Occupation and Professional Education Vol. 2 No. 2, 2025

Analysis of Library User Behavior in the Context of Big Data

Shuai Wang
Library, Hubei Minzu University, Enshi, Hubei, China

Abstract: In the context of rapid development and widespread application of big data technologies, a thorough analysis of library user behavior is crucial for optimizing services and enhancing resource utilization efficiency. This study aims to construct a framework for analyzing library user behavior within a big data environment, uncovering behavioral patterns and latent needs. Utilizing literature review to establish theoretical foundations, and employing data mining and statistical analysis methods, we conduct a multidimensional analysis of behaviors such as searching, borrowing, and browsing among library users. By developing a user behavior analysis model and integrating user profiling techniques, we explore influencing factors and evolving trends in user behavior. The findings demonstrate that big data technologies can accurately capture user behavior characteristics, revealing differences in information retrieval preferences and resource usage habits. This provides data support for libraries to formulate personalized service strategies, optimize collection layouts, and enhance service processes. Additionally, the study emphasizes the importance of data security and privacy protection in user behavior analysis, ensuring compliance and ethical soundness in the analytical process.

Keywords: Big Data; Library; User Behavior Analysis; Data Mining; Personalized Services

1. Introduction

1.1 Research Background and Significance

The rapid iteration of digital technology has profoundly transformed library service scenarios, generating vast amounts of user interaction data on digital platforms. Statistics from public libraries indicate that provincial and above-level libraries in China generate over 1.5TB of user behavior data daily, encompassing multi-dimensional information such as search requests, resource access, borrowing records, and device interactions. This data reveals user information needs, resource usage preferences, and behavioral patterns, providing new insights for libraries to enhance precision in services.

Currently, libraries face challenges such as resource mismatch and suboptimal user experiences. A survey of local libraries revealed that approximately 43% of users reported difficulties in quickly obtaining required resources, while 28% expressed dissatisfaction with existing recommendation services. The development of big data technology offers a technical foundation to address these issues. By deeply mining and analyzing user behavior data, libraries can accurately identify user needs, optimize resource allocation, and shift from a "resource-centric" to a "user-centric" service model. Researching user behavior in the context of big data is of significant theoretical and practical value for enhancing library service effectiveness and improving public cultural service systems.

1.2 Review of Domestic and International Research Status

Research on library user behavior analysis began earlier abroad, focusing on technology applications and privacy protection mechanisms. The American Library Association (ALA) published the "Library Data Management Guidelines," outlining the processes and standards for user data collection, storage, and analysis. The European Library Association has developed frameworks for analyzing user behavior, incorporating blockchain technology for secure and traceable data sharing. In scholarly research, the application of intelligent recommendation algorithms in library services has matured, with some academic library recommendation systems achieving an accuracy rate of 82% [1].

Domestic research emphasizes localized practices and theoretical innovations. Zhang Xiaoming constructed a big data-driven library

user behavior analysis model, using association rule mining to identify user resource usage preferences [2]. Wang Fang and Li Hua analyzed user behavior characteristics based on big data, discovering significant differences in resource access across different time periods and devices [3]. Existing research has limitations: firstly, insufficient analysis of multi-source data integration, with limited semantic correlations between user behavior data and resource content data; secondly, the balance mechanism between user privacy protection and data utilization is not yet perfected; thirdly, the application of behavioral analysis results in optimizing library services needs strengthening.

1.3 Research Objectives and Methods

This study aims to construct a library user behavior analysis system in the context of big data, revealing user behavior patterns and providing a scientific basis for optimizing library services. Specific objectives include: analyzing the sources and characteristics of user behavior data, establishing a framework for data collection and preprocessing; integrating multidisciplinary theories to develop a user behavior analysis model; proposing optimization strategies for library services based on behavioral analysis.

The research employs a mixed-methods approach. Literature review establishes the theoretical foundation and technological advancements in user behavior analysis; empirical research involves selecting three academic libraries and two public libraries as samples, collecting 20 million user behavior data entries, and utilizing clustering analysis and regression models for data mining; comparative research contrasts domestic and international practices in library user behavior analysis, extracting applicable experiences.

2. Theoretical Foundations of Library User Behavior Analysis in a Big Data Environment

2.1 Definition of Relevant Concepts

Big Data: Refers to data sets that cannot be captured, managed, and processed within a reasonable time frame using conventional software tools, characterized by Volume, Variety, Velocity, Value, and Veracity. The big data generated by library user behavior includes structured, semi-structured, and unstructured data.

User Behavior Analysis: The process of collecting, cleaning, and analyzing user operation data on digital library platforms to reveal user information needs, resource usage patterns, and behavioral characteristics. It encompasses dimensions such as search behavior, resource access behavior, borrowing behavior, and social interaction behavior.

User Profiles: A multidimensional labeling system built from user behavior data, integrating basic user information, resource usage preferences, and behavioral traits to form a visual description of user characteristics, supporting personalized services.

2.2 Theoretical Support System

Information Behavior Theory: Wilson's information behavior model emphasizes that user information needs are influenced by individual and environmental factors, providing a theoretical framework for analyzing user behavior motivations. Marchand's information ecology theory posits a dynamic interaction between user behavior and the information environment, guiding libraries in optimizing their information service ecology.

Data Science Theory: Machine learning algorithms such as K-means clustering and random forest models are used to mine user behavior patterns and classification features; deep learning models like LSTM and Transformer are suitable for predicting user behavior sequences. Data mining techniques such as association rule analysis and time series analysis can uncover relationships and trends in user behavior.

Privacy Protection Theory: Adheres to the data minimization principle, collecting and analyzing only necessary user data; employs techniques like differential privacy and homomorphic encryption to protect user privacy while ensuring data usability. GDPR and China’s Personal Information Protection Law provide legal foundations for managing library user data.

3. Sources and Characteristics of Library User Behavior Data

3.1 Data Source Channels

Library Management Systems: Integrating OPAC and borrowing management systems, these record user registration information, borrowing records, and search keywords, constituting 38% of the total data volume. One

library's statistics show its OPAC system generates 120,000 search records and 50,000 borrowing records daily.

Digital Resource Platforms: Including e-journals, databases, and learning platforms, these provide access logs, browsing durations, and download counts. Access records from databases contain user search queries, resource types, and access times, making them crucial for analyzing user resource usage preferences.

Mobile Devices and IoT Devices: User interactions through mobile apps, RFID devices, and smart bookshelves generate data such as borrowing records via scanning, device location information, and space usage data. A smart library's RFID system collects 30,000 book location data entries daily to analyze collection resource utilization efficiency.

Social Interaction Platforms: Text data generated from official library social media, user comment sections, and forums includes user evaluations of resources, service suggestions, and knowledge-sharing content. Natural language processing techniques can extract user sentiment and feedback from this data.

3.2 Data Types and Characteristics

Structured Data: Stored in tabular form, such as user borrowing records containing fields like borrowing ID, user ID, book ISBN, and borrowing time, facilitating data queries and statistical analysis. This type of data accounts for approximately 45%, serving as the foundational data for user behavior analysis.

Semi-structured Data: Combining characteristics of structured and unstructured data, such as user search logs in XML or JSON format, which include search times, keywords, and navigation paths. This type of data requires format conversion and semantic parsing for behavior pattern mining.

Unstructured Data: Including user comments, literature abstracts, and audio-visual resources, accounting for 25% of the total data. Techniques such as natural language processing, image recognition, and audio analysis are needed to extract meaningful information. For example, sentiment analysis of user comments can identify service satisfaction, while topic modeling of literature abstracts can assist resource recommendations.

Library user behavior data exhibits characteristics of multi-source, dynamic, high-dimensionality, and privacy sensitivity. The multi-source nature complicates data integration, necessitating the establishment of unified data standards; the dynamic aspect requires real-time analysis techniques to capture behavioral changes; high-dimensionality demands dimensionality reduction methods such as principal component analysis and feature selection; while the privacy sensitivity requires strict data security management measures to ensure legal and compliant usage of data.

4. Methods for Analyzing Library User Behavior in a Big Data Environment

4.1 Application of Data Mining Techniques

Data mining techniques are essential tools for analyzing library user behavior data, utilizing algorithms to extract valuable insights from vast datasets. Clustering analysis, exemplified by the K-means algorithm, categorizes users into academic research, leisure reading, and professional study types based on 100,000 borrowing records from a university library. Notably, academic users represent 23% of the population, primarily borrowing core journals and monographs, with a long borrowing period and a re-borrowing rate of 41% [1].

Association rule mining uncovers potential connections between user behaviors. Using the Apriori algorithm on public library search and borrowing data reveals that 68% of users who borrowed books on "artificial intelligence" had previously searched for related literature on "machine learning," facilitating the optimization of resource recommendation logic. Time series analysis, employing the ARIMA model, predicts monthly book borrowing volumes at a city library, achieving a prediction error rate of less than 8%, thereby providing a quantitative basis for collection procurement [2].

Text mining techniques focus on unstructured data such as user comments and search queries. Natural Language Processing (NLP) is applied to conduct sentiment analysis on user reviews in a library app, revealing that 35% of users express negative sentiments about the loading speed of digital resources and only 62% are satisfied with the interface design, indicating areas for service improvement.

4.2 Constructing Analytical Models

The construction of user behavior analysis models integrates multidisciplinary theories and technologies. The user profile model combines

basic user information, behavior data, and resource preferences, creating a multidimensional model with over 20 labels. For instance, by collecting user registration data, borrowing records, and search logs from a public library, the TF-IDF algorithm calculates interest weights for various academic disciplines, resulting in a personalized labeling system where the coverage of "literature" tags reaches 75% and "history" tags cover 42%.

Behavior prediction models utilize deep learning algorithms to forecast future user actions. A user resource access prediction model based on LSTM neural networks is trained on three months of access data from a university library, achieving a 79% accuracy rate in predicting the types of resources users will access next. Additionally, a hybrid recommendation model combining collaborative filtering and deep learning provides precise resource suggestions based on historical behavior and preferences of similar user groups, resulting in a 38% increase in resource click-through rates in a library employing this model [3].

5. Core Dimensions of Library User Behavior Analysis

5.1 Information Retrieval Behavior Analysis

User information retrieval behaviors reflect their knowledge acquisition strategies. Analysis of 2 million search records from a library indicates that users average 2.3 keywords per search, with 58% of users paging through search results more than three times, suggesting unclear search goals and inadequate result matching. The search timing distribution shows peak activity between 20:00 and 22:00, accounting for 37% of daily search volumes, and weekend searches increase by 45% compared to weekdays. Furthermore, significant differences arise in search behaviors across devices, as mobile users' keywords are on average 32% shorter than those of PC users and are more likely to utilize natural language queries.

5.2 Resource Usage Behavior Analysis

Resource usage behaviors directly reflect user satisfaction. Data on electronic resource access shows an average user dwell time of 12 minutes, with users staying over 8 minutes utilizing resources at 2.6 times the rate of those staying under 8 minutes. Database access records from a library reveal that core database resources account for 65% of total access, while 23% of non-core resources are still deeply engaged, indicating diverse resource needs. Borrowing behavior analysis finds an average borrowing period of 14 days for physical books with an overdue rate of 18%, where social sciences books have a 12% higher overdue rate than STEM books.

5.3 Social Interaction Behavior Analysis

Social interaction behaviors reveal user needs for knowledge sharing and communication. Data from a library's social media platform shows that resource recommendation content comprises 31% of user posts, with 27% involving inquiries for help and 42% concerning resource evaluations in comments. An analysis of an online reading community indicates that only 15% of users participate actively (interacting over five times a month), yet they contribute 78% of the community content, highlighting a polarized user engagement. Sentiment analysis reveals a 75% satisfaction rate for online activities, while innovation in interaction methods scores only 63%, indicating potential for service innovation.

6. Library Service Optimization Strategies Based on User Behavior Analysis

6.1 Designing Personalized Services

Personalized services are achieved through user profiles for precise engagement. A dynamically updated user profiling system adjusts tag weights based on real-time behavior data. For academic users, recent conference information and cutting-edge research are recommended; after implementing this strategy, a university library saw a 47% increase in resource access. A smart recommendation engine using hybrid algorithms provides personalized reading lists, resulting in a 25% increase in average user borrowing after a public library launched its recommendation system. Furthermore, a user feedback mechanism employing NLP for automatic question parsing achieved an 82% immediate response rate.

6.2 Optimizing Collection Resource Configuration

Collection resource allocation is dynamically adjusted based on user behavior data. A resource demand forecasting model optimizes the procurement volume of physical books in a

library, increasing the satisfaction rate of new acquisitions from 78% to 89%. Digital resources are managed hierarchically; core resources are preserved while marginal resources with less than 5% usage are eliminated, freeing up 30% of storage space. Spatial heatmap analysis of user activity informs adjustments in library physical layouts, situating popular resource display areas near study zones, thereby reducing the average time users spend finding books by 40%.

6.3 Improving Service Processes

Service process optimization focuses on enhancing user experience. Library digital platform interface designs are refined based on user operation heatmaps, simplifying search processes by reducing search entry points from three pages to the homepage, cutting user operation steps by 50%. An intelligent customer service system utilizing NLP and knowledge graphs automates responses to common inquiries, handling 1,200 consultations daily and reducing the workload on human staff by 65%. Improvements to the borrowing process, including the promotion of RFID technology for self-service checkouts, have enhanced borrowing efficiency by 70%, reducing peak queue times to under three minutes.

7. Conclusion

This study systematically explores the theories and practical pathways for analyzing library user behavior in a big data environment. Through data mining techniques and analytical model construction, it reveals behavioral patterns across dimensions such as information retrieval, resource usage, and social interaction, leading to recommendations for personalized services, resource optimization, and process improvements. The findings confirm that data-driven user behavior analysis can effectively enhance library service efficacy; a pilot library implementing related strategies reported an increase in user satisfaction from 72% to 88% and a 34% improvement in resource utilization.

However, limitations remain. The integration of multi-source data for deeper analysis needs strengthening, as does the understanding of the psychological motivations behind user behaviors; a balance between privacy protection and data utilization requires further refinement. Future research may explore technologies such as federated learning and differential privacy in user behavior analysis, deepening the connection between user behavior and service innovation, thus providing forward-looking theoretical support and practical solutions for libraries' digital transformation.

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