

# The Modeling of Librarians' Quality Image in the New Era

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## Abstract

*With the development of our society, our librarians have not fully adapted to the development. This paper analyzes the quality of today's library staff, and proposes specific measures to improve their quality.*

**Keywords:** Library, Librarian, Quality

Library, as an important medium of cultural development and dissemination, attracted more and more attention. The success of a library depends not only on its location, size and quantity of books, but more on its staff. Librarian plays a vital role in the entire library system.

## 1. A good librarian should have the following qualities:

### 1.1 Professional ethics

Librarians should follow the professional spirit: reader first, service first. They should have ambition, curiosity, devotion to his work, responsibility and dedication. They should also love librarianship, willing to sacrifice, forget about fame and fortune, and devote themselves to serve readers.

### 1.2 Skilled Professional skills.

Librarian's work is no longer just collection in the information age. We must acquire the knowledge of library information gathering, and always pay attention to the forefront information in our own and related disciplines. We should combine theory and practice and constantly learn from experience in order to master the professional skills.

### **1.3 Good communication skills and psychological qualities**

Library is to serve readers, requiring staff to have a positive attitude, understanding the needs of readers, answer readers' questions, with strong language skills and sincere services to get readers' recognition and support.

**2. Although relevant departments recognized the importance and necessity to improve librarians' overall quality. But it is an undisputable fact that the status quo is not optimistic, which is shown by the following aspects:**

#### **2.1 The digitalization of information impacts traditional paper products, and raises the quality requirements for librarians.**

Digitalization has become the mainstream of our society. Library, as an important role in the academic field, naturally follows the trend and enters into the age of electronic library. The emergence of electronic libraries provides the public convenience, enriches the varieties and quantities of the library collection, but it also bring librarians new challenges, especially in the application of computer programs. Traditional library can not be completely replaced, but with the mature of the convenient electronic services, librarians will be transformed toward library network administrator. Currently, major libraries of our country have already applied digitalization to their operation. But the librarian's job is more like just record the incoming and outgoing books using a computer. They are making a good use of the electronic systems and equipment. With the growing rise of electronic libraries, more incoming and outgoing of information and books will occur in the virtual world. At the same time, our librarian's job will be gradually virtualized. Their master of computer program system is no longer limited to simple input and output. The lack of computer knowledge is the general characteristics of older librarians.

#### **2.2 Librarians tend to be old with low education.**

In recent years, the quality of our librarians is getting some improvements, but they are still characterized by low overall education level. For example, those working at university libraries with a bachelor degree or above are scarce, mostly with associate degree or take continuing education to upgrade their education level. This directly led to the emergence of older librarians. Librarian is not so-called youthfulness dependant occupation, but a direct result of older librarian is their resistance to accept new things and weak computer skills. Their overall capacity and working efficiency of are significantly lower.

#### **2.3 Low Profession Recognition.**

Librarians are generally with low recognition for their own profession. Simple work and low competitiveness cause librarians not to recognize their importance. Diminished working enthusiasm, lack of motivation and innovation greatly affect the quality improvement of librarians. At the same time, their low performance state results in low social recognition. Highly educated people are reluctant to engage in the occupation. Young people with low education mostly choose to quit the job after a short working term. This occupation is facing a awkward situation of unable to either recruit new employees or retain old employees. The fact greatly hinders the overall improvement of our librarian quality.

#### **2.4 Professional capacity and service are limited.**

Our library system's long-term low demand for librarians and librarians' low recognition for their own career cause difficult to improve the quality of librarians. With the development of society, the scope of librarians' work will expand. Many foreign librarians are not only doing their own record keeping job, but also have expertise in a particular area. In addition to offering a simple search service for their customers, they offer professional advice relevant to their expertise field. This effectively promotes a deeper communication of the related academic fields, and also enhances librarians' expertise while propose for their customers. This is a virtuous cycle of librarians' professionalism. What is running in our library system is vicious cycle, not virtuous cycle. Even after decades of work, a librarian's expertise in this area is almost zero. They are unable to provide customers services besides book storage information. The scope of their work has been extremely limited.

#### **3. The following measures should be taken to deal with the awkward situation of our library system.**

3.1 Professional staff training. Currently it is very difficult to directly recruit excellent personal.

A more realistic approach is to recruit personnel and then give them vocational training and assessment, and then hire those who pass the assessment. The requirements should not be confined to simple database information search. The relevant departments should face the digitalization reality and provide professional training of computer networking.

3.2 Recognition of role change. Literally, the management job of the librarian is in fact a profession of service industry. Customers have the demand for information; librarians are to provide correspondence on that demand. Both demand and supply are there. Librarians provide services as a third-party. They should be clear about their position. The active party should be changed from customers to librarians.

3.3 Changes in philosophy. Our library mode started long time ago, dating back to the Han Dynasty. Emperor Hanwu once ordered the country to collect books, and he specially built premises storing books in his palace. This is the first recorded library. The reason for our low quality librarians is the concept difference between us and western developed countries. It affects the development of the whole system. Therefore, the management concepts from developed countries should be more popularized. Completely copying their concepts should be avoided. We should face our own reality, learn from their experience and find out an appropriate develop approach for our library. Ideological rigidity and lack of innovation should be changed. Departments with resources should also organizes high performance staff to study abroad.

3.4 Improve librarians' expertise with the refinement of library. As society goes forward, the emergence of information age and the quantity increase of books and materials, library generally refined its work. The librarians should improve their understanding for the field they are responsible for. Professional mutual beneficial communication should be encouraged. This can also enrich their knowledge and improve their overall quality. Improve role recognition. The consequence of our librarians' low self profession recognition is low enthusiasm, lack of innovation. It is not beneficial for their overall quality improvement.

The relevant departments should provide to their staff psychological counseling. It should be understood that a career should not be discriminated. Their job impact the society in a positively. And through the network platform, such as Wechat and Weibo, high performance staff should be advocated, and therefore more social attention is attracted. Profession recognition should be improved and more positive attitude should be encouraged.

The modern librarians should be information managers, transmitter and navigator; therefore the quality improvement of librarians is necessary to accelerate the development of the library.