Research on Promoting Elderly Reader Services in Public Libraries Under the Background of Smart Libraries

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ABSTRACT

The elderly reader group is a relatively special group of readers. Under the background of smart library construction, public libraries should keep up with the times and continuously improve the service level and ability of elderly readers. This article will discuss how public libraries can promote the improvement of service quality for elderly readers from three aspects: first, an analysis of the current situation of elderly reader services in public libraries, which will be discussed from four perspectives: policy and regulations, library utilization, library services, and the use of library collection resources. Second, the significance of public libraries providing services for elderly readers. Third, the new challenges faced by public libraries in providing services for elderly readers in the context of smart library construction include three aspects: the intelligence of library development that discourages elderly readers, the media oriented promotion that restricts services for elderly readers, and the complexity of the network environment that reduces the protection capabilities of elderly readers. Fourth, the new path of public library services for elderly readers in the context of smart library construction includes utilizing big data analysis, targeted meeting the needs of elderly readers, strengthening training, gradually improving the intelligent technology level of elderly readers, deeply developing an elderly friendly service system, improving the experience of elderly readers layer by layer, actively promoting network security, strengthening the awareness of network security among elderly readers, attaching importance to the development of elderly human resources, and adapting to local conditions to give full play to the advantages of elderly readers.

Keywords: *Smart library, Public library, Elderly reader service.*

1. INTRODUCTION

In the new situation of rapid social transformation and rapid development of information, traditional libraries are gradually transitioning to smart libraries. Smart library is the enhancement and transformation of digital libraries in the big data environment. At the same time, population aging has become a topic that cannot be ignored in today's society and even the world. Under the mutual support of smart libraries and an aging society, how public libraries can serve elderly readers according to local conditions in the smart era, meet the spiritual and cultural needs of the elderly group, and ensure the basic public cultural rights and interests of the elderly group, is currently a new opportunity and challenge facing public libraries.

2. CURRENT SITUATION OF ELDERLY READER SERVICES IN PUBLIC LIBRARIES

In terms of policies and regulations, China is gradually strengthening its emphasis on serving elderly readers. Several regulations, service standards, and local policies related to elderly reader services have been successively introduced, such as the Law of the People's Republic of China on the Protection of the Rights and Interests of the Elderly and the Law of the People's Republic of China on Public Libraries. The promulgation and implementation of these policies and regulations fully reflect the importance attached by today's society to the development of public cultural undertakings, and at the same time make positive

contributions to ensuring that the elderly enjoy public cultural services in the new era.

In terms of library usage, according to the 2015 statistics, among the 248 people who participated in the survey, 234 said they would go to the library, accounting for 94%. 60% of people admit that their frequency of going is irregular, only occasionally. Only 19% of people maintain a frequency of 1-3 times per month. It can be seen that the elderly population does not have sufficient use of the library. The reason for this is that, in addition to the objective factors of the physical limitations of the elderly themselves, public libraries lack targeted services and measures for the elderly in terms of hardware and software, which is also an important reason for the lower frequency of library usage among the elderly population.

In terms of library services, libraries across the country have gradually optimized and improved the service experience for elderly readers based on years of valuable work experience. For example, auxiliary equipment such as magnifying glass and presbyopia glasses are provided to improve the borrowing experience of the elderly, automatic external defibrillators are installed, and basic drugs such as Band Aids and Yunnan Bayan Spray are configured to protect the elderly readers from sudden physical conditions. However, with the emergence of self-service devices such as self-service card machines and self-service borrowing and returning machines, as well as the application of intelligent environments, elderly readers have encountered difficulties in intelligent services. They are not familiar with operating systems and do not dare to try the application of intelligent technology, which has led to a gradual distance between elderly readers and smart libraries.

In terms of the use of library collection resources, books related to current affairs and news, health and wellness, history and culture, literature, etc. are the most popular types of collection resources among elderly readers. In terms of the types of literature used, newspapers, magazines, books and other paper resources are the most important types of literature for elderly readers to obtain information. If you want to search for literature resources in the library collection, unlike young people who search on self-service machines, most elderly readers can only seek help from librarians because they cannot master relevant skills such as online browsing and retrieval. From this, it can be seen that the elderly population's access to literature information in the information age is still limited to more traditional media methods.

3. THE SIGNIFICANCE OF CARRYING OUT ELDERLY READER SERVICES IN PUBLIC LIBRARIES

With the gradual deepening of national reading activities, more and more elderly people are willing to enter libraries and enjoy cultural feasts. The elderly population has become a special group that cannot be ignored and is steadily growing in public libraries. Most elderly readers have already left their jobs, and after retirement, they have more ample time to pursue their spiritual and cultural life. They crave social respect and recognition, group communication, and the transmission of their rich knowledge and valuable social experience to the next generation. In this situation, as an important component of the public cultural service system, public libraries should prioritize promoting and leading services for elderly readers. The implementation of elderly reader services in public libraries is of great significance in enhancing the sense of identity and achievement of the elderly population, advocating for universal reading, and achieving equalization in the construction of the public cultural service system. Public libraries should make full use of their rich collection of literature resources, carry out diverse activities and meet the different needs of elderly readers.

4. CHALLENGES FACED BY ELDERLY READERS' SERVICES IN PUBLIC LIBRARIES IN THE SMART LIBRARY ENVIRONMENT

4.1 The Intelligentization of Library Development Discourages Elderly Readers

Today, with the rapid development of intelligent technology, Internet+ artificial intelligence, big data, internet of Things, cloud computing, one unknown informatization term after another make some elderly people have resistance and fear when they accept new things. At the same time, a large number of diverse lifestyle apps have flooded in, and the complex and dynamically updated operation pages have left elderly people dazzled. The lack of smooth operation of the operating system has led them to be intimidated and hesitant

about the development of intelligent libraries. Although there are many elderly readers who are eager to acquire intelligent technology to keep up with the times, due to their own limitations such as slow processing speed of new information, poor memory, and uncoordinated hand brain reactions, the learning effect is not satisfactory, and they may even lose their confidence and patience in learning. Therefore, how to help elderly readers overcome psychological barriers, learn and master application skills, and use smart devices such as mobile phones and tablets is a new challenge that cannot be ignored in public libraries.

4.2 Media Oriented Promotion Methods Limit Services for Elderly Readers

At present, the media for the elderly to obtain information mainly rely on newspapers, magazines, news broadcasts and other traditional media. However, with the continuous transformation of the traditional library, the information transmission mode of the smart library is gradually changing to a new media platform. The timely communication platform represented by WeChat, and the open recommendation platform represented by microblog have all become the main propaganda means of today's smart library. The promotion methods of new media have enriched the ways contemporary people obtain information, while also having the advantages of fast information transmission speed and wide dissemination range. However, for the elderly population, the popularity of new media has exacerbated the emergence of the digital divide. For elderly readers who do not know how to use new media platforms, the popularity of new media has exacerbated the emergence of the digital divide. For elderly readers who do not know how to use new media platforms, the change in promotion methods has limited their ability to receive service information, and they are more inclined to traditional information transmission methods such as activity posters, information guides, and survey questionnaires. Therefore, in terms of information dissemination, how to balance the special group of elderly readers and fully guarantee their equal and fair access to public cultural rights in public libraries is a new challenge currently faced by public libraries.

4.3 Complex Network Environment and Low Protection for Elderly Readers

The emergence of intelligent technology has changed the traditional way of life that people rely on for survival and improved their quality of life. However, while enjoying the convenience brought by smart living, people also face complex and dangerous network environments. For elderly readers who have entered the era of intelligence, facing the complex network environment of complex public opinion and diverse communication platforms, how to prevent being deceived, strengthen the filtering and screening of network information, and enhance awareness of network risk and security are new challenges that both elderly readers and public libraries face in the smart environment today.

5. NEW PATH FOR ELDERLY READER SERVICES IN PUBLIC LIBRARIES UNDER THE BACKGROUND OF SMART LIBRARY CONSTRUCTION

5.1 Fully Utilizing Big Data Analysis to Meet the Targeted Needs of Elderly Readers

Compared with traditional libraries, smart libraries are gradually transitioning from manual mode to self-service mode based on smart technology in terms of business processes, information transmission methods, service management models, and reading and borrowing experiences. To optimize services for elderly readers, public libraries can deeply utilize big data analysis to more efficiently and quickly identify the needs and interests of elderly readers in the smart library environment, accurately connect with their needs, and optimize services for elderly readers in a targeted manner, providing more public cultural services that meet their needs.

5.2 Strengthening Organizational Technical Training and Gradually Improving the Intelligent Technical Level of Elderly Readers

In order to meet the growing spiritual and cultural needs of elderly readers and stimulate their enthusiasm for learning intelligent technology, public libraries should fully utilize their rich collection resources and talent resources to provide specialized training on high-frequency issues and service scenarios related to the use of intelligent technology by elderly readers. The training or lecture content should be made into electronic resources to facilitate repeated viewing and review

by elderly readers. By sharing public lectures, industry training, digital collections and other video resources, combining offline centralized training with online decentralized learning, elderly readers can fully utilize their formal and informal learning time, quickly master intelligent technology, cross the digital divide, and share the achievements of information technology development.

5.3 Deeply Developing an Elderly Friendly Service System and Improving the Experience of Elderly Readers Layer by Layer

In terms of serving elderly readers, public libraries should moderately tilt towards the elderly population in the research and application of intelligent technology. By increasing the design of fonts, voice navigation, voice retrieval, etc., the difficulty of using intelligent devices for the elderly population can be reduced, and elderly readers can enjoy intelligent services without barriers. On the other hand, considering the particularity of elderly readers, public libraries should pay attention to the preservation and continuation of traditional service models. In terms of information transmission methods, we adhere to the parallel development of new media and traditional media. In terms of in venue reservation methods, we adhere to the parallel development of online and on-site reservations; In terms of service mode, we adhere to the parallel implementation of self-service and manual assistance; In terms of elderly education and training, we insist on parallel offline centralized training and online decentralized learning. Through multiple measures, gradually improve and enhance the experience of elderly readers visiting the library.

5.4 Actively Carrying out Network Security Publicity and Strengthening the Awareness of Network Security Among Elderly Readers

Faced with the complex network environment, public libraries should not only focus on intelligent technology training for the elderly, but also strengthen network security publicity. Conducting cultural activities such as network security themed lectures, network security themed resource construction, and network security prize winning Q&A to attract the elderly population, enhance their sensitivity and vigilance in preventing online fraud, and achieve civilized surfing.

5.5 Emphasizing the Development of Elderly Human Resources and Leveraging the Advantages of Elderly Readers According to Local Conditions

China has entered an aging society. In this era, public libraries can provide volunteer service platforms for elderly readers by setting up various forms such as elderly service guides, elderly volunteer service posts, and elderly classroom assistant lecturers, allowing elderly readers to fully utilize their residual energy while fully showcasing their positive energy, enhancing their sense of achievement and happiness. Seize the day, learn constantly, time waits for no one, and live up to your youth.

6. CONCLUSION

Public libraries are an important component of the national cultural industry. Undertaking the important responsibility of inheriting national culture, promoting nationwide reading, and building a society with a literary heritage, while also undertaking the important task of filling the digital divide and promoting the sharing of information technology achievements among the elderly population. In the context of smart libraries, public libraries should fully develop and utilize intelligent service models suitable for elderly readers while retaining traditional service experience. Develop a new service model that meets both the development requirements of the new era and the aging needs of the elderly population. Through precise analysis of the needs of elderly readers using big data, organizing information technology training to enhance elderly application skills, and carrying out network security propaganda to protect the elderly from "surfing", multiple measures are taken to effectively solve the difficulties of elderly people in using intelligent technology and help elderly readers share the achievements of contemporary development.

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