

Reinvented Reference 4: Emerging Technology for reference service

Friday June 27, 2008

8-5 pm

Cathy de Rosa, 9:30 – 10:45 am

She said that she will not focus on change, she will focus on users.

1. Definition of new customer: Ver quienes son los usuarios: nosotros mismos, estudiantes etc, ver libro **perceptions of libraries and information resources de OCLC**.
 - 89% son activos usando en el Internet por mas de 4 anos.
 - 2005 blog growth in the last 18 month email use 73% and 2007 97%, search Engine use 71% in 2005 and in 2007 90%.
 - Ha bajado el uso del portal de la biblioteca de un 30% y 20% del 2005 al 2007.
 - 2007 28% of end user use social networking (considera que no son reales)
 - What we do online: Browsing (email, search, Browne, im), interacting and creating
 - 2000 brosing, 2003 interacting , 2007 creating, sharing
 - Life on the network” collage students decrease activities due to Internet use: 19% listen radio, 39% use the library, 14% visit friends etc
 - **Source “Why not libraries, user identify their information preferences”, lynn Silipgni congway and Maride Radford, March 2007.**
 - o The library is a good source if you have several month
 - o Trail physical library and use Electronic format
 - o Sacrify content to get the format
 - How do your Judie if Electronic information is trustworthy? Based on personal knowledge/common sense 86%, base on the reputation of the company 75%
 - Doing vs. Knowing: si hago las cosas aprendo y conozco las mismas “ I like the library because Im good at it”
 - No es importante ofrecer toda la información en un momento dado (entrada la biblio) sino ofrecerla en el momento indicado pq sino el usuario no le prestara atención.
2. Magnificent smashup: Originally referred to music created from pieces of two or more songs. Now generally accepted as a term for web applications that combine data, functions or services into the entirely new use
 - programableweb.com: zapping, music, social, messaging, real state, Photo, Shopping, search, video, and travel.
 - Mashps not just for developers: plug ns to the people.
 - A universal smashup top 100 Canada 73%, us 73%, Japan 83% etc, 2.9 billion videos were viewed at you tube in fear 2008 (Nielsen)

- Social networking spaces: why we go there (14-20 my friend use the same time (80%)
 - Reason for creating web sites: to communicate with friends and family
 - Smashup help you to change the way you learn
3. Privacy Windows:
- 23 kept more private, 29% no change in privacy
 - what is private? Government id 73%, subject search in the library 2?, book check out
 - Books are social thing, we like to share information
 - Oclc.org/report to find this data
 - Sharing on social networking sites: subjects of interest 70%, birthday 70%
 - 32% read the privacy policy
 - is the library role to build a social networking site? Yes 9% US resident and 14% US Librarians
 - perceptions drive realities: books, rows and rows of book, stacks of books, tables filled with books etc"
 - Verificar el site library Thing...
4. The most important reference search:
- what's the most important search I Could do? The answer was health, Erick Schmith
 - Microsoft "lets do it together": <http://www.healthvault.com/fund>

www.oclc.org/reports
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From awareness to funding a study of library support in America
 Saturday 8am convention center 204^a and modaty 8am Marriott
 marquis center ballroom

**Section 1 Testing: Michelle Jacobs (UCLA Library) , 11:15 – 12:15
md. <http://www2.libraryucla.edu/questions>**

- ✚ **Video you tube Michael Welch : Video of the students needs**
- ✚ For the 2008 academic year the typical freshman was born in 90 y 97% will arrive with Computers at the university, 94% arrive with cell phone, etc,
- ✚ This generation takes the information with them.
- ✚ Encuesta de que usan los usuarios para encontrar a información: Google, jstor, friend etc.
- ✚ They don't engage the conversation, they do not participate in what is taught, they do not shape the information that is presented,
- ✚ The learning becomes static.
- ✚ Current hot Tools: all are social. They don't have to look for the information, the information are there.
 - Everyone has a Mobile phone
 - 200 plus million cell phone in the US
 - 62% are part of the Mobile population
 - Communications equal connection
 - Mobile is any ware
- ✚ Text reference: Yale University, University of Virginia
 - How does it Works: 2 models
 - devise base: mobile device purchased, staff assigned dot a divide, service received and answered through the device
 - service base: virtual sms number or long code is a channel through which sms messages from any Mobile phone can be received by an application. Email or Mobile devise. V virtual sms numbers are similar to any other valid Mobile telephone Lumber, short codes r long numbers.
 - Type of questions received: hours, name of the database, set up an appointment, Ready referente/Facuss, follow up from instruction and call numbers.
 - General rules/questions: save number, recall etc
 - RITE use: R (risk), I (innovation), T (technology), E (education) U (user centered), s (shared), E (excitement).
 - Content: list examples of other institutions using the service.
 - Look for alignment with the strategic plan, participants, partners, cost, impact, benefits, cost, budget, publicly, timeline (base of a proposal of Alison Armstrong)

Facebook is a place not a service. Offers personal pages, fan groups, flyer you can post, is for people not for library, include mobile services etc. what students have used it for research, appointment, friends
What do I never do in facebook: rarely do I invite any student to be my friend, ask a student I do not know to become my friend, post private information etc
How I use facebook: keep in touch with my colleague or friends, share some information about myself.

Text message 310-597-0095

**Session II: Virtual Reference: Caleb Tucker-Raymond, Oregon Statewide digital reference service coordinator for the Multnomah county library
1:30 – 2:30 pm**

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aim/y: calebMCL

- + Virtual reference is a service not a technology.
 - + mid 19th century change the way we look libraries.
 - + Madden, M. Internet penetration and impact 2006, pew internet and American life proyect 2006. Presenta las personas conectadas al internet
 - + 1990: Internet adoption, yahoo, webcrawler,
 - + 2nd thing happening is google. We can find useful information, they improve search technology
 - + virtual reference: librarians and patrons interact with the users using technology
 - + LCSH present virtual reference as electronic reference services.
 - + Virtual reference used for digital reference, narrower term chat reference web based chat, im reference, broader term reference, public service
 - + Its ok that virtual take more time because we are doing a relationship
 - + How to built it depend of the institutional culture. You need to consider budget, librarians, policy, etc.
 - + *Shrimplin, A, and Hurst, S. A virtual standoff using q methodology toa analyze virtual reference. Evidence based library and information practice, v.2, no. 4 (2004).*
 - + To chat we have to make a implementation process, planning and evaluation. We have to define success. If even few people use the service its works. You are helping people. You need to get feedback of the service.
 - + Virtual reference is part of anyone job. If not a virtual reference, we have to interact with the users face to face.
 - + Privacy policy is not read by our patron ex.
<http://www.oregonlibraries.net/privacy>
 - + This policy is not about security is about truth.
 - + Ask the users if what the post the question on our website.
 - + <http://www.ala.org/rusa/protocols> define reference in a different way.
- Creation and management of information resources

- ✚ You have to prove usability of your library web site. You can ask some students to look for the catalog or other library service and see what they get wrong.
- ✚ To marketing the library virtual reference service you can put a link in any page.
- ✚ Find Oregon state chat service to get an example to how chat windows are available thru web page.
- ✚ **Digital reference to the next generation union catalog, LIDA2008, Libraries in the digital age, Jun 2-7, 2008, dubrovnicka d Mljet, Croatia.**

Session III: Social Networking and reference. David Lanes, OITP Fellow, slides <http://www.davidlankes.org> 3:00-4:00 pm

- ✚ Web tend map 2007/v7 (map of all social tools)
- ✚ Why social? The technology is the answer but there are an interesting trend in the literature that we must change. Sometimes we feel that we have to take anything that is new, but... we will see what we can o.
- ✚ He show the keyboard that cost 1,589.99 that each letter means a program that will show in the screen.
- ✚ Formula have many means like chemical combination, mathematical expression and baby food.
- ✚ Our brain put things together like connecting ideas.
- ✚ Great utility in socially defined meaning: tagging (time sensitive), group editing, (wiki), and redibility and search.
- ✚ Not necessarily all the tagging will make significant meaning of a object. We can change the meaning.
- ✚ Google is a social networking, we work with the patron. Organize information using relevancy.
- ✚ The reference extract: power search meets the credibility of librarians. The librarians make connections.
- ✚ We built concepts of other concepts (scaffolding).
 - Spanish crusade
 - Modern Medicine
- ✚ Library finds catalogs extraordinary efficient. Our job is to get someone to an understanding, to knowledge. If your job is not to get someone to thing. Knowledge is about context and connections.
- ✚ Example of Gutenberg bible that is just the same thing that the word formula because represent the origin of printing, is a artifact to preserve or the truth. You have to figure out where we are going with all the meanings. Reference start our as a system. The users defines context, not he object or the facilitator.
- ✚ What participatory approach tell us: user is in control, it is all about learning, learning is a collaborative conversation, the library serves as facilitators of conversation, true facilitation with the community means shared ownership, and invest in tools for creation over the collection of artifacts.

- ✚ Instead to see all the social tool as independent objects, we have to see them as a knowledge creation. Google is in advertising business, amazon is to selling things, libraries can facilitate conversation and relationship.
- ✚ When you learn you shape a conversation, the user engage in his way.
- ✚ The obligation of leadership: the reference has the obligation. Innovative from core principles, question tradition, hold the visionaries to account, you are the future of reference, you are the future of libraries.
- ✚ You have to allow conversation, if not, the people will look around other places to communicate.