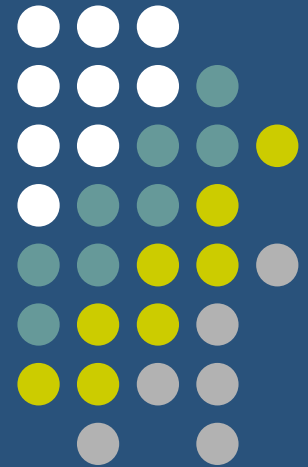


OMG I can IM the QEI: Networking With Chat

Shannon Gordon

Presented at the May 2007 Newfoundland
and Labrador Library Association (NLLA)
Conference in St. John's, Newfoundland



Agenda

- Basic terminology
- What the literature says
- QEII experience
- Looking ahead





Virtual Reference

- “initiated electronically”
- “often in real-time”
- “without being physically present”
- “channels include: chat...e-mail...”
 - RUSA Guidelines for Implementing and Maintaining Virtual Reference Services



IM & Libraries

- “the internet has become the *medium of choice for adolescents*, and adolescents strongly integrate internet communication into their *social lives*”
 - Peter & Valkenburg, 215



Appeal to Users

- Controllability
 - Choose when to respond
- Anonymity
 - Reduced intimidation factor
 - Absence of social status clues
- Convenience
 - Can chat anywhere
- Informal

Performance Guidelines



- Approachability
- Interest
- Listening/inquiring
- Searching
- Follow-up
 - RUSA Guidelines for Behavioral Performance of Reference and Information Service Providers

QEI Experience

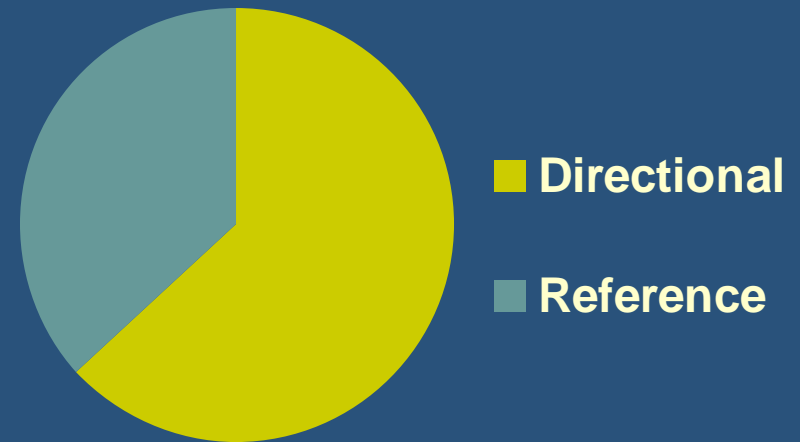


- The setting
- Delivery
 - Training
 - Publicity
 - Webpage
 - Schedule
 - Launch

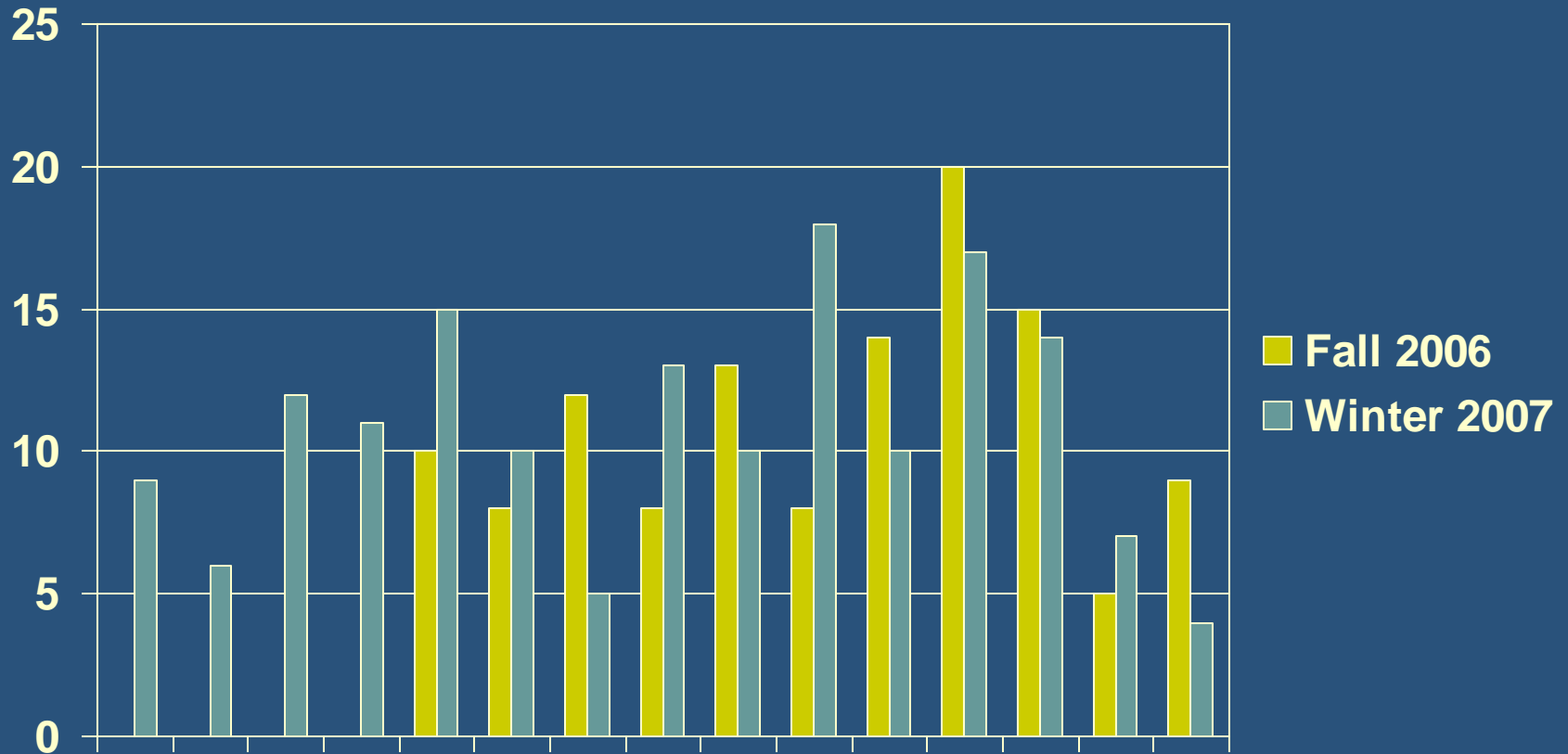


What Was Asked?

- Fall 2006
 - 122 total
 - 66% directional
 - 34% reference
- Winter 2007
 - 161 total
 - 61% directional
 - 39% reference



Questions Asked Weekly



Questions Asked Daily

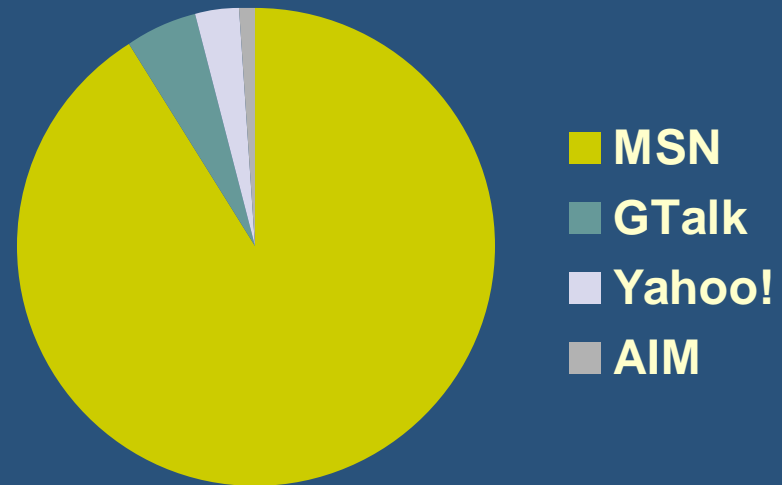


	Fall	Winter
Monday	38	37
Tuesday	27	43
Wednesday	25	34
Thursday	16	26
Friday	16	21



Who Asked What

- 342 contacts in total
- 312, or 92%, use MSN
- Largely anonymous
 - Widget





Feedback

- “Ahh, makes sense! Thank-you once again”
- “Thanks a lot. I really appreciate this.”
- “thank you soooo much”
- “awesome, thank you i really appreciate it”
- “this is great”
- “thank you very much!”
- “excellent, thanks very much for all the help!”
- “fabulous. Thanks again”
- “perfect. Thank you so much :)”
- “thanks a tonne”

Identity



- Head hurtsssssSTUDYING!
- Do Not Disturb: Exam Time!
- 2 down 3 to go
- Studying psych all day!
- Studying 2500/Germ today



Looking Ahead

- Physical reference desk
- Distance education
- Hours of operation
- Continuous promotion
- Province wide potential
- Remote user centered services
- Value of marketing/selling services

Bibliography

- Handout

