

Reference Renaissance

Current and
Future Trends



Edited by Marie L. Radford and R. David Lankes

Contents

List of Tables, Figures, and Appendixes	ix
Acknowledgments	xiii
Introduction	xv
<i>Marie L. Radford and R. David Lankes</i>	

Part I: The State of Reference Services: An Overview

Reference in the Age of Wikipedia, or Not	3
<i>David W. Lewis, Keynote Speaker</i>	
Theory Meets Practice: Educators and Directors Talk	17
<i>Plenary Panel</i>	
Plenary Introduction	17
Remarks by R. David Lankes	17
Remarks by Carla J. Stoffle	21
Remarks by James LaRue	28
Remarks by Marie L. Radford	34

Part II: What Research Tells Us about Reference

Section II.1: Virtual Reference	39
1. Getting Better All the Time: Improving Communication and Accuracy in Virtual Reference	39
<i>Marie L. Radford and Lynn Silipigni Connaway</i>	
2. Balance of Power and Negotiation of Meaning in Virtual Reference Learning Environments	55
<i>Mary Kickham-Samy</i>	
3. Giving Users Options for Chat Reference: Effects of QuestionPoint's Instant Message Widget on Chat Traffic	71
<i>Virginia Cole</i>	
Section II.2: Approaches, Values, and Philosophy of Reference Services . . .	81
4. Unconscious Cognition in the Genesis of Reference Queries	81
<i>Glynn Harmon and Lynn Westbrook</i>	

5. Systems-Centered versus User-Centered Librarianship: A Cognitive Sociological View	99
<i>Hannah Kwon</i>	
6. Reference Librarians' Personal Theories of Practice: A New Approach to Studying Reference Service	115
<i>Amy VanScoy</i>	
Section II.3: Innovative Service Models	129
7. New Route to an Old Resource: Facilitating Access to Library Research Guides for the Self-Serve Generation	129
<i>Stephanie Alexander, Jennifer Gerke, and Kathryn Lage</i>	
8. Meeting Users' Needs through New Reference Service Models	153
<i>Kay Ann Cassell</i>	
 Part III: Reference in Action: Reports from the Field	
Section III.1: Virtual Reference	163
9. Apples and Oranges: Creating a Hybrid Virtual Reference Service with Proprietary Chat Reference Software and Free Instant Messaging Services	163
<i>Lorrie Evans, Nina McHale, and Karen Sobel</i>	
10. California's AskNow Law Librarian Service	175
<i>Ralph Stahlberg and Mary Pinard</i>	
11. Expanding Service and Enhancing Learning: Preliminary Report on a Novel Virtual Reference Collaboration	183
<i>Andrea Wright and Feili Tu</i>	
Section III.2: Search Engines and Virtual Tools	203
12. You Virtually Can't Miss Us: Harnessing Virtual Tools to Enhance the Quality of Our Reference Services	203
<i>Judy Ng, Ivy Lee Huey Shin, and Yit Chin Chuan</i>	
13. Google 2.0: Benefits and Burdens	215
<i>Wayne Bivens-Tatum</i>	
14. Stayin' Alive in the Google Age: Adding Custom Search Engines for Better Internet Results	227
<i>Lilia Murray</i>	

Section III.3: Innovative Service Models and Marketing	239
15. Innovations from the Inside Out	239
<i>Lisa A. Ancelet and Lorin Flores Fisher</i>	
16. Neoreference: Looking for New Models in Response to Disjunctive Change	249
<i>Susan Beatty and Helen Clarke</i>	
17. Drawing in the Community for Reference Services at Wilkinson Public Library in Telluride, Colorado	261
<i>Sarah Lawton</i>	
18. You Bought It, Now Sell It: Creating a Reference Renaissance in the Public Library by Marketing Collections and Services	269
<i>Bernadine Goldman, Lizzie Eastwood, and Karen Long</i>	
Section III.4: Staff Development and Training	279
19. Utilizing New Staff Training Initiatives to Develop and Implement Reference Competencies at the University of Nevada, Las Vegas Libraries	279
<i>Victoria Nozero and Sidney Lowe</i>	
20. Reference Training through a Co-mentoring Program	287
<i>Louise Klusek and Christopher Tuthill</i>	
About the Editors and Contributors	299
Index	309