

the
VIRTUAL REFERENCE DESK
creating a reference future

edited by R. DAVID LANKES, EILEEN G. ABELS,
MARILYN DOMAS WHITE and SAIRA N. HAQUE

Contents

List of Figures	v
List of Tables	vii
Introduction	ix
<i>Eileen G. Abels</i>	
Acknowledgments	xiii
Part I: Creating a Reference Future: Chat Reference	1
1. Bringing Together Teens and Chat Reference: Reconsidering "The Match Made in Heaven" <i>Laura Kortz, Sharon Morris, and Louise W. Greene</i>	3
2. Investigating Interpersonal Communication in Chat Reference: Dealing with Impatient Users and Rude Encounters <i>Marie L. Radford</i>	23
Part II: Creating a Reference Future: Training and Staffing	47
3. Training for Online Virtual Reference: Measuring Effective Techniques <i>Eileen G. Abels and Malissa Ruffner</i>	49
4. Staffing for Live Electronic Reference: Balancing Service and Sacrifice <i>Joe Blonde</i>	75
Part III: Creating a Reference Future: Evaluation	89
5. Establishing Performance Targets for a Virtual Reference Service: Counting Totals and Beyond <i>Deb Hutchison and Michele Pye</i>	91

6.	Creating the Infrastructure for Digital Reference Research: Examining the Digital Reference Electronic Warehouse (DREW) Project <i>Scott Nicholson and R. David Lankes</i>	109
	Part IV: Creating a Reference Future: Innovative Approaches	131
7.	Managing a Full-Scale, 24/7, Reference Service Consortium: Integrating Specialists from Public and Academic Libraries <i>Vera Daugaard, Morten Fogh, and Ellen Nielsen</i>	133
8.	Creating a Knowledge Base: Analyzing a Veteran Reference Librarian's Brain <i>Charles Early, Andrea Japzon, and Sarah Endres</i>	155
9.	Building Wi-Fi Technology and a New Mobile Service Model: Creating Change in Information Service Delivery at the Orange County (Florida) Library System <i>Kathryn Robinson</i>	169
10.	Building a Virtual Community: Repurposing Professional Tools for Team-Based Experiential Learning <i>Karen Wenk</i>	193
	Conclusion: Looking to the Future <i>Marilyn Domas White</i>	203
	Index	209
	About the Editors	219
	About the Contributors	221