Digital Reference Services

Seminar Theme:
"Preparing New Generation Librarians for Meeting

Future Challenges"
ADINET-2010

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07- 08- 2010

Digital Reference Services

Electronic Reference Service

Web Based Reference Service

24/7 reference

Virtual Live Reference Service

Real-time Reference Service

Online Reference Service

Chat Reference Services

Virtual Reference Service

Live Interactive Reference

Real-time Chat Reference Services

Interactive Reference

Live Reference Service

Text Messaging

Ask-A Librarian

Online Interactive Reference

Instant Messaging

QuestionPoint
24/7 reference services

ASK
a UC LIBRARIAN

AskRI.org

QandANJ.org

VIRTUAL REFERENCE
Live & Email reference services

meebo

Digital reference or virtual reference will be used to mean the provision of reference assistance via the Internet.

A reference query that is sent to the library over Internet using email or web forms provided on library's website. Web forms are attached to the email address of the library.

A reference query is sent by readers using instant messaging or virtual reference software and readers have live online interaction with reference librarian.

A reference query is sent by readers to the reference librarian using video conferencing, VoIP (Voice over Internet Protocol).

Reaching the readers where they are by having presence on social networking services like Facebook or Second Life.

RUSA(2004)

It is a reference service initiated electronically, often in real-times, patron employ computers or other Internet technology to communicate with reference staff without being physically present. Communication channels used frequently in virtual reference includes chat, video conferencing, Voice over IP, co-browsing, email, messages etc.

- **A single library only to its members**

- **Collaboratively by many libraries together.**

NEED

- **Public access to the Internet increased**

- **Meet users at their point of need**

Contd.

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- **Expand reference desk hours without increasing staff**

- **Reach the readers where they are**

Contd.

- **Helpful for physically challenged, distance learners, shy readers, young readers, senior citizens**

- **Useful in limited library timings, waiting at reference desk**

Contd.

- **Many commercial services like banking, ticket booking available online so why not library services**

Contd.

- **If we don't provide users will turn to Internet and get information**

- **Internet Searching too vast**

Contd.

- **Digital Resources- e-books, e-journals, databases, blogs, portals, websites etc.**

Infrastructure

- **Technological Requirements**

- **Asynchronous or Synchronous Digital Reference Services**

- **Library Resources**

Technological Requirements

- **Good Internet Connectivity**

- **Web Presence**

- **Authentication Software**

- **D R S Software**

- **Hardware**

Asynchronous D R S

- Email
- Web form

Synchronous D R S

- Chat or Instant Messaging
-     Free IM Applications
-     Fee-based Application
- VoIP
- Video Conferencing

Key Issues-1

- **Define acceptable behaviour, & articulate a code of conduct**

- **Define primary clientele.**

- **Types of questions the library will or will not answer.**

Key Issues-2

- **Develop policy for client misbehaviour**

- **Create and adhere to stated response time turnaround policy**

- **Respond to 100% of questions that are assigned**

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Examples

- **We will answer factual and ready-reference questions**

- **We will not answer questions asking for medical or legal advice**

- **Questions from our primary clientele are given priority.**

Contd.

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- **By using this service you agree not to send any question or content that is illegal, harassing, threatening, harmful, obscene, or otherwise objectionable.**

- **We treat our customers with respect and expect the same in return**

- **We protect the privacy of you and your question.**

- **Threats are taken seriously. If you tell us that you plan to do something illegal, you can expect there to be serious consequences**

If you use abusive language or deliberately waste librarian effort in a way that denies service to others, we will end the session

Staff Training

- **Software Training**

- **Multi-tasking**

- **Clear communication skills, especially in   writing**

Staff Training

- ## Database and online searching skills

- ## Interviewing skills
  - ### to compensate for lack of visual and auditory cues

Staff Training

- **Knowledge of reference sources**

- **Knowledge of Reference Policy**

Communication skills

- **How to use short, frequent messages**

- **Typing, keyboarding skills**

Communication skills

- **Trying to be less formal with friendly greeting**

- **Being concise & Using scripted messages**

Software skills

- how to login

- How to recognize that a question is coming

- How to answer a question

Software skills

- **How to close a question**

- **How to log out**

- **Technical details of the software.**

- **Knowledge of the intended audience**
- **What to do if a question comes from outside that audience**
- **What level of service or how long to spend with each patron**

- **Document delivery policy**
- **Privacy policy for patron question and personal information of patron**
- **Knowledge of copyright**
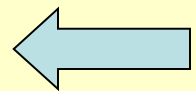
Chat Reference Software

Paid software

- **Question Point**
- **LSSI**
- **24/7**
- **LivePerson**

Free Software

- **Meebo**
- **Trillion**
- **Rakim**
- **IM Software** like **MSN, AOL, Yahoo Messenger, Google Talk**
- **SNS**

General Features

Software Features-1

- **Chatting**
- **Instant Messaging**
- **Page Pushing**
- **Co- browsing**
- **VoIP**
- **Video Conferencing**

Software Features-2

- **Transcripts or Log files**

- **Scripting Messages**

- **All Browser based- User Friendly**

- **Unlimited number of operators/librarians**

- **Shared queue of patrons**

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Software Features-3

- **Ability to refer patrons to other librarians (personal queue)**

- **Shared/personal bookmarks**

- **Email transcripts to patrons**

Software Features-4

- **Audible alert to librarian when new patron arrives**

- **Audible alert to patron when their call is answered**

Software Features- 5

- **Access on Mobile**

- **Feedback/Exit Surveys**

- **Librarian to Librarian Messages**
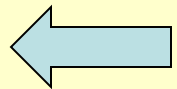
Question Point
24/7 Reference Cooperative

- **Project of OCLC and Library of Congress**
- **Standalone or Cooperative model**
- **Basic model as well as advanced features**
- **Knowledge base**
- **Reference policy by each library**
- **In co-operative model member libraries sign agreement and solve queries on sharing basis**
- **Training provided**

Question Point demo
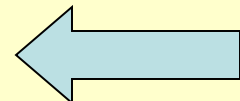
Meebo

- **Free software**
- **Allows to check popular IM applications through one window**
- **Easy to operate**
- **Yahoo, MSN, Google Talk, ICQ, Jabber, Flixter**
- **Meebo me widget**
- **Meebo Room**

Examples

PURDUE UNIVERSITY

LIBRARIES

Access. Knowledge. Success.

Google™ Search

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Home > Ask a Librarian

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> Course Reserves
> Library Hours
> Libraries at Purdue
> Contact Us

Ask a Librarian

> Home
> Email
> Chat
> Face-to-Face
> Phone
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Ask a Librarian

Have a question? Contact a Purdue University Libraries staff member.

Email
Send us a question anytime. You should receive an answer within 1-2 business days.

Chat
Chat will be closed December 19th through January 11th.

Face-to-Face
Talk in person with a library staff member at any of the twelve libraries at Purdue.

Phone
Call and talk to a library staff member at any of the twelve libraries at Purdue.

Self-Service
Help yourself by using one of our other various support resources.

Borrowing & Billing policies

News & Announcements

> Winter break hours
> New materials to use Library of Congress classification
> Archives closes for move

Full Feed

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NATIONAL LIBRARY OF AUSTRALIA

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Home > Ask a librarian

Ask a librarian

Chat with a librarian

AskNow Chat live and ask your question - we're online Monday to Friday, 9.00am to 7.00pm AEST.

This real-time virtual reference service is staffed by librarians from Australia and New Zealand - your chat session will not necessarily be with National Library staff.

Make a reference enquiry

Enquiries may be sent online or by post. We will make every effort to respond to your question within one week. However, complex enquiries may take longer.

- Make an enquiry - lodge a reference enquiry
- Check an existing enquiry - check the progress of an enquiry you have already lodged
- Make a comment or suggestion about this service

Phone us

+61 (02) 6262 1266

Call the National Library reference desk Monday to Saturday, 9.00am to

Ask a librarian

What we can do

What we can't do

Have you ...

Checked our FAQs?

Searched our catalogue or LibrariesAustralia to find the material you need?

Checked our guides or electronic resources?

Asked your local library for help
(eg your school, university, State/Territory library)?

Related links:

Reader Services Policy

Service Charter

Reading rooms

Private professional researchers

CopiesDirect

Collection delivery service

Address:

Information Services
National Library of Australia
Canberra, ACT 2600
AUSTRALIA
fax +61 (02) 6273 5081

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http://www.askwhyky.org/index.html

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  OR
- I'm a first-time user. How do I use this service?

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Kentucky Public Library Association 2008 conference presentation [PDF]

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Ask via email
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To Join
For Members

Ask Why Ky is made possible with funds provided by the Kentucky Department of Libraries and Archives under the Library Services Technology Act (LSTA) administered by the Institute of Museum and Library Services, as well as funding and staffing from local libraries in Kentucky.

[Accessibility]

KDLA

INSTITUTE of Museum and Library SERVICES

Done

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http://www.askalibrarian.org/vrl_intro.asp?library=flicba00

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BARRY UNIVERSITY

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Real People, Real Help, Real Fast!   **ASK a Librarian**

chat   Live Chat Service is available Sunday through Thursday from 10 a.m. to Midnight, and Friday through Saturday from 10 a.m. to 5 p.m. Eastern time.

e-mail   Email a librarian at Barry University for assistance.

Visit the links below for more information about Barry University:

Info   **Phone**   **Locations**   **Hours**

Ask a Librarian is funded under the provisions of the Library Services and Technology Act, from the Institute of Museum and Library Services, administered by the Florida Department of State, State Library and Archives of Florida. Ask a Librarian is a service of the Florida Electronic Library.

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We are available via live chat:

Sun. through Thurs. 10 a.m. to Midnight E.S.T., Fri. and Sat. 10 a.m. to 5 p.m. E.S.T.

Questions are answered in the order received. At times, we receive an unusually high number of questions. We will respond to your question as soon as possible. Thank you for your patience! E-mail assistance is available 24/7.

To whom am I talking?

You are talking to a Florida librarian - a real person!

Because Ask a Librarian is a statewide service, you may receive live assistance from a librarian who does not work at your local library. While all of our librarians are glad to assist you, they may not have access to your personal library record, which means they may not be able to tell you if you have overdue materials or owe fees.

FAQ

Ask a Librarian is administered by the **Tampa Bay Library Consortium**

http://www.barry.edu/libraryservices/default.htm

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MassAnswers.org
Home
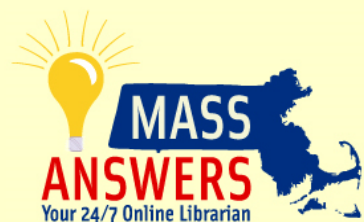
MASS
ANSWERS
Your 24/7 Online Librarian

A Librarian is waiting for your question!
Every Day - All Day - All Night

Who will answer your question?

24/7 Reference Collaborative

Libraries nationwide have joined the 24/7 Reference collaborative service. Each has contributed a certain amount of time to answering the reference questions that you bring to the service. At the core are librarians from the Metropolitan Cooperative Library System in California, who serve many of the hours and take the responsibility to assure that there are librarians scheduled 7 days a week, 24 hours a day.

MassAnswers Libraries

In Massachusetts, the Boston Public Library and nine regional reference centers have together joined the 24/7 Reference service. Each contributes librarians to answer questions at a specified time.
The Regional Reference Centers contributing service are: Memorial Hall Library, Andover; Bridgewater Public Library; Falmouth Public Library; Fitchburg Public Library; New Bedford Free Public Library; Thomas Crane Public Library, Quincy; Springfield Library; Wellesley Free Library; Worcester Public Library.

Your Question,

may very well be answered by one of these Massachusetts librarians, or it may be answered by a librarian from California, Florida, North Carolina or some other community who contributes to the 24/7 service. (See list of 24/7 communities) Your question will be tagged as originating form one of the participating Massachusetts libraries, so your librarian will know which catalog and set of databases to use to help get an answer.

Connect Now!

MassAnswers is a cooperative project of Massachusetts Regional Reference Center libraries and other cooperating libraries, who have joined with the nation-wide 24/7 Reference collaborative. MassAnswers is initially funded by federal grant funds authorized by the Library Services and Technology Act, administered by the **Massachusetts Board of Library Commissioners**. MassAnswers is coordinated by the Boston Regional Library System, a service of the Boston Public Library.

Ask A Librarian
Email Service

Available 24 hours a day, 7 days a week. Please allow up to 2 business days for a reply (half of all questions are answered within 12 hours).

Note: if the University is closed due to inclement weather or a holiday, the service will be delayed accordingly.

Email address: [_____]
(Required for email reply)

Subject: [_____]

Name: [_____]

Address: (optional)
[_____]

City: [_____]

State: [_____]

Country: [_____]

Zip Code: [_____]

Affiliation with Austin Peay State University:

APSU Student ⦿

APSU Faculty/Staff ○

Department: [_____]

APSU Alumni ○

None of the above -- I have a question about APSU or a unique collection ○

Question (please be as specific as possible):
[_____]

Ask A Librarian Live
Chat Service
Online

Ask A Librarian Live is normally staffed:

Fall & Spring Semesters:
Monday-Thursday: 7:00 am - 9:00 pm
Friday: 7:00 am - 6:00 pm
Saturday: 10:00 am - 5:00 pm
Sunday: 1:00 pm - 9:00 pm

Summer Sessions:
Monday-Friday: 7:00a.m.-4:30p.m.
Saturday: 10:00a.m.-5:00p.m.
Sunday: 1:00p.m. - 9:00p.m.

Note: if the University is closed due to inclement weather or a holiday, the service is unavailable.

If no one answers, we are probably busy helping someone here in the library. Please try again in a few minutes or send us an e-mail.

New! Ask A Librarian
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We have user names for **Yahoo!, MSN, AIM, Google Talk, and ICQ** Messengers.

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apsulibrarian@gmail.com

askanapsulibrarian

403945814

Click below on your preferred Instant Messenger icon for instructions on how to download the free software
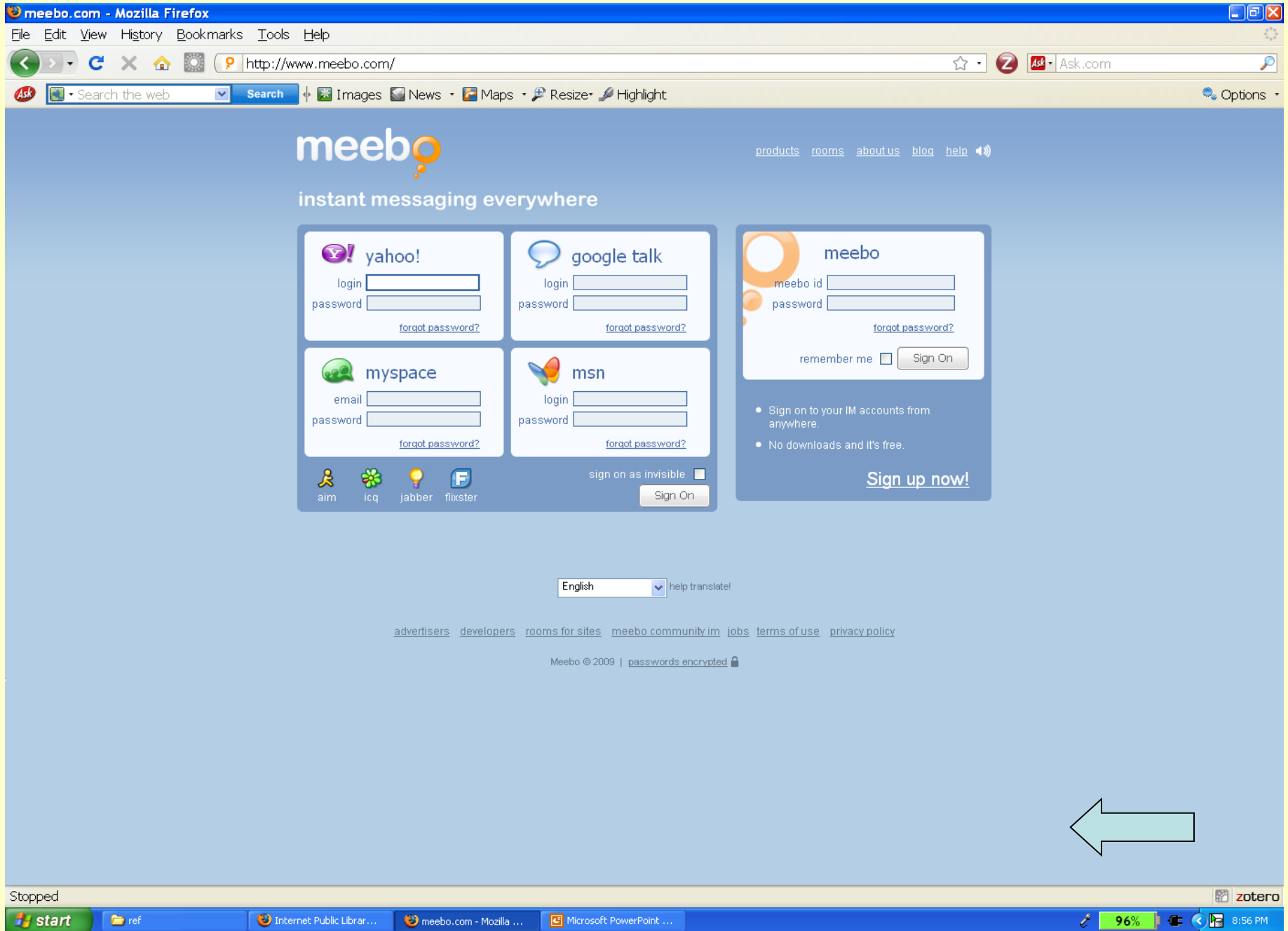
Digital reference cannot be regarded as 'extra' or a service that can be delivered only when there are enough staff and time

We must think about it and plan for it from Today

Thanks

parulzaveri2004@yahoo.co.in