●王玉芬

读者心理与图书馆员素质

同任何消费者购买商品一样，读者到图书馆借阅也起源于各种动机和需求。这种动机和需求大致包括两个方面，一是心理需求，即人们对文化、道德风尚和信仰等的精神需要；二是生理需求，即人们对衣、食、住、行的需要。顾客到商店购买东西，生理需求是主要的，而读者借阅文献，心理需要才是主要的。由于每个读者的动机和需要不同，因此他们的表现和心理状态亦有差异。图书馆员应认真观察、分析研究读者的心理状态，尽量满足其需要，使他们高兴而来，满意而去。

读者在借阅过程中的心理状态

读者心理是指读者在图书馆借阅过程中，通过对外部环境和图书馆的感知，评价乃至吸收过程中所产生的一系列的心理活动。大量事实表明，图书馆员的基本素质直接影响着读者的感觉和情绪，直接影响着他们的心理状态。

情绪是读者心理活动的一种形式，受诸多方面的影响和制约。其中主要有：

（一）外部环境，即借阅场所、设施和布局的影响。道理很简单，宽敞明亮、陈设雅致、布局合理、色彩柔和、室温宜人、整齐美观的优雅环境，自然使读者内心漾起愉快舒畅的感觉。在这种环境中，能强化读者的求知欲望，激发读者的借阅兴趣，提高图书馆的服务效果；而阴暗狭窄、潮湿肮脏、破破烂烂、乱七八糟的借阅环境自然使人退避三舍，无服务效果可言。

（二）文献数量和质量的影响。读者到图书馆不外乎两方面，一是有针对性地进行知识探索和应用，二是浏览消遣，但目的只有一个：借阅。因此，图书资料是否系统，装订排列是否美观实用，

服务手段是否先进等，从一个侧面支配着读者的情绪。如果读者需求基本满足，就会不自觉地产生喜悦、欢快的积极情绪；相反，若一无所获或获之甚少，就会产生悲观、失望和烦恼的消极情绪。

（三）读者自身情绪的影响。一个人的信仰、生理状况、受教育程度、事业成败和社会地位等的不同，会导致他们的心理状态和性格的不同，进而导致他们对待客观事物认识上的巨大差异，给读者借阅心理和借阅行为染上不同的情绪色彩。

（四）图书馆员的影响。如前所述，读者到图书馆来的主要目的是为了借阅。但由于种种原因，读者的目的有时可能得不到满足。在这种情况下，图书馆员若能热情解释并采取力所能及的弥补措施，能使读者内心产生"过意不去"，或产生感激和愉悦的情绪；相反，若图书馆员态度冷漠，作风粗野或话不投机，就可能给读者火上加油，甚至愤怒而去。

除此之外，影响读者心理情绪的还有社会道德标准、行为准则、审美情感、责任感和理智感等。因偶然事件的强烈刺激而引起读者心理的骤然变化的事例，在工作中也时有发生。

由此可见，影响读者心理状态的因素很多。有时会因一件小事而引发，有时又可能由几个因素纠缠而产生。因此应该加强图书馆员在职培训，加强素质培养，使其能达到及时了解读者心理，顺形应势，努力开展主动、热情、周到而有效的服务。

图书馆员的基本素质

新时期的图书馆员，除了知识渊博、熟悉专业工作的理论和实践知识外，从读者心理方面还应具备以下3种基本素质和基本技能：

（一）要有良好的个人修养。所谓个人修养，是指一个人在接人待物和处理问题时所表现出的个性特征，是衡量一个人思想觉悟、道德品质和办事能力的具体表现。我们通常见到有诚恳、热心、谦恭、沉稳、干练、傲慢、粗鲁、轻浮、拘谨、矜持等品格。个人修养不同，处世方法和待人接物亦截然不同。图书馆员的个人修养，在借阅过程中有着充分的表现，对读者心理状态有着很大的影响。当读者一走进借阅场所，图书馆员若能笑脸相迎、热情接待，读者马上会意识到自己的行为得到了尊重，从情感上产生一种愉悦的心理。假如读者在借阅中遇到了困难，图书馆员不仅积极热心地为他们提供服务，而且又千方百计地使他们的"选择"愿望和目的得到满足，这种行为就是良好的个人修养的表现。反之，对读者不屑一顾，一问就烦，冷言冷语或故意封锁图书资料，这种行为不仅影响了读者情绪，损害了读者利益和借阅效果，而且对自己和图书馆的整体形象也带来了不良影响。所以，良好的个人修养对于图书馆员来说至关重要。

（二）要有观察分析读者心理的能力。所谓观察分析读者心理的能力，主要应该包括两个方面的内容：一是指通过对读者行为、神态的观察，能揣知读者的性格特点和心理活动的能力；二是指能针对不同性格特点和心理活动的读者，顺形应势，采取不同的策略进行主动而积极服务的能力。到图书馆的读者大体有3种类型，一是有的放矢型的借阅者，二是观察选择型的借阅者，三是参观浏览型的借阅者。由于借阅的动机和需求不同，其神态和行为亦各不相同。因此，图书馆员应当针对不同类型的读者，进行不同形式的服务。有的放矢型的读者，往往来图书馆的时间较早，进入借阅场地时目光集中，直接走向所关注的目标。此时，图书馆员应主动走向他们，热情招呼，但不要罗嗦，以免耽误他们的宝贵时间；对观察选择型的读者，他们到借阅场所来，往往漫不经心，神情自若，对图书资料只是扫视而不专心，也没有询问的要求。对于这类读者，图书馆员不要去打乱他们悠然自得的心情，只有当他们专注某一图书资料、表现出询问或要动手借阅时，才去与他们答话接待；对参观浏览

型的读者，图书馆员不必多加注意，让他们去尽情参观浏览就是了，只有发现他们突然改变神情，表示要询问或出现借阅兴趣时，再去接触也不迟。

此外，图书馆员向读者打招呼或介绍情况时，要热情、简明扼要，而不要呆板、冗长累赘。对他们的询问要耐心地解答，使他们在心理上产生亲切和信任的感觉。

（三）要有端庄文雅的仪表。所谓仪表，是指人的体形、外貌、衣饰以及心理状态的自然流露，是精神面貌的直观反映，是读者认识图书馆员的最初感知。它与一个人的知识水平、个人修养和生活情趣紧密相关。图书馆员的仪表应符合其职业特点，对读者有一定的示范作用。整洁大方的仪容、热情爽朗的风貌和良好的服务态度，能给人留下良好而深刻的印象；而窝囊冷板的形象，粗野无礼的作风却会使人望而生畏。据调查，认为图书馆员的仪表应符合以下心理需求：

1.要给人一种健康和精力充沛的感觉。读者对精神饱满、体态健美、整洁大方的图书馆员，存在一种愿意接近和寻求服务的心理需求，并能放心地进行借阅；

2.衣饰上要给人一种端庄舒服的感觉。对图书馆员的衣饰不应做出硬性规定，但衣饰美观大方，穿着入时，会给读者产生一种清淅明快、舒适端庄的感觉；而穿着打扮过于花俏，不仅分散读者的注意力，而且有损于图书馆员的尊严和表率作用。

3.要给人一种亲切文雅的感觉。一个人的一言一行、一举一动，都是其精神面貌和心理活动的具体反映，图书馆员如果不拘小节，如趴在或坐在桌子上、脚踩着椅子接待读者，不仅有损于自己的形象，而且对读者心理也会产生刺激。

大量事例表明，只有图书馆员自身养成符合规范的行为习惯，才能赢得读者。但是，这些只是从视觉形象对读者心理影响方面所提出的要求。假如我们图书馆员同时具备了美好的心灵和良好的职业道德，就更能获得读者的信赖、尊敬和爱戴，更能提高服务质量和借阅效果。

（作者单位：洛阳工学院。来稿时间：1992.3。编发者：丘峰。）

practice would split and break up sooner or later. Besides, some researchers are eager for quick success and instant benefit, trying to accomplish in one move. In addition, narrow knowledge of the researchers and the irrational structure of knowledge also affect the researchers to make a thorough study.

Comparative librarianship —— History

Scientific research —— Reviews

G250

Risk Analysis and Forecast and Decision of Book Selection / Yu Hubin / / Bulletin of the Library Science in China / China Society of Library Science. − 1992,18(3),−57∼58

In view of risk analysis and forecast, the risk of book selection decision consists mainly of risks of value,lacuna,duplicates and funds. In order to lessen the book selection risk, first,purchase of duplicates should be done according to the lower limit in numbers, and secondly, archive for the purchase of books and periodicals should be established

Document acquisition —— Risk analysis

Archive for book and periodical acquisition —— Utilization

G253.1

Intellectual Resources Development and China's Rejuvination by Science and Technology / Li Chengzhao / / Bulletin of the Library Science in China / China Society of Library Science. −1992, 18(3).−59

It is the fourth function of libraries to develop intellectual resources. It can be asserted that 80% of knowledge of a man is acquired from the time after school. One of.the major places that offers knowledge to the people is the library. So long as the library exists, this function of it well exist. We should from now on take the problem into consideration and take it seriously. Furthermore, we should make an appeal to the society so as to make this a new social tendency and become a common practice. And this will result in giving an immeasurable effect to "China's rejuvenation by science and technology".

Functions of libraries —— Intellectual resources Development

G252.62

Readers' Psychology and Librarians' Quality / Wang Yufen / / Bulletin of the Library Science in China / China Society of Library Science. −1992,18(3), −60∼61

The major content of the study of library users is the study of their psychology. Readers' emotion is subject to the library's environment, the quality and quantity of the documents and the emotion of the readers themselves as well. In order to make a good job of reader services, the librarians, in addition to their erudition and skill, should have the following three qualities: 1) self−cultivation; 2) ability to observe and analyse the readers' psychology; and 3) sedate and refined appearance.

Readers' psychology —— Studies

Librarians —— Self−cultivation

G252

Design and Realization of User Interface for Literature and Information Search Softwares / Cao Huangang and Wang Bingrong / / Bulletin of the Library Science in China / China Society of Library Science. −1992,18(3).−62~65

In order to enable computers to bring their potentialities into full play in respect to the literature and information search of China, the design of a user interface for a friendly relation between users and computers has become important in the field of automation of literature and information search. Technical problems such as the composition of a good user interface, design principles,menu design and interactive processing, etc. are mainly discussed in this article. 2 illus. 6 references.

Computer search —— User interfaces

Man−computer interaction —— Studies

G354.46

New Theft Monitoring Methods for Books and Periodicals and the Relevant Examination and Test Plans / Pan Boming / / Bulletin of the Library Science in China / China Society of Library Science. − 1992,18(3). −66~68

As soon as the book, stuck with magnetic stripe, is brought out of the library, the monitor signals. But the stripe is very easily to be discovered and then destroyed and, as a result, the monitor will be unable to work. Thus the author puts forward a new method for book and periodical processing to use magnetic liquid, magnetic ink paste and magnetic particles instead of the former solid magnetic stripes. The author also brings forth two plans of the examination and,test methods of magnetic stagnation and saturation screen.

Library techniques —— Preparations

Theft monitoring for books and periodicals —— Ways and means

G258.93

The Discrimination between Bibliographies by Quan and Zhang / Yin Di / / Bulletin of the Library Science in China / China Society of Library Science.−1992,18(3). −69~74

Quan Zuwang and Zhang Xuecheng were both bibliognosts of Qing Dynasty. In Quan's theory of bibliography, there is neither the connotation of enlightenment thought nor the ideological content of, what is called the Yi Wen Xue An in Zhang's bibliographical thinking, which, together with his literary and historical thinking has reciprocal outward show and inner thought. He had founded the theory of new bibliography and developed a school of his own. It's true that his theory carries on the theories of his predecessors and those of the same generation of him, but it is by no means the product of "being very close" to any of theirs.

Bibliography —— Studies

Quan Zuwang —— Theory of bibliography

Zhang Xuecheng —— Theory of Bibliography

G257   (周钰坪 译校)