

★ 全国优秀科技期刊 ★ 华北地区优秀期刊 ★ 山西省一级期刊 ★

SCI-TECH INFORMATION DEVELOPMENT & ECONOMY



ISSN 1005-6033

CN 14 - 1157/N

STiDE

科技综合指导类期刊

本刊 E-mail:bjb@sxinfo.net kjqb@vip.163.com

本刊网址 : http://www.kjqbzz.cn

23

2015

第25卷 总第416期

科技情报开发与经济

科技情报开发与经济

二〇一五年

第二十三期

(总第四一六期)

ISSN 1005-6033



主管：山西省科学技术厅

主办：山西省科学技术情报研究所 山西省科学技术情报学会

KEJI QINGBAO
科技情报开发与经济

KAIFA YU JINGJI

2015 年 第 23 期

半月刊 1991 年创刊 第 25 卷

2015 年 12 月 10 日出版

主 管:山西省科学技术厅

主 办:山西省科学技术情报研究所

山西省科学技术情报学会

出 版:山西省科学技术情报研究所

编 辑:科技情报开发与经济杂志社

编辑委员会

主 任:郭茂林

委 员:李小强 李景峰 郭茂林

余建明 赵建虹 武金旺

刘锁荣 白尚平 李田丁

董建忠 梁建军 黄桂英

主 编:邱娅男

副主编:薛培荣 李 敏

编 辑:王永胜 刘 伟 吕 雁

杨 昆 曲 磊

国内发行:科技情报开发与经济杂志社

国外发行:中国出版对外贸易总公司

(北京 782 信箱)

国外发行代号:DK14003

发行范围:公开发刊

网址: <http://www.kjqbzz.cn>

E-mail:bjb@sxinfo.net

kjqb@vip.163.com

地址:太原市迎泽大街 366 号(030001)

咨询电话:(0351)2029118

(0351)4068538

印刷:太原市隆盛达印业有限公司

中国标准刊号: $\frac{\text{ISSN } 1005-6033}{\text{CN } 14-1157/\text{N}}$

广告经营许可证号:1400004000009

定价:每册 12.00 元 全年 288.00 元

本刊为《中国期刊网》《中文科技期刊数据库》

《中国核心期刊(遴选)数据库》全文收录期刊

国家工商行政管理总局商标注册证第 4361310 号

目 次

SCI-TECH INFORMATION DEVELOPMENT & ECONOMY

STiDE

科技综合指导类期刊

图书馆工作研究

- 高校图书馆服务于大学生创业实践活动的探索研究 [北京]王开颜 1
- 城市街区自助图书馆使用率低的原因及解决策略 [北京]赵 娜 3
- 浅谈数字化图书馆建设的对策 [辽宁]吴 爽 6
- 上海交通大学学科服务之我见 [宁夏]王晓东 8
- 基于数字阅读的高校图书馆导读工作创新 [江西]孙继周,王小雄,罗佳佳,付 卫 11
- 基于认知风格的数字图书馆个性化服务研究 [江苏]张 萍 13
- 大学生对图书馆资源利用情况调查问卷分析 [吉林]宋学洲,马丽华,张桂山,孙宁宁,赵艳丽 17
- 图书馆组织气候对馆员工作态度和工作绩效的影响 [浙江]欧 燕,徐礼云 20
- 高校图书馆对外开放刍议 [江苏]熊 易 24
- 论编制外职员在三峡大学图书馆的竞争力 [湖北]胡耀斌,于海东 27
- 高校图书馆读者服务工作的拓展 [辽宁]段连金 29
- 浅析如何发挥图书馆在翻转课堂建设中的作用 [河南]张 倩 31
- 高校图书馆涉密地图资料管理机制探讨 [陕西]张江江 33
- 食物疗法类文献的分类技巧 [吉林]武英杰 35
- 虚拟化技术在图书馆数据中心建设中的实施策略 [山东]李 蔚 38
- 西部民族地区移动图书馆信息服务现状调查及分析
——以宁夏回族自治区为例 [宁夏]张玉梅 40
- 互联网时代高校图书馆文化构建刍议 [江苏]李 艳 43
- 高校图书馆服务对象与形式创新略谈 [四川]张莉娜,廖辰刚 45
- 高校图书馆典藏资源建设探析
——以宁夏医科大学图书馆为例 [宁夏]贾成刚 47
- 高校图书馆产生火灾的原因及预防对策
——以内蒙古科技大学图书馆为例 [内蒙古]杜文艳 49
- 从多元视角解析高校图书馆核心竞争力问题 [内蒙古]唐 刚 51
- 高校图书推广活动特点分析
——以广西科技大学图书馆为例 [广西]陆 骅,薛宏珍,吕芳贤 53
- 微门户在图书馆的应用研究 [河南]权丽桃 54
- 纸质文献老化原因及对策探析 [河南]张 翠 57
- “互联网+”时代图书馆部门主任的自我提升 [湖南]黄嘉慧 59
- “AIDA”视角下的图书馆阅读推广品牌营销策略研究
——以“擎鹰”阅读推广活动为例 [山东]王新华,周建彩,王晓燕 61
- 南京艺术学院图书馆民国艺术文献整理 [江苏]刘春华,刘 泓,李 萍 64
- 图书馆管理的现状和对策研究 [江西]周艳红,颜习煌,刘优平 66
- 大数据背景下独立学院图书馆的文献建设与整合利用 [湖北]赵 庆,黄 星 68

Web2.0 技术在全国图书馆的应用与发展研究——以湖北省为例	[湖北]刘 晨	71
新媒体环境下高校图书馆服务转型发展研究	[河北]王 瑜,郭志勇	73
高校图书馆服务营销策略探讨	[河北]丁红艳	75
图书馆与全民阅读推广	[江苏]戚利莉	77
高职院校阅读推广活动支持度的实证研究——以海南政法职业学院为例	[海南]杨庆书	79
浅谈公共图书馆在构建公共文化服务体系中的作用	[黑龙江]王 萍	81
关于消除大学图书馆形象建设危机的建议	[河南]王 伟	84
当代中职生阅读特点与图书馆服务对策	[广东]张贤玲	86
提高县级图书馆读者服务质量的途径	[新疆]侯桂英	89
基于成本的公共图书馆经济效益分析	[吉林]刘艳梅	91
大数据时代图书馆服务工作的变革趋势	[上海]姚嘉怡	93
图书馆古籍文献普查工作存在的问题及对策	[吉林]张雯婷	95
网络时代图书资料管理的探索	[黑龙江]卢岩涛	99
满文文献的保护、开发与利用之我见	[吉林]郭 旭	101

信息工作研究

大数据时代信息资源建设面临的挑战和机遇	[山东]唐 辉	104
科技查新在个性化学科推荐服务中的应用研究	[江苏]丁 虹	106
岭南传统图形教育资源数据库的建设研究	[广东]苏慧红,于伟昌	109
高校图书馆竞争情报系统建设研究	[天津]宗燕燕	111
大学生信息素质培养途径拓展的探讨——以川北医学院图书馆勤工俭学学生为例	[四川]张理春	114
基于 Endnote 和 Word 的论文收录证明系统的构建	[浙江]孙 发,[重庆]张 坤	117
浅析陶瓷领域专利价值分析指标体系的构建	[江西]余 峰,陈 婧	121
数字化校园的发展趋势研究	[北京]张海燕	124
网络免费外国专利文献信息资源的检索	[四川]雷 琴	127
近 10 年我国信息生态领域期刊论文合著现象分析	[辽宁]高 杨,王 筠	130
国家档案馆家庭档案保管存在的问题与解决对策	[湖南]王灿刚	132
基于微信的高校档案信息服务探析	[陕西]贺冰花,吕建辉	135
Web of Science 平台下极地深冰钻探文献的调研与分析	[江苏]李芳玲,华薇娜	138
林下经济研究文献的量化分析	[北京]刘彦民,谢 屹	142
关于政府数据开放的设想	[河北]杨雅静	145
现代科技期刊责任编辑管理工作之思考	[山西]张 静	147
东盟小语种书目数据库建库实践与思考	[广西]覃柳慧,胡海燕	150

决策参考

大宗商品金融化与中小企业参与机制的研究	[浙江]孙露霞,李书彦	153
美国促进新能源技术发展政策的启示	[北京]高子涵,乔 婧,蔚晓川	155

综述

网络环境下数字图书馆信息检索发展趋势研究	[黑龙江]王俭峰	158
----------------------	----------	-----

CONTENTS

Study on University Library's Service for University Students' Pioneering Practical Activities	WANG Kaiyan	1
Analysis on the Reasons for the Low Utilization Rate of Self-service Libraries in Urban Blocks and Solutions	ZHAO Na	3
Talking about the Countermeasures for the Construction of Digital Library	WU Shuang	6
My Opinions on the Subject Service of Shanghai Jiaotong University	WANG Xiaodong	8
The Innovation of University Library's Reading Guidance Based on Digital Reading	SUN Jizhou, WANG Xiaoxiong, LUO Jijia, FU Wei	11
Research on the Personalized Service of Digital Library Based on Cognitive Style	ZHANG Ping	13
Analysis on the Questionnaires of University Students' Utilization Situation of Library Resources	SONG Xuezhou, MA Lihua, ZHANG Guishan, SUN Ningning, ZHAO Yanli	17
The Influence of Library's Organizational Climate on Librarians' Working Attitude and Job Performance	OU Yan, XU Liyun	20
Discussion on University Library's Opening to the Society	XIONG Yi	24
Discussion on the Competitive Capacity of Unregistered Staffs in the Library of China Three Gorges University	HU Yaobin, YU Haidong	27
The Expansion of University Library's Reader Service	DUAN Lianjin	29
Analysis on How the Library to Play the Role in the Construction of Flipped Classroom	ZHANG Qian	31
Discussion on the Management Mechanism of Classified Map Data in University Library	ZHANG Jiangjiang	33
The Classification Skills for the Literature of Food Therapy Category	WU Yingjie	35
The Strategies for the Implementation of Virtualization Technology in the Construction of Library's Data Center	LI Wei	38
Status Survey and Analysis on the Information Services of Mobile Libraries in the West Ethnic Regions in China—Taking Ningxia Hui Autonomous Region as an Example	ZHANG Yumei	40
Discussion on the Construction of University Library Culture in Internet Era	LI Yan	43
Talking about the Innovation of University Library's Service Objects and Forms	ZHANG Lina, LIAO Chengang	45
Probe into the Construction of University Library's Collection Resources—Taking the Library of Ningxia Medical University as an Example	JIA Chenggang	47
The Factors of the Occurrence of the Fire Disaster in University Library and Prevention Countermeasures—Taking the Library of Inner Mongolia University of Science and Technology as an Example	DU Wenyan	49
Analysis on University Library's Core Competitiveness from Multi-perspectives	TANG Gang	51
Analysis on the Characteristics of Books Promotion Activity in University—Taking the Library of Guangxi University of Science and Technology as an Example	LU Hua, XUE Hongzhen, LÜ Fangxian	53
Study on the Application of Micro Portal in Library	QUAN Litao	54
Analysis on the Reasons of the Aging of Paper Documents and the Protection Measures	ZHANG Cui	57
The Self-improvement of the Library Department Directors in the Era of "Internet +"	HUANG Jiahui	59
Study on Brand Marketing Strategy of Library's Reading Promotion from "AIDA" Perspective—Taking "Qingying" Reading Promotion Activity as an Example	WANG Xinhua, ZHOU Jiancai, WANG Xiaoyan	61
Arrangement of the Art Literature of the Republic of China in the Library of Nanjing Arts Institute	LIU Chunhua, LIU Hong, LI Ping	64
Research on the Current Status of and Countermeasures for the Management of Libraries	ZHOU Yanhong, YAN Xihuang, LIU Youping	66
The Construction, Integration and Utilization of the Literature Resources in the Library		

CONTENTS

of Independent College under the Background of Big Data	ZHAO Qing, HUANG Xing	68
Study on the Application and Development of Web2.0 Technology in All Libraries in China—Taking Hubei Province as an Example	LIU Chen	71
Research on the Transitional Development of University Library's Services in the New Media Environment	WANG Yu, GUO Zhiyong	73
Probe into University Library's Service Marketing Strategy	DING Hongyan	75
The Library and the Promotion of Nationwide Reading	QI Lili	77
An Empirical Study on the Support Degree for Reading Promotion Activities in Higher Vocational Colleges—Taking Hainan Vocational College of Politics and Law as an Example	YANG Qingshu	79
Talking about the Functions of Public Library in the Construction of Public Cultural Service System	WANG Ping	81
Suggestions on Eliminating the Crisis in University Library's Image Building	WANG Wei	84
The Reading Features of Contemporary Secondary Vocational School Students and Library's Service Countermeasures	ZHANG Xianling	86
The Ways for Improving the Reader Service Quality of the County-level Library	HOU Guiying	89
Public Library's Economic Benefit Analysis Based on the Cost	LIU Yanmei	91
The Transformation Tendency of Library Service in the Big Data Age	YAO Jiayi	93
The Existing Problems in and Countermeasures for Library's Reconnaissance Work of Ancient Books and Documents	ZHANG Wenting	95
Probe into Books and Reference Materials Management in Network Era	LU Yantao	99
My Opinions on the Protection, Development and Utilization of Manchu Literature	GUO Xu	101
Challenges and Opportunities for the Information Resources Construction in Big Data Era	TANG Hui	104
Research on the Application of Sci-tech Novelty Retrieval in the Personalized Subject Recommendation Service	DING Hong	106
Research on the Construction of Lingnan Traditional Graphic Education Resources Database	SU Huihong, YU Weichang	109
Study on the Construction of University Library's Competitive Intelligence System	ZONG Yanyan	111
Investigation on the Expansion of College Students' Information Literacy Cultivation Ways—Taking the Work-study Students in the Library of North Sichuan Medical College as the Examples	ZHANG Lichun	114
Implementation of the Paper Collection Proof System Based on Endnote and Word	SUN Fa, ZHANG Kun	117
Analysis on the Construction of Patent Value Analysis Index System in Ceramic Field	YU Feng, CHEN Jing	121
Research on the Developing Trend of Digital Campus	ZHANG Haiyan	124
The Retrieval of Network Free Foreign Patent Information Resources	LEI Qin	127
Analysis on the Co-author Phenomenon of Journal Papers of Information Ecology in the Last Decade in China	GAO Yang, WANG Jun	130
The Problems in and Solutions for Family Archives Storage in National Archives	WANG Cangang	132
Analysis on WeChat-based Archives Information Service in University	HE Binghua, LÜ Jianhui	135
Survey Analysis on the Research Literature about Polar Ice Drilling Based on the Platform of Web of Science	LI Fangling, HUA Weina	138
Quantitative Analysis on Research Literatures of Forest-based Economy	LIU Yanmin, XIE Yi	142
Assumptions of the Government Data Open	YANG Yajing	145
Considerations about the Management of Responsible Editors in Modern Sci-tech Periodicals	ZHANG Jing	147
The Practice of and Consideration about the Establishment of the Bibliographic Database with Minor-Languages of ASEAN (Association of Southeast Asian Nations)	QIN Liuhui, HU Haiyan	150
Research on Commodity Financialization and the Participation Mechanism of SMEs (Small and Medium-sized Enterprises)	SUN Luxia, LI Shuyan	153
The Enlightenments of America's Policy of Promoting the Development of New Energy Technology	GAO Zihan, QIAO Jing, WEI Xiaochuan	155
Study on the Development Trend of Digital Library's Information Retrieval in Network Environment	WANG Jianfeng	158