colleges and universities to cultivate students' information literacy. This paper studies the importance of improving college students' information literacy in the information age, the problems existing in university information literacy education, and the optimization strategy of information literacy education in university library.

1. Introduction

In the information society, information literacy is an important ability to master information and the basic literacy that everyone should have. University library has rich resources and advanced information technology, and has unique advantages in cultivating college students' information literacy ability^[1]. At the present stage, in cultivating the information literacy education of college students, university libraries are still carried out in the form of elective courses and lectures, adopting the traditional teaching education mode, with less classroom interaction and heavy classroom atmosphere, which fails to well mobilize students' enthusiasm, initiative and innovation. Most of the teaching content is mainly about how to use databases, how to use the library, how to write papers, and the retrieval skills that can really improve students' information literacy are not reflected in the classroom.

2. Information literacy

Information literacy mainly refers to the ability of users to find, retrieve, analyze and use information from a large amount of data^[2]. Today's society has entered the network era, network search is particularly important, if you do not master the network search skills will be eliminated by the society, college students should learn the information retrieval technology and improve their own information literacy, in order to better adapt to the future society.

3. The importance of improving college students' information literacy in the information age

3.1 Cultivating the information literacy of college students is the requirement of the Internet era

In the past, the Confucian school, Taoism and some other scholars always felt that there were no books to read. In the modern times, books information and network information will increase rapidly year by year. Increase to humans is impossible to digest the entire information. Then, in this endless torrent of information, the things we can do are making good use of the Internet, improving our own awareness of information literacy, making full use of the search tools, finding the search channels, improving your search capabilities, so as to be able to find the information when you are needed. This can cope with the impact of the flood of information. In the Internet age, we have no other choice, where information literacy can only ride the wind and waves in the torrent of information^[3]. Therefore, the training of "information literacy" talents is the requirement given for us by the Times.

3.2 Improving information literacy is an inevitable demand for contemporary college students to meet the future challenges

The most urgent problem for contemporary college students is employment. In the information year, it is not only you can be ahead of others, but enterprise recruitment in addition is able to see the applicant results. More important is to see the applicants of information control degree, who can bring benefits to the enterprise, who is the successful harvest, so the rest of the people can only taste the pain. Therefore, if contemporary college students want to stand out in the competition, they must rely on information literacy to achieve success. As the old saying goes: "to do a good job, they must first sharpen their tools". The weapon of college students is information literacy, which is also the inevitable demand of college students to adapt to the society to meet the future.

4. Problems existing in information literacy education in colleges and universities

4.1 The coverage of information literacy education is limited

Information literacy education in colleges and universities in our country generally for elective form or database use lecture form, part of the conditional university graduate students have information literacy education required courses, seemingly every school opened information literacy courses, but benefit students too little, general elective number not more than 120 people, and each semester is not much, the information literacy education form cannot cover all students, lead to students' information literacy level has certain differences. There are not many teachers with information literacy teaching ability in each university, generally only a few. The limited teachers directly affects the scope of information literacy education. Classroom conditions are also one of the factors affecting information literacy education. Information literacy education needs a machine room with a network environment, and the machine room needs to be connected to the external network, so that students can actually operate in class. If students only rely on multimedia classroom pure theory, the acceptance effect is poor. Therefore, the course form of information literacy, teachers and class room environment all directly affect the popularization scope of information literacy education in colleges and universities.

4.2 College students have limited information search ability

The vast majority of students now search ability only stay in the comprehensive search engine stage, encounter search only in the comprehensive search engine search, but often the search results are not satisfactory. Few students have mastered vertical search, and the academic problems are basically impossible to solve. Some students can do scientific research with their teachers, and they can have access to some vertical search skills, but the amount of information cannot meet the normal requirements^[4]. As a result, students' self-study ability is relatively poor, and they want to learn a skill, struggling to find the learning content they want on the Internet. At least, students should understand the advanced search method of comprehensive search engine, improve the recall and accuracy of search results, such as Baidu's search skills, the role of various symbols in search. Occasionally accumulate some vertical search engines, so as not to become net blind. Therefore, it is urgent for college students to improve students' search ability.

4.3 Insufficient information literacy education for students in colleges and universities

At present, many colleges and universities in the process of information literacy education, no information literacy education courses into the teaching plan, nor do no specific requirements, generally library for information retrieval courses, in the form of elective courses and lectures, the teaching mode to cultivate students' information literacy ability effect is not big^[5]. Future society is the information explosion of society, social demand for information talents, and colleges and universities is the place for the society to cultivate talents, so, to cultivate talents for society, colleges and universities also from the cultivation of students' information literacy, attaches great importance of information literacy education to cultivate talents, give strong support in information literacy education class, let the information literacy education benefit more students.

4.4 Colleges and universities do not publicize information literacy education vigorously enough

Because colleges and universities do not pay enough attention to information literacy education, and the coverage of information literacy education is not large, the publicity of information literacy education is also greatly limited^[6]. Information literacy education is the main responsible unit of the library. Instead of keeping information literacy education in the library, we should go out of the library to carry out information literacy education and publicity in various colleges, so that more students can understand information literacy and understand the importance of information literacy education for their own development.

5. Optimization strategy of information literacy education in university libraries

5.1 Recommend the online teaching video platform

In the information age, although college students have a mobile phone, there are few of them for learning. Most of them are checking friends, playing games, chatting, online shopping, etc., and have limited access to online learning resources. Therefore, university libraries need to recommend all kinds of online learning resources to students through social media, so that students can study by themselves in their spare time, so as to improve their own information literacy level. List several online video learning platforms for your reference.

(1) MOOC, China university, is by netease and higher education club "love course network" launched a large open online course learning platform, online launched in May 2014, it united

Peking university, fudan university, Zhejiang university, national university of Singapore, Microsoft research Asia 210 famous universities and institutions launched thousands of boutique university courses, let every have the desire to improve users can learn the best university courses in China, and certification. The MOOC online teaching platform of Chinese universities is very suitable for college students to study. So that college students of ordinary universities can learn the courses of famous universities, get along with teachers and students of famous universities, and so that students can feel a sense of achievement. Such a free online learning platform is worth college students to have.

(2) Xuetang Online, Xuetang Online is a Chinese MOOC (large-scale open online courses for MOOCs) platform developed by Tsinghua University. It was officially launched on October 10, 2013, providing online courses to the whole world. Any student who has Internet access can learn course videos online through the platform. Xuetang online actively uses online education resources to promote hybrid teaching mode innovation. Hybrid teaching aims to make full use of the learning effect through and combine the different characteristics of online and offline learning through more efficient and flexible learning methods. It was rated as one of the three top platforms "with the most quality courses".

(3) Netease Cloud Classroom, netease Cloud Classroom, is an online practical skills learning platform built by netease Company. The platform was officially launched at the end of December 2012, mainly provides massive and high-quality courses for learners, and users can independently arrange their learning progress according to their own learning degree. Netease cloud classroom based on the practical requirements, netease cloud classroom establish cooperation with several education, training institutions, course number has reached more than four thousand, class total of more than fifty thousand, covering practical software, IT and the Internet, foreign language learning, life household, hobbies, workplace skills, financial management, examination certification, primary and secondary schools, parent-child education and so on more than ten categories.

5.2 Recommended learning wechat public account

Contemporary college students' demand for fragmented, mobile and social information content is increasingly becoming a rigid demand, and mobile learning has become a new direction of their digital learning. However, the wechat public account is widely used by users with various forms, strong interactivity and simple operation, which is trying to meet the learning needs of contemporary college students. Therefore, the library through social media to push some learning WeChat public number to students, such as: "efficient search" the WeChat public number is very suitable for college students, mainly about how to search academic information, Office some practical skills, the application of network self-study platform, etc., students can use their spare time for fragmented learning. Library is the birthplace of knowledge, and recommending good learning public accounts for students is a form of online service.

5.3 Provide information retrieval skills services

Information retrieval and use is a library course, the course is generally in elective courses or library lectures, benefit students relatively less, borrow the combination of library and social media, can be the content of the course is divided into several knowledge points, through the social media platform to the readers. For example, Baidu's advanced retrieval function, the use method of various databases, Boolean logical search, the organization of keywords and other related content, these are the practical skills often used by college students when searching. Students can easily learn the retrieval knowledge when opening the social media at their leisure time, which also increases the number of students benefiting from the library information retrieval course. This service is a shining

point in the combination of libraries and social media.

5.4 Provide user education services

In the past, university libraries spent a lot of energy on the education and training for freshmen every year. Due to the limited teachers and space, freshmen have to be trained in several times, which is very time-consuming and energy-consuming^[7]. Since the combination of university libraries and social media to serve readers, freshmen education can be transformed into online learning. Students do not need to go to a designated place to open the library social media application in their spare time, so that they can learn the common knowledge of the library. In this way, both libraries and readers can save time and effort in the education of readers, and with the help of social media, the service efficiency of the library is greatly improved.

5.5 Improve teachers' information literacy level

Information literacy teachers are the front-line personnel of library service, and the service ability of libraries depends on the skills of librarians. Therefore, in order to improve the service quality, the library should first improve the information literacy of librarians, so as to better provide information services for readers^[8]. Information literacy teachers need to be skilled in the use method of the library management system, the classification and processing of interdisciplinary books, and the service of special readers in the library^[9]. Regular related online training or training, information literacy teachers should strengthen their theoretical knowledge learning, in the teaching process to constantly optimize the classroom teaching design, for student feedback timely adjustment and solve related problems, at the same time to constantly teaching reflection, in order to better cultivate students' information literacy level.

5.6 Information literacy education from the library to the college

The development of information literacy education in libraries is limited. If library information literacy teachers can customize professional information retrieval courses for students in different colleges and offer targeted information retrieval courses in each college, the effect will be greatly different^[10]. For example, for medical students open medical information retrieval and utilization course, in view of intellectual property professional students open intellectual property information retrieval and utilization course, for legal students open legal information retrieval and utilization course, for students of agriculture and forestry information retrieval and utilization course, students have to learning, the scientific research project research and paper writing has a great help^[11]. This way of offering the "Information Retrieval and Utilization" course has greatly improved the quality of information literacy education for college students.

6. Conclusion

Information literacy education of college students has been studied in the academic circle. Due to the different importance of information literacy in different universities, the optimization of information literacy education is developing slowly forward. The form of information literacy education needs to be further broadened, and the method of information literacy education needs to be further studied. Information literacy education will accelerate the pace of research in the information age. My research ability is limited, and my research on the optimization of information literacy education in this paper is not thorough enough, and I can provide a certain reference to the follow-up research. I hope that my colleagues will have more profound research on this basis and

make greater contributions to the progress of information literacy education.

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