



Welcome!

**The webinar will begin at
2:00 Eastern/11:00 Pacific**



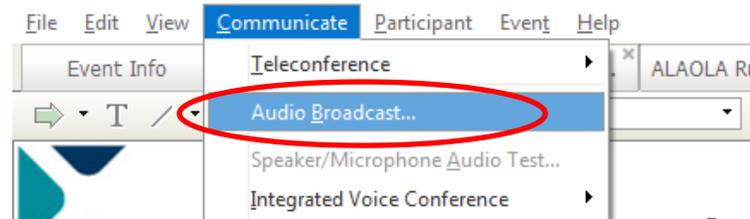
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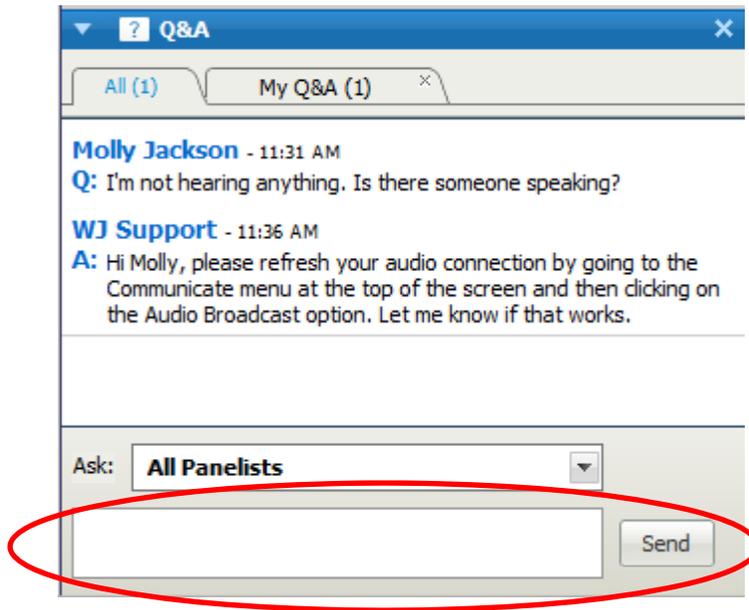
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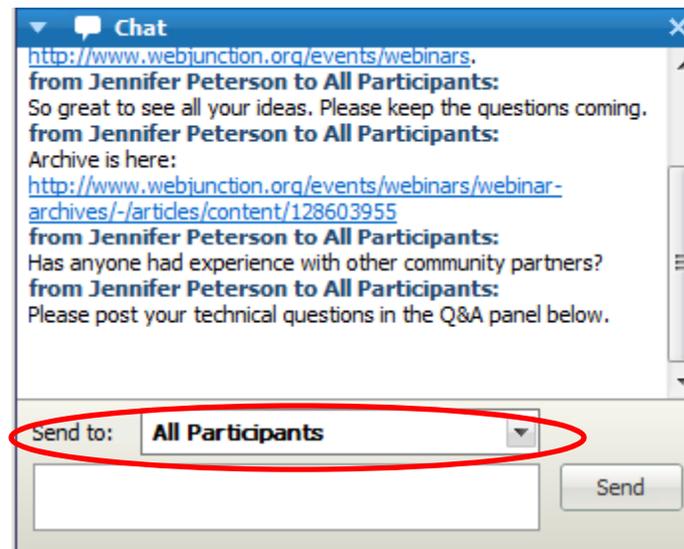
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Chat Etiquette

Use **Chat** to talk with attendees and presenters about the topic.

Do not post technical questions to Chat.



And if you're tweeting, use this hashtag: **#wjwebinar**



Customize your experience

Panels can be opened or closed by clicking on the panel name at the top of the column, or by using the X in the individual panel.

Hover over edge of panels to drag and resize.

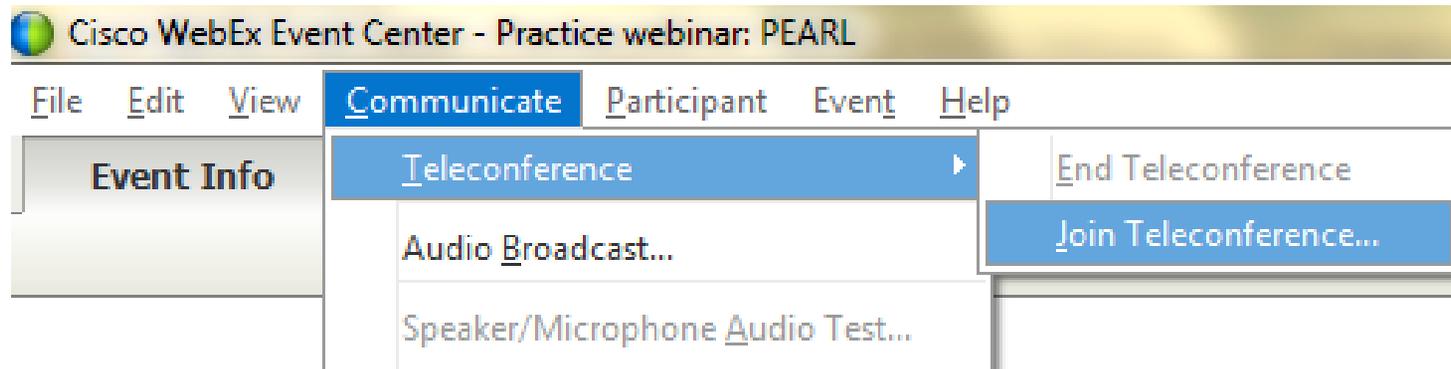


The screenshot displays a webinar interface with two main panels. The top panel is titled 'Participants: 4' and shows a list of participants: Jennifer Peterson (Host), Susan Pieper, and Marci Merola. Below this is a section for 'Attendees: 1 (1 displayed)'. The bottom panel is titled 'Chat' and contains a message from 'WJ Support to All Participants' with a link to webinar archives. A red arrow points to the 'X' close button on the 'Participants' panel header, and another red arrow points to the right edge of the 'Chat' panel header.



Telephone Access

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Step 1: At top left corner, select

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Remember to post to **Q&A panel** if you need technical assistance.

Other Technical problems?

Contact WebEx support

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Co-Produced by:
Jennifer Peterson
WebJunction
Community Manager

Co-Produced by:



Ahniwa Ferrari
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Web Content
Manager



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Today's Presenter



Vanessa Irvin Morris
Assistant Teaching
Professor, College of
Computing & Informatics,
Drexel University

Vanessa Irvin Morris, M.S.L.S., Ed.D.
Assistant Teaching Professor
College of Computing & Informatics
Drexel University, Philadelphia, PA
Email: vmorris@drexel.edu
Social media brand: **vanirvinmorris**

Reference:

The Tried, True and New

WebJunction Webinar
May 15, 2014

Reference: The Point

“Every experience is the answer to a reference question.” – Vanessa Irvin Morris.

Reference = many experiences

21st Century Patrons

Traditional:

Not a digital immigrant, patrons to whom public libraries have virtually always catered.

35 million • Great Generation, Silent Generation (65 and over)

Digital Immigrant:

Did not grow up with digital technology, but has learned to use it, and integrate it into their life as necessary.

45 million • GenX (46 and under), 60 million • Baby Boomers (64 and under)

Digital Native:

Grew up learning digital technology, and has become dependant on it as an integral part of their life.

75 million • Millennials (GenY) (28 and under)

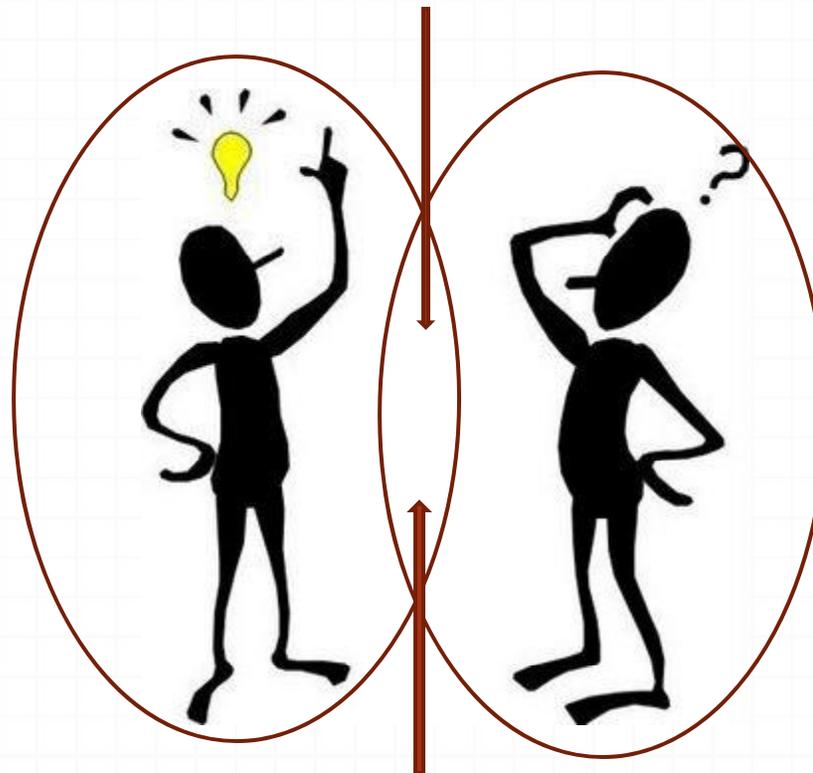


Source: 21stcenturylibrary.com

Reference: “The Rub”

Conceptual Framework

- figured worlds via Bartlett & Holland, 2002
- literacy artefacts (“the rub”) via Brandt & Clinton, 2002
- literacy events (Heath, 1986)



The Librarian

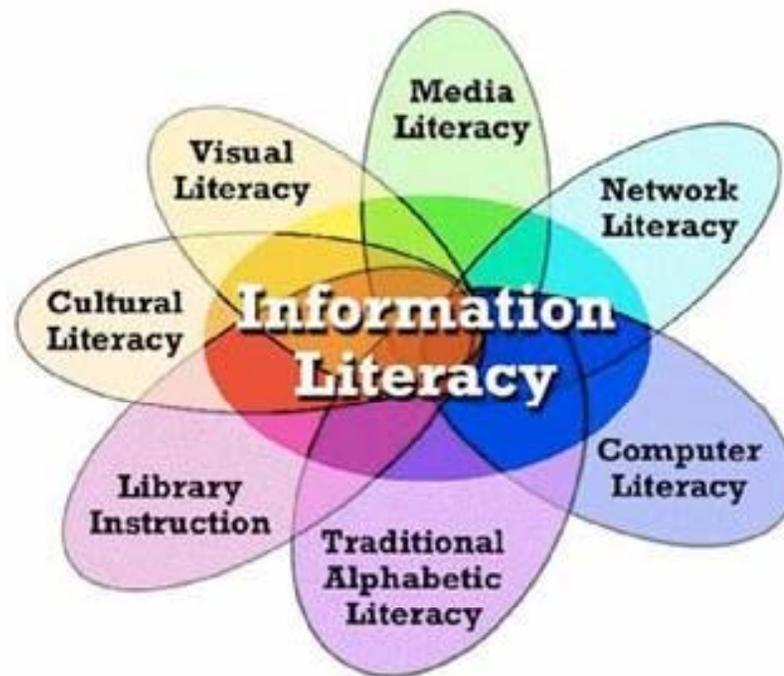
The Patron

“The Rub”

- what we understand about one another
- what we misunderstand about one another
- what we learn from one another

*There's an information literacy action going on here as we learn what we **NEED** to know about one another in order to learn what the answer is to the question, based on how life experience informs our understandings.*

“The Rub” = Information Literacy (kinda)



Source: Enders & Brandt, 2007.

Reference: The Goal

- o What is the goal of reference that makes it a timeless professional virtue and practice?
 - o Helping patrons access, learn, and use the information they need
 - o Easily
 - o Quickly
 - o Accurately
 - o *Regardless of technology*



Reference: The Purpose

The [Rochester Public Library](#), MN seeks a **dynamic, creative and enthusiastic** Reference/Web Librarian who has a **passion for technology, teaching, and public services**. The successful candidate will possess outstanding **customer service skills, superior talent for teaching adults in a classroom setting, the ability to create engaging content for the library's online presence, and exceptional skills for locating and providing information for the public**.

Responsibilities of the position include providing **reference service to adults at the Reference Desk and online, creating, presenting and evaluating programs for adult learners, exploring and implementing web/mobile technologies, helping to maintain the library's website, provide engaging social media content**, and other duties as assigned.

The Reference Division of Rochester Public Library cultivates a desire for knowledge, an interest in creative pursuits, a lifelong love of books and a sense of community. The Reference Division aims to be a destination in the community by providing outstanding library experiences through community engagement, creativity, interactive programs and activities, technology, well-rounded materials collections and excellent information services.

RPL, a division of the City of Rochester, MN, is a very busy downtown library and bookmobile (approximately 600,000 visits per year, over 1.6 million items checked out and the busiest bookmobile in the state of Minnesota). RPL serves the City of Rochester, Olmsted County, and visitors from all over the world.

For more information or to apply see <http://www.rochestermn.gov/departments/hr/jobs/openings.asp>

Contemporary Qualities

- o **Passion:**
 - o **Technology**
 - o **Teaching**
 - o **Public services**
- o **Customer service skills**
- o **Superior talent for teaching adults in a classroom setting**
- o **The ability to create engaging content for the library's online presence**
- o **Exceptional skills for locating and providing information for the public**

Contemporary Qualities

- o Tried and True:
 - o **Customer service skills**
 - o **Exceptional skills for locating and providing information for the public**
- o Tried and *New*:
 - o **Superior talent for teaching adults in a classroom setting**
 - o **The ability to create engaging content for the library's online presence**

Reference: Tried and True

- o Old School, Traditional literacy practices
 - o Texts in print
 - o Books (non-fiction and fiction)
 - o Pamphlets
 - o User guides
 - o Workbooks
 - o Children's books
 - o Audio materials
 - o Books on tape
 - o DVD audiobooks
 - o ESL materials
 - o Visual materials
 - o Video
 - o Books made visual (read-alouds, storytelling, etc.)



Reference: Tried and True

- o The Reference Desk

- o Framed around “the reference interview”:

- o Patron’s Question

- o personal interests
 - o information need

- o Librarian

- o skilled interviewer
 - o socially accessible
 - o culturally competent

- o Reference Desk

- o as a social interface



Reference: Tried and True

- o Beyond the Desk
 - o Framed around “Roving reference”
 - o Requirements:
 - o Going to patrons
 - o Staying “on the floor”
 - o “Meeting patrons where they are”



Reference: Tried and True

o Beyond Library Walls

o Framed around the idea of “outreach”

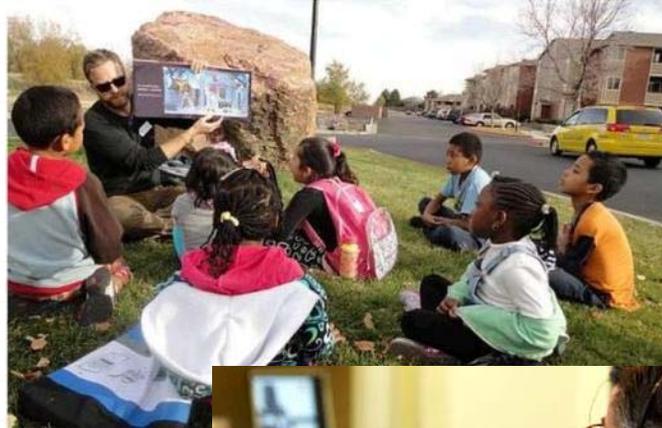
o Requirements:

o Leaving the library

- o Bookmobiles
- o Schools
- o Festivals, Cultural events
- o Malls

o Utilizing other technologies such as:

- o Telephone
- o Virtual reference
- o Online chat
- o Videoconferencing
- o Email



Reference: Tried and True

- Considerations:

- The ALA/RUSA guidelines for reference service are problematic in some areas:

- Guidelines do not take diverse cultural norms/nuances into account

- Eye contact

- Body language

- Meeting mainstream American norms with various sub-cultural norms



GUIDELINES

Reference: True and New

- o Google – why we frontin’?
 - o Use it as a teaching tool
 - o Show patrons how to use the language of Google
- o Wikipedia – why we frontin’?
 - o Use it as a teaching tool
 - o Show patrons how to use the nuances of Wikipedia
- o Also, use these platforms to introduce users to *more* of what’s available for online search:
 - o Other search engines (such as Bing, Yahoo!, and Dogpile)



Reference: True and New

- o Blended reference (Phillips, 2014)
 - o Traditional: librarians at the desk
 - o Phone: librarians in a call center
 - o Roving: librarians greetings patrons, checking in with patrons with technology in-hand
 - o Mobile: librarians answering questions via text and social media
 - o What does it mean to combine all these approaches?
 - o We've become multi-tasking digital librarians ...
- Whether we like it or not, whether we want to be or not*



Reference: True and New

- o What does it mean to be mobile as a librarian?
- o Reference via social media:
 - o Facebook
 - o What are we doing on there?
 - o Twitter
 - o How are we tweeting reference?
 - o Pinterest
 - o How does pinning play into reference?
- o What about “tried and true” **outreach**?
 - o To connect with people face to face?
 - o Are we still doing this?
 - o What are some new, blended approaches to our traditional mobile reference work?



Image credit: University of Bolton (UK)

Reference: True and New

o The savvy reference librarian

o Books

o Print

o eBooks

o Email

o Online chat

o Blogging

o Web design

o Digital libraries

o Databases

o Open source

o Web-based

o Virtual reality platforms



Photo credit: Lisa Billings/Freelance, c/o chronicle.com

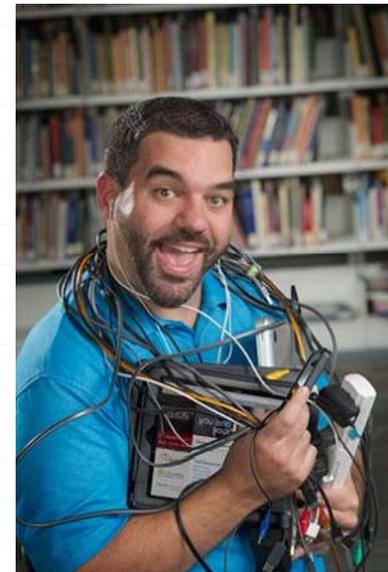


Photo credit: Martin Schwalbe

Reference: Boiling Point

- o What is all boils down to:
 - o Good, relevant, accurate information service
 - o Meeting the patron's information needs
 - o Igniting the patron's sense of wonder and respect for their own curiosity, knowledge, and desire for lifelong learning
- o Promoting, teaching information literacy practices
- o Accepting the multimodal framework for reference services today, which includes:
 - o Information literacy models
 - o Cultural competency approaches
 - o Practitioner Inquiry practices



Reference: Always New

- o Our purpose, as librarians, is timeless via:
 - o ALA Code of Ethics
 - o Our library's mission statements
 - o A visible conceptual framework
 - o Librarians maintaining traditional practices in light of “new” technologies and trends ...
 - o ... as lifelong readers
 - o ... as lifelong researchers
 - o ... as lifelong learners
 - o Of literature
 - o Of research
 - o Of the human condition



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