Discussion on the Strategy for the Integration of Library and Information Resources under the Background of Omnimedia

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Abstract: Under the background of omnimedia era, the integration of library and information resources is facing both opportunities and challenges. In this regard, starting from the background of omnimedia, this dissertation first analyzes the importance of the integration of library and information resources, and then points out the specific strategy for the integration, aiming at improving the effect of the integration of library and information resources.

Keywords: Omnimedia; Library and information; Information resources

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In recent years, omnimedia has developed with a rapid speed, providing convenience for the integration of library and information resources. Especially in the context of increasingly diversified user needs, it is more necessary to optimize the integration of library and information resources to obtain the most effective information dissemination. Therefore, it is more necessary to start from omnimedia and develop a in-depth analysis of the strategy for the integration of library and information resources, so as to effectively enhance the effect of the integration of library and information resources.

1. The Importance of the Integration of Library Information Resources under the Background of Omnimedia

(1) Gradually Diversified Needs from Users

With the rapid development of omnimedia, the public gradually have a more diversified needs for information. Under such a background, it’s urgent to integrate library information resources, which is also a inevitable trend to develop. Omnimedia, which can provide tons of information for the integration

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of library information resources, at the same time possesses various functions and manifestations, achieving the effective interaction between the spreader and the public. With the interaction and communication between both gradually go in-depth, roles can also be exchanged between the library and information department and readers, thereby enhancing the relationship between the two, and effectively promoting the efficiency of the spread of public information and cultural services. At the same time, in the context of the rapid development of omnimedia, the way audiences obtain information has changed significantly, and the way users experience information has also shown obvious changes. Many readers prefer fast, simple, and convenient ways to obtain information. Therefore, users have diverse characteristics. Due to changes in needs of users, it is of great significance to make advantage of omnimedia to promote the integration of library and information resources. On the one hand, the application of omnimedia can effectively change the way the audience receive information in the past, thereby constructing a cooperative and shared information service model. On the other hand, by building an advanced information platform, it will help the library and information department to better transmit information and provide users with a more convenient and comprehensive service platform.

(2) Commonness of Library and Information Resources Conducive to Integration

In the new era, the rapid development of science and technology has not only led to the gradual diversification of the media, but also promoted the integration of the media. Although archives, books, and information belong to different institutional systems, there is also a certain connection between the three. It should be noted that the focus of the three resources is different, but the historical origins of the three are the same, and the resources types of them are basically similar. In addition, the role and value of the form of information carrier are very similar.

In the development of social and human, the use of information carriers such as library and information can realize the effective dissemination of culture and knowledge, thereby further promoting social progress. Library and information attaches great importance to recording first-hand information, so it has also become an important carrier for recording, transmitting and accumulating knowledge.

Omnimedia provides a strong media foundation for the integration of library and information resources. In this link, we should give full play to the advantages of multimedia communication to achieve effective integration of resources. In addition, we also need to transform the information in the form of books, archives and intelligence into digital information, so as to effectively improve the quality of information transmission and preservation, and achieve the purpose of virtualizing the integration information resource.
2. Specific Strategies for the Integration of Library and Information Resources under the Background of OmniMedia

Promoting the integration of library and information resources is not only a trend to conform to the development of the times, but also an important measure to realize the informatization construction of library services. In order to improve the effect of the integration of information resources, we should speed up the construction of a scientific integration platform, further optimize the guarantee mechanism for resource integration, and cultivate high-quality comprehensive technical talents.

(1) Changing the Concept of the Integration and Building a Scientific Platform for Resource Integration

Under the background of omnimedia, building a digital service platform for information resources can effectively promote the integration of library and information resources. At the same time, building such a platform can effectively meet the different needs of users in the integration and sharing of information resources in omnimedia era. It can also meet the personalized needs of users in information dissemination, communication and feedback. Building resource integration platform, on the basis of improving the quality of resource service, fully meets the different needs of different users, so as to make the integration of library and information resources more professional, improve the level of intelligence and precision of integration. In the process of building omnimedia digital service platform, our primary task is to integrate library and information, omnimedia technology and information of users, to ensure that the advantages of omnimedia can be effectively utilized, and to ensure that library and information resources can be shared and integrated. Then, we need to build a reasonable and normative standard to make information inquiry and collection more convenient. Only when users understand the query rules and strictly follow the query rules, can they query the required information resources more quickly.

In addition, we need to break the constraints of information resources, broaden access to information resources, and fully meet the diverse needs of users. Finally, we should strengthen the construction of service system, and carry out service system construction around the goal of ‘high quality service’, such as providing navigation, retrieval, cross-database search and other functions, so as to realize the exchange and sharing of information. With the help of a shared interface, the effective integration of library and information resources is promoted, so that users can get better services.

(2) Solving the Ownership Problem of Rights and Establishing a Guarantee Mechanism for the Integration of Information Resources

First, make use of informatization methods to build a scientific and reasonable resource integration platform to enter the relevant information resources of library
and information into the system completely. At the same time, it is necessary to formulate complete system standards and strictly review scattered library and information resources, confirm the integrity of information resources, and develop an electronic catalog for information resource inquiries, so as to ensure that electronic information resources are more standardized. Also, develop an information resource review system and conduct regular inspections of information resources.

In order to improve the effectiveness of management for library and information resource, the library and information department must construct a complete guarantee mechanism for the integration of information resources. Under such a mechanism, the smooth development of the integration of library and information resources can be ensured, and at the same time, the resource sharing can be realized in the whole process. The main purpose of constructing this guarantee mechanism is to reduce cost input and avoid the loss of human, financial and material resources. At the same time, it can also break through the restrictions imposed on management by information independence. The library and information department should give full play to the advantages of omnimedia digital technology, comprehensively integrate library and information resources, so as to improve the efficiency of management. And taking advantage of omnimedia technology and resources can realize the stability and efficiency of the integration of library and information resources and further improve the level of information resource management. In order to further promote the informatization integration of library and information resources, it is necessary to persist in building a good platform for integration based on digitization and network technology.

(3) Cultivating Comprehensive Technical Talents to Improve Management Efficiency

Use omnimedia to develop an information resources management system to record books, archives, and other information into the system in a true and complete manner. At the same time, it is necessary to formulate complete system standards, strictly review scattered information, confirm the integrity of the data, and formulate the electronic catalog of information inquiry, thus ensuring that the library information information is more standardized. Also, develop a library and information information review system, and conduct regular inspections of information resources. Second, clarify the ownership of rights, which is also an important guarantee for realizing the informatization of library and information resources management. When conditions permit, the library and information department can establish an independent department, so as to effectively improve the practicability of the library and information resources of the library and information department. Attach importance to the professional skills of personnel taking charge in library and information resources management, rationally allocate relevant resources for library and information resources management, minimize the expenditure of library and information resources, and promote the informatization
construction process of library and information resources management, so as to ensure that the management of library and information resources is more professional. Third, the professional ability and informatization level of staffs who are responsible for library and information resources management have a direct impact on the informatization construction of library and information resources management. Professional managers are the necessary guarantee for the management of library and information resources. Institutions are required to pay attention to the computer knowledge and omnimedia knowledge training of personnel who take charge in library and information resources management, and to enhance the exchanges, the sharing of management methods of files and experience between staffs who take charge in library and information resources management.

3. Conclusion

In the context of the omnimedia era, the integration of library and information resources should actively follow the trend of the times, and cultivate digital and informatized omnimedia talents to enhance the effectiveness of the integration work.

References