



Embrace the Evolution: Adapting Reference Service to New Technology

Wednesday, April 23, 2014
R. Toby Greenwalt
toby@theanalogdivide.com

Infopeople



#RefEvolved



everything is changing

- Bring-Your-Own-Device
- New Learning Models
- Ubiquitous Access
- Digital Literacy

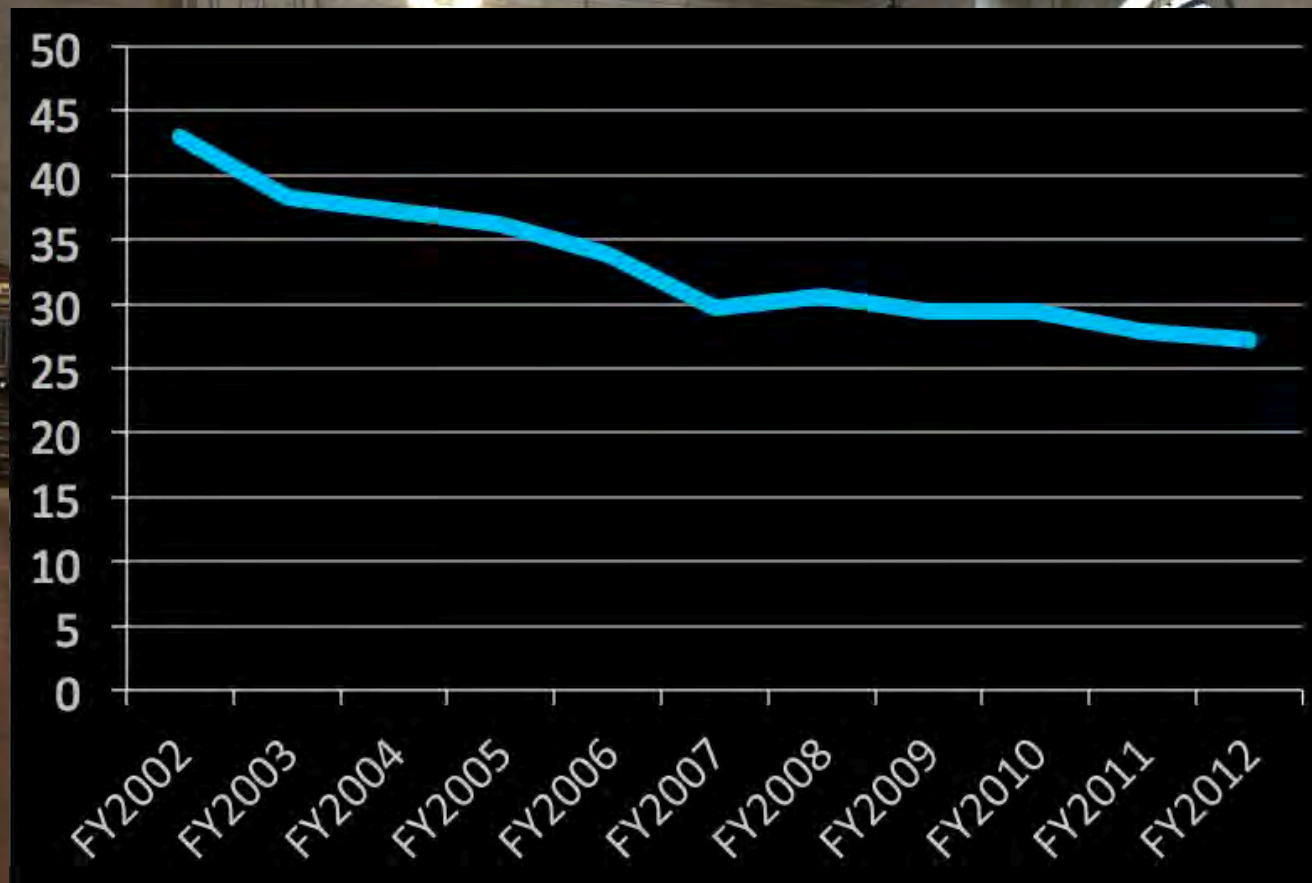


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What else have you observed?

everything is changing



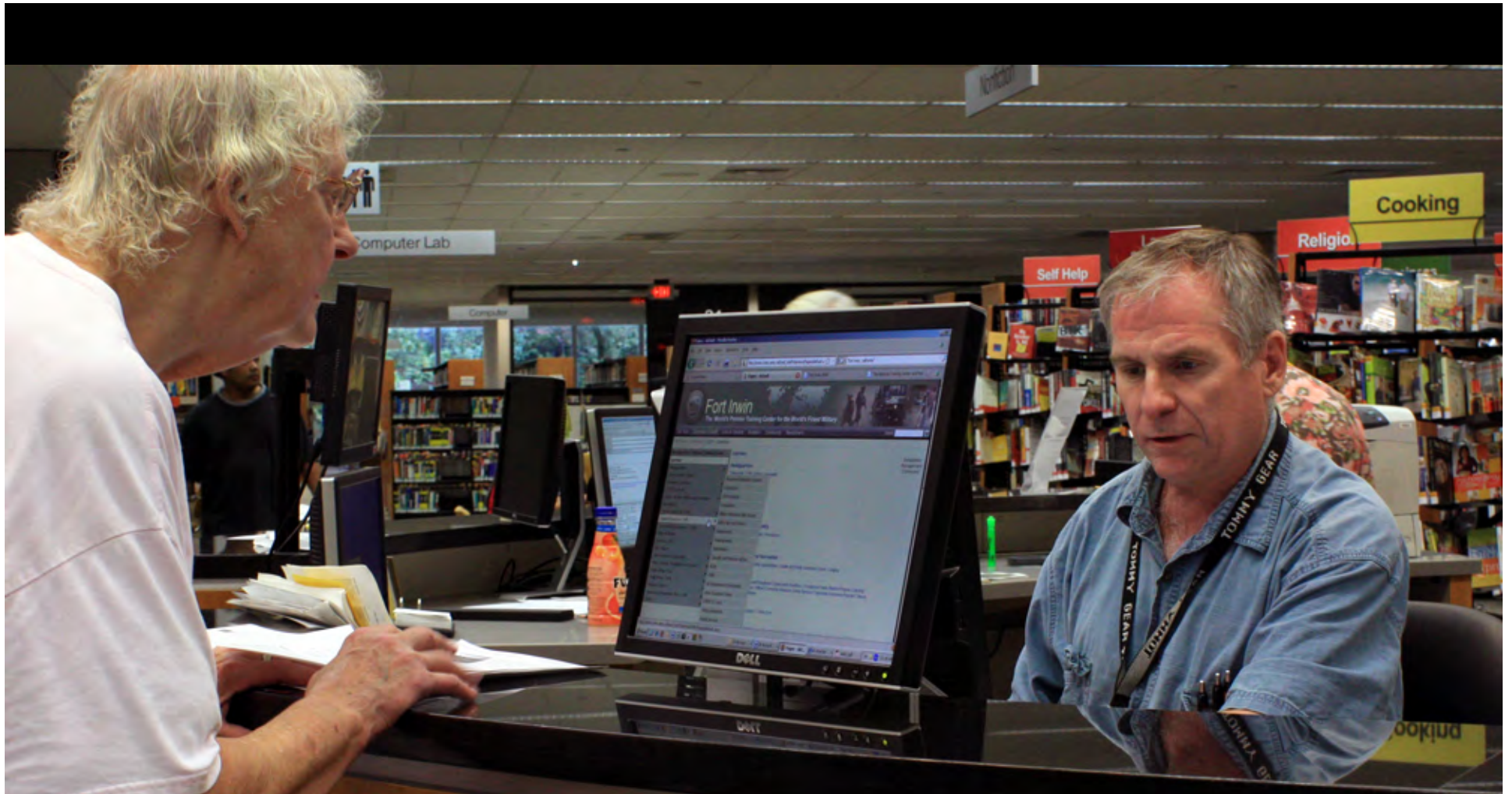
Reference transactions per \$1000 spent, according to Public Library Data Service trend report

Agenda

- Escaping the Desk
- Virtual/Online Reference
- Personalized Services and Flipped Learning
- Speculation on the Future

Questions? Use the chat or
tweet with #RefEvolved





technology should enhance skills,
not replace them

Escaping the Desk



Why hasn't roving happened?

Strategies for Effective Roving

- Making regular rounds
- Posture, Body Language, and Eye Contact
- Prompts
- Engaging the Campers



What's still missing?

- ILS Support
- Database compatibility
- Granular Statistics
- Circulation and other functions



Roving Beyond the Library

- To consider:
 - Location
 - Equipment
 - Time
- TechSoup's Mobile Beacon program



Virtual Reference Services

Social media network connections among Twitter users



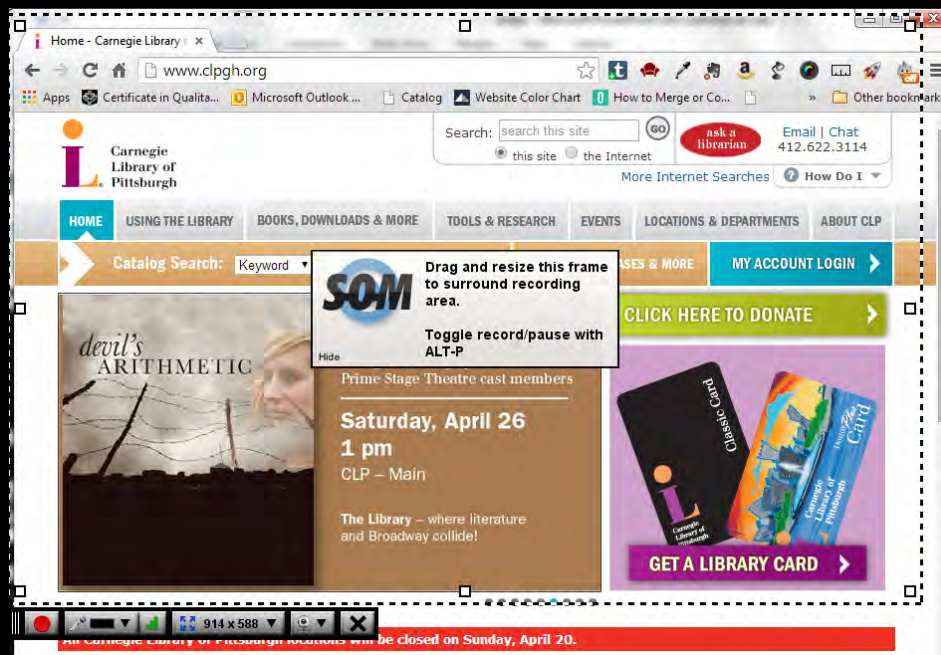
Created with NodeXL (<http://nodexl.codeplex.com>) from the Social Media Research Foundation (<http://www.smrfoundation.org>)

Google Hangouts

- Quick way to put discussions online
- Can be archived on YouTube
- Remote Desktop (Google+, Chrome)
- Helpouts



Screencasting



- Just-in-time, not just-in-case
- Simplicity is key
- Screenr.com and Screencastcast-o-matic.com
- Consider the update cycle
- Don't reinvent the wheel

Effective VR

- Widgets where people get stuck
- Timing and pop-ups (libraryh3lp, Olark)
- Setting proper limits
 - Card numbers
 - Length of session
 - Transfer from VR



Personalized Reference Services



1-on-1 Instruction

- Begin with a skills audit
- Identify weekly “office hours” for staff (also helps with room reserve)
- See past Infopeople webinar on customized library services

Name <i>(required)</i>	<input type="text"/>
Skokie Public Library card number <i>(required)</i>	<input type="text"/>
Email address	<input type="text"/>
Phone number <i>(required)</i>	<input type="text"/>
Best time to contact you <i>(required)</i>	<input type="text" value="9:00am to 12:00pm"/>
Desired appointment date and time <i>(required)</i>	<input type="text"/>
Describe your question or information need; please be as detailed as possible <i>(required)</i>	
<input type="text"/>	
<input type="button" value="Submit message"/>	<input type="button" value="Clear this form"/>

1-on-1 instruction

	A	B	C	D	E	F	G	H
1	Staff Member	Skills	Patron name	Phone	email	Booked by?	Confirmed?	Attended?
2	Leslie							
3	4/23/2014 at 3:00PM	DO NOT BOOK	John Smith	(555) 123-4567	johns@fakeemail.com	AD	Yes	Yes
4	4/30/2014 at 3:00 PM	Business Plans						
5	5/7/2014 at 3:00 PM	Powerpoint	Tom Haverford	(555) 843-8423	tom@tommyfresh.com	GG		
6	5/14/2014 at 3:00 PM	Resumes	JJ Dinerford	(555) 923-3537	jj@jjsdiner.com	LK		
7	Ron	Databases						
8	4/23/2014 at 3:00PM	Waffle Recipies						
9	4/30/2014 at 3:00 PM							
10	5/7/2014 at 3:00 PM	Woodworking	April Ludgate					
11	5/14/2014 at 3:00 PM	DO NOT BOOK						
12	Donna							
13	4/23/2014 at 3:00PM	Twitter	Biz Stone					
14	4/30/2014 at 3:00 PM	Excel	Ben Wyatt					

View template at bit.ly/RefEvolvedSheet

The library as a shared learning platform



- Good for 101-level classes
- Teaching through show-and-tell
- Students learn from one another
- Unlocking “hidden” tech competencies

Teaching as a learning activity

The screenshot shows the GUSTIN website with a navigation bar including 'Store', 'How it works', 'Our story', 'Blog', and 'Community'. Below the navigation, there are three product listings for jeans, each with a progress bar and time left to reach the goal.

Product Name	Price	Progress	Time Left
#98 JAPAN BLACK	\$91	90% of goal	12 days
#118 THE HEAVYWEIGHT	\$197	50% of goal	6 days
THE 101	\$81	4% of goal	13 days

Can we crowdfund our MOOCs and classes?

Risks and opportunities of personalization

- Opt-in concierge service
- Data aggregation and trend analysis
- Balancing convenience with privacy
- Empowering users to take control of their data

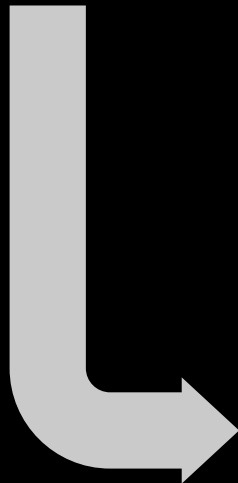
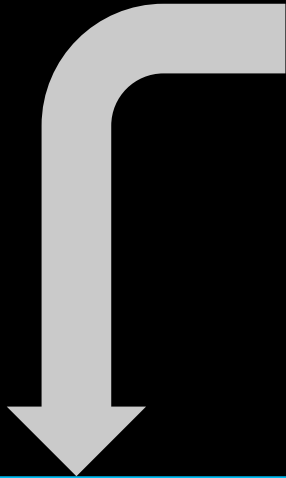


Where do we go from here?

INSPIRATION

INTERACTION

TRANSACTION

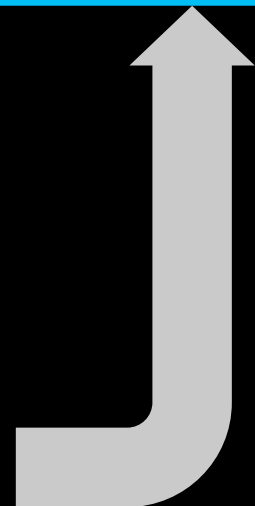
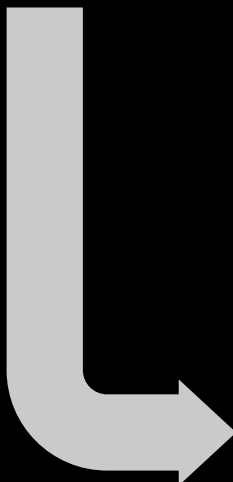
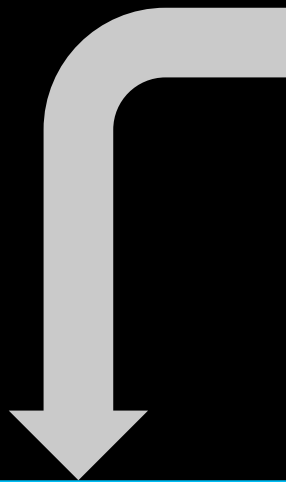


INSPIRATION

INTERACTION

REFLECTION

TRANSACTION



Archiving successes



My Recipes

Create

Browse

Channels

theanalogdivide ▾

Personal Recipe ID 5392100

◀ My Recipes


if  then 

New favorite tweet by [@theanalogdivide](#)

Append to a note in [theanalogdivide's Evernote](#)


Description

archiving notable tweets

 Turn off

 Share

 Check

 Activity

 Delete

created August 30, 2013
last triggered 10 minutes ago
triggered 483 times

Telling our story



Skokie Public Library

22 hours ago

Mr. Benjamin Zwick (92 years old) proves that learning is for life. He just received his Certificate of Completion for Technology Basics from the Skokie Public Library for learning to use a mouse, email, and the basics of the internet. Help us congratulate him!



Janet McHie Easton, Jennifer Byron, Hernando County Public Library System and 213 others like this.



15 shares



Lisa Raff Varga Congratulations, Mr. Zwick!

22 hours ago



Maria Krumwiede Pasko Wow awesome about an hour ago via mobile



Nina Joy Lichtenstein Mazal tov!

11 hours ago via mobile



Rita Federman Congratulations, Mr. Zwick!

14 hours ago via mobile



Susan Lindenmeyer Del Rosario

Congratulations, Mr. Zwick!

16 hours ago via mobile

Long Live Reference



The image shows the interior of a grand, historic library. The room is characterized by its high, vaulted ceiling with intricate architectural details. Large, arched windows on the right side allow natural light to enter. The space is filled with rows of wooden study tables, each equipped with a classic lamp. People are seen sitting at the tables, engaged in study or work. Bookshelves line the walls, and a balcony with a railing is visible on the upper level. The overall atmosphere is one of quiet intellectual pursuit.

Thank You

**Questions? Let's talk.
Toby Greenwalt
toby@theanalogdivide.com
[@theanalogdivide](#)**

Photo Credits

Title Slide: Vincent Desjardins, <https://flic.kr/p/9h3fso>

Dual Monitors: Skokie Public Library, <https://flic.kr/p/6YrKWT>

Reference Desk: Manchester City Library/Yvonne Loomis, <https://flic.kr/p/51rzTe>

Roving Reference: Kimberly Vardeman, <http://flic.kr/p/8HdbkH>

iPad: Cheon Fong, <https://flic.kr/p/82LS7x>

Virtual Reference Map: <http://www.forbes.com/sites/markfidelman/2013/07/11/look-out-klout-these-twitter-influencer-maps-are-amazing/>

Mobile class: <https://flic.kr/p/7idL6i>

iPad classroom: courtesy Richard Kong

Facebook photo: <http://on.fb.me/1r2B2e0>

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