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library

Keith Webster

University Librarian & Director of Learning Services

Heather Todd

Executive Manager, Engineering and Sciences Library Service

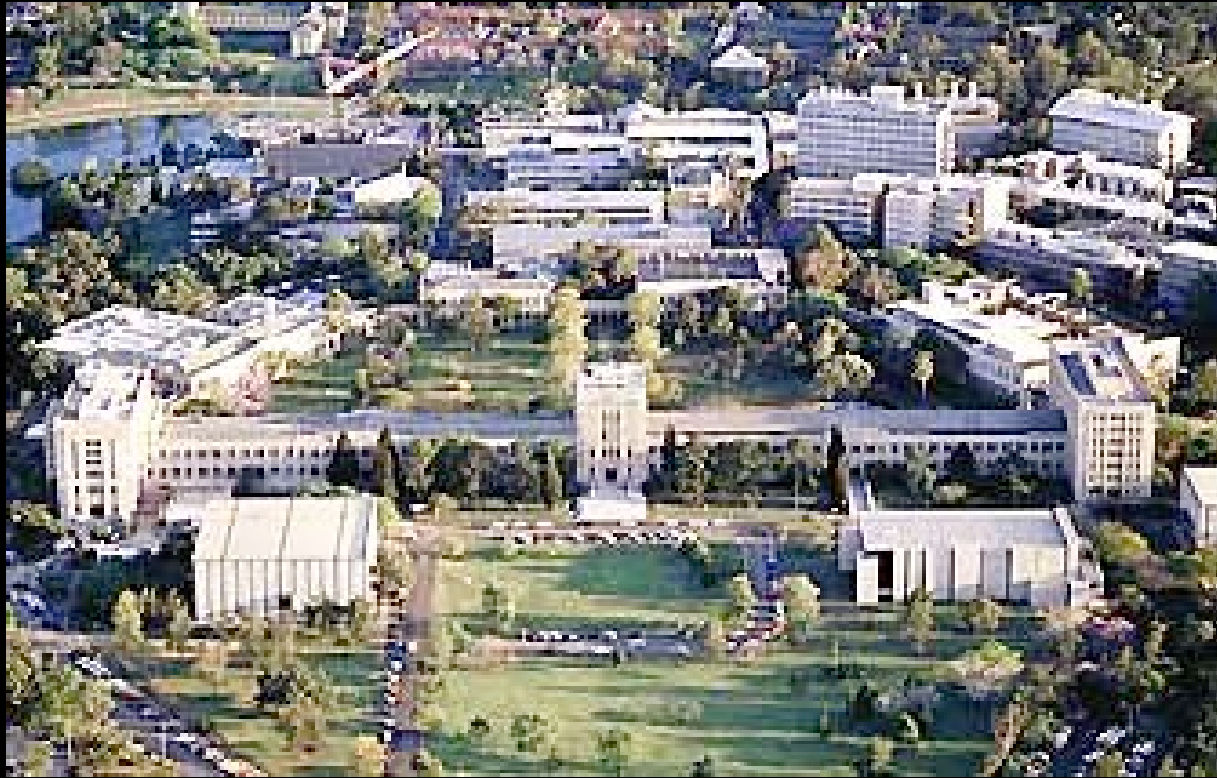


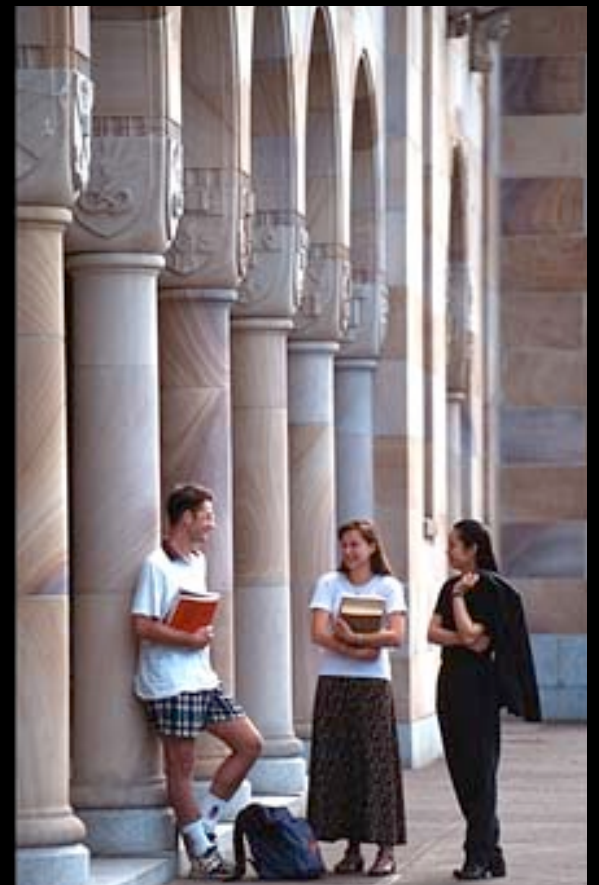




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The Quest and Achievement of the Holy Grail

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The Quest and Achievement of the Holy Grail



Mural I

The child Galahad, is visited by a dove bearing a golden censer and an angel carrying the Grail, the presence of which operates as sustenance to the infant.

The boy is instructed in the knowledge of the things of the world, and in the duties and functions of the ideal knight.

S R Ranganathan

- 1 Books are for use
- 2 Every reader his book
- 3 Every book its reader
- 4 Save the time of the reader
- 5 A library is a growing organism

Five laws of library science,
1931



- All the five laws of library science point to reference service as the supreme and ultimate function of the library
- The happiest moment in the life of a librarian is the moment of his doing reference service

Ranganathan, *Reference service and bibliography*,
1940

The functions of the reference librarian

- Instructing the reader in the ways of the Library
- Assisting the reader with his queries
- Aiding the reader in the selection of good works
- Promoting the Library within the community



Green, Personal relations between librarians and readers, 1876

“...personal assistance provided by members of the reference staff to library users in pursuit of information.”

Young *et al*, 1983



- Information Service:

The personal assistance provided to users in the search of information

- Reference Transaction:

An information contact that involves the use, recommendation, interpretation, or instruction in the use of one or more information sources, or knowledge of such sources, by a member of the reference or information staff

ANSI Z39.7

Outline

- Generation 1 - collection focus - print-based - librarian mediated access to information
- Generation 2 - customer focus - early end-user searching - librarian as teacher
- Generation 3 - experience centered - electronic dominance - demise of reference as we knew it
- Generation 4 - connected and social - new models

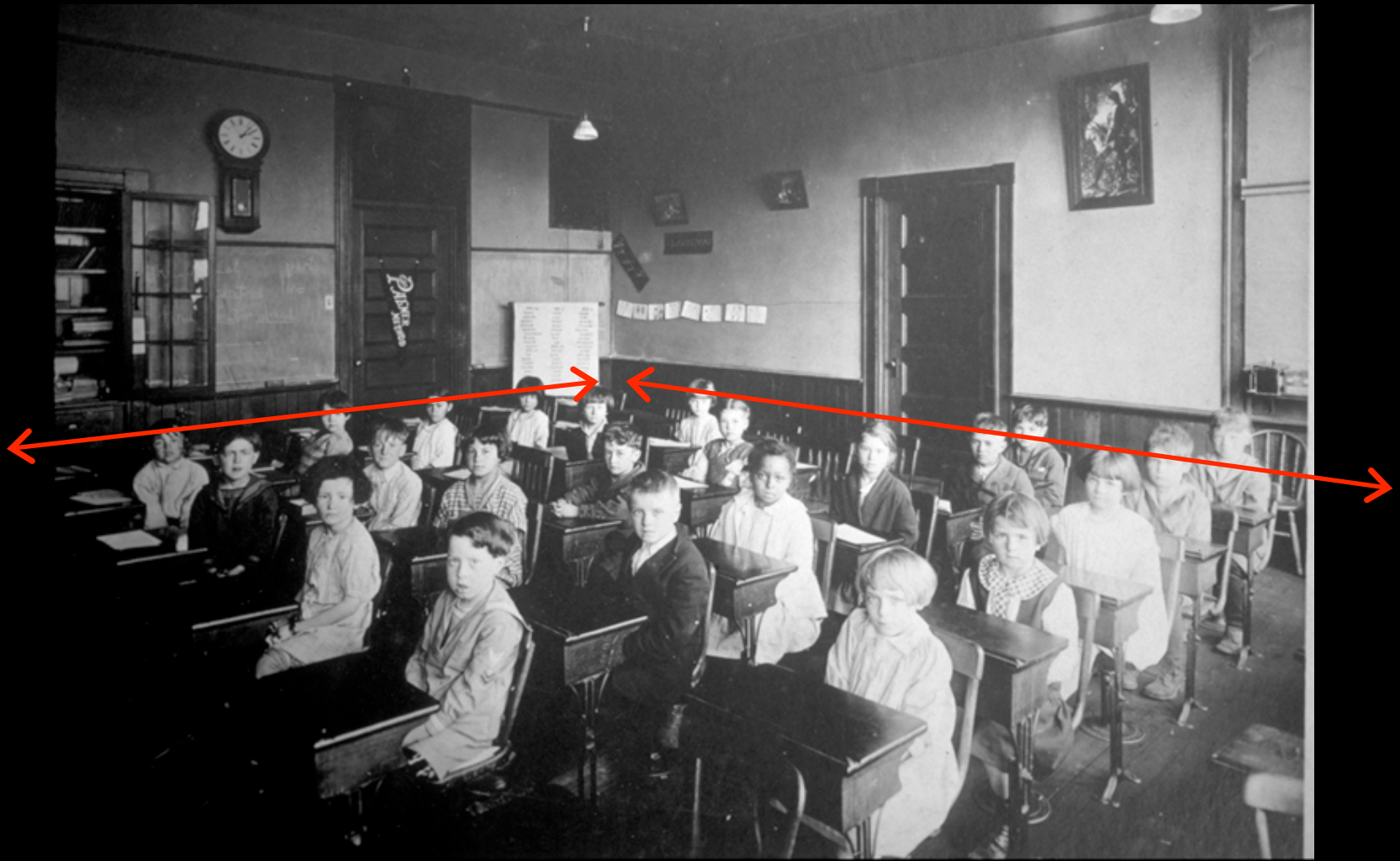
Generation I

Collection-centric - 1st generation





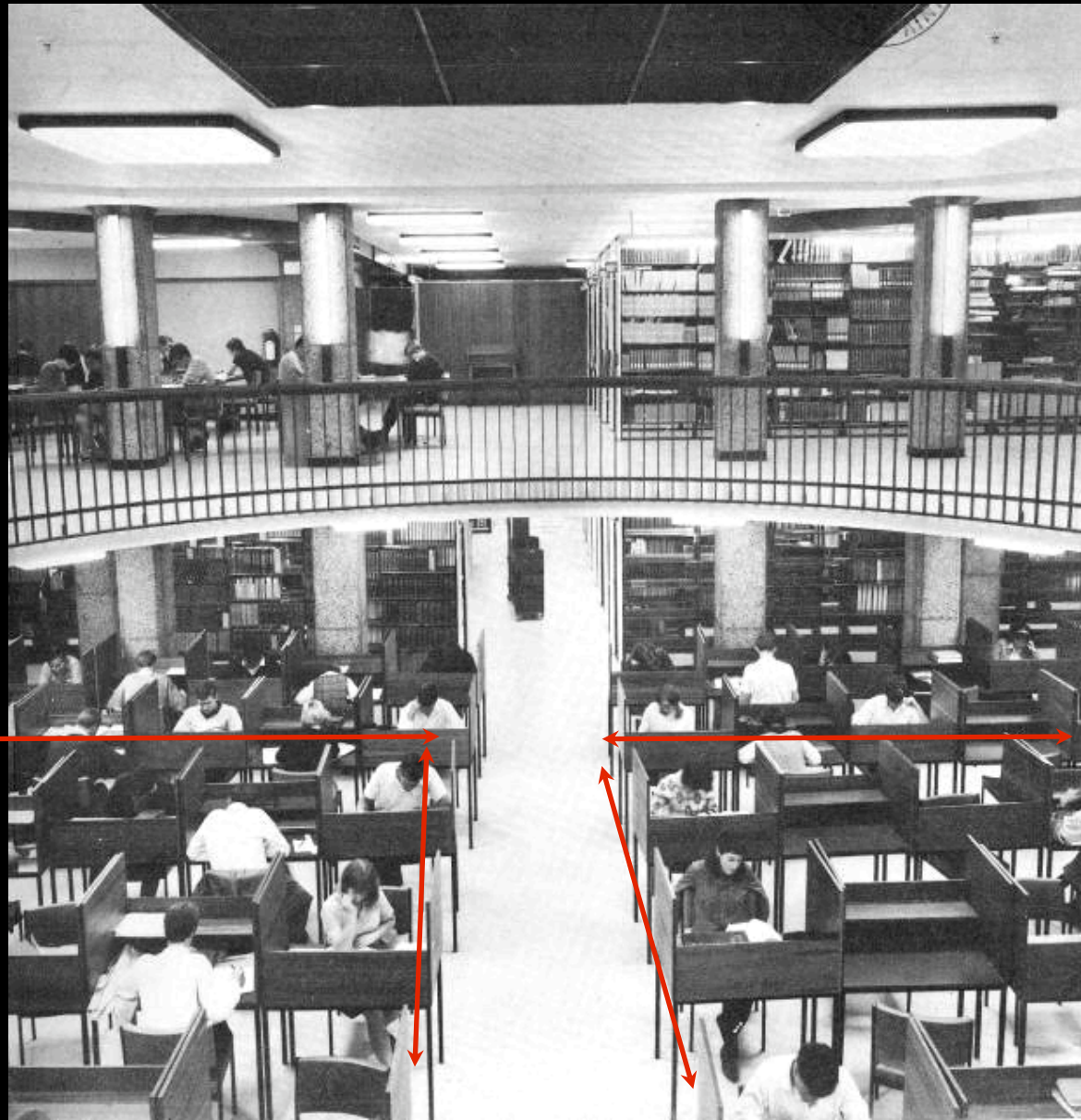














Mural IV

The knights are about to go forth on their search for the Holy Grail, now formally instituted by King Arthur.

“...the assumption that the hub of assistance is the reference desk, where a reference librarian, or surrogate, is available to the reader at all times. The arrangement conveys an implicit promise never to let the reader go unserved, but also pegs the service at a low level.”

Freides, 1983

“By establishing the desk as the focal point of reader assistance, libraries not only expend professional time on trivial tasks, but also encourage the assumption that the low-level, undemanding type of question handled most easily and naturally at the desk is the service norm.”

Freides, 1983

[Library directors] assume that the vast majority of answers given to questions are accurate, the reference services provided are resolving the needs of the library's clientele and existing staff competencies and skills are adequate and not likely to need improvement.

McClure, 1984

What's wrong with reference:

Coping with success and failure at the reference desk

by William Miller

A malaise is abroad in reference departments everywhere. The annual reports make no mention of it, boasting instead of increasing numbers of searches performed, increasing numbers of reference books purchased, and increasing involvement of staff in committee work. The reports, however, do not mention the darker side of reference life.

THEY DO NOT MENTION THAT OUTDATED WORKS clog the reference shelves, and that new ones sit unknown and unused. They do not mention that many reference librarians are unfamiliar or uncomfortable with the newer technological resources, many of which are going untapped. The reports do not mention that reference librarians are becoming so frazzled by the press of their various commitments that they are increasingly short-tempered with each other and impatient with those they serve. Nor do the reports mention that many reference librarians promise more service during instructional sessions than they have time to deliver in actual practice, and that many reference librarians do not often enough take the time that would be necessary to deal thoroughly with people's requests for information.

These seemingly disparate symptoms have a common cause which goes beyond individual character flaws or individual examples of unprofessional behavior. Essentially, we have succeeded in pushing ourselves beyond our levels of comfort and competence. As a result of our commendable zeal in desiring to help others, we have reached beyond our grasp. Such a situation is not unique to reference departments; but it will be of critical concern to those of us who work in them, manage them, or are affected by them.

Not for aid or comfort

It is with great reluctance that I dare to mention this situation publicly, because it may open too many Pandora's boxes. For one thing, even those people who do not work very hard by any reasonable standard nevertheless believe themselves to be overworked. For another thing, those few people who enjoy the luxury of working in overstaffed libraries nevertheless believe their libraries to be understaffed. I do not mean here to give aid and comfort to such people.

On the other hand, too many administrators and librarians like to maintain the official gospel that they can add on a

seeming infinitude of new services without cost of any kind, as though their library contained within it the capacity for unlimited growth, and as though staff had the capacity to do unlimited amounts of work. It is such thoughtless adding on of activities without any overall plan or system of priorities that bothers me.

We can all see the potential value of new services, we all like to be upbeat, and we all know that people can usually accomplish more than they think if only they try hard enough. I have little patience with "can't-do" attitudes; but I worry about those well-intentioned articles exhorting us to market our services more aggressively in order to create more business for ourselves.¹ Such advice would be fine for libraries with staff standing around, legs crossed, wondering why there is so little to do. In most large reference departments, however, and in many small ones, too, the problem is not lack of activity; it is overload, and the real problem facing us is not the generation of more business, but proper management of the business we have already generated.

The past few decades have seen a marked proliferation of services provided by reference departments as our consciousness of people's needs has expanded. A few decades ago we were not worrying about library instruction for much of anybody, let alone for minority and foreign students and the disabled. We were not worrying about the creation of collection-development statements for reference collections. We were not worried about how to keep abreast of online services, and we certainly were not worried about teaching ourselves and our public how to use a variety of new machines and search systems. We did not have extensive library handout and publications programs, orientation programs, and massive freshman workbook programs. And even a decade ago, I daresay, we did not have nearly as many people demanding reference service, both in person and over the phone, as we do today.

That we are doing so much more is a tribute to our concern and good intentions. It is not, however, a tribute to our foresight or planning. We have largely ignored the consequences of our reference sprawl, and it would behoove us to consider such consequences now.

Think of the personnel problems we have created. We have encouraged our bright and energetic people to jump on their horses and ride off in all directions at once. Having done this,

William Miller, who has written extensively on reference services, heads the Reference Library at Michigan State University Libraries, East Lansing. He holds the MLS from the University of Toronto, and MA and Ph.D. degrees in English from the University of Rochester. He chaired ALA's Choice Editorial Board in 1980-82 and has served with many other professional groups. The opinions expressed here, based on observations at numerous libraries and research in the literature, are his own.

Miller's problem areas

- Successful traditional reference leads to increasing demand
- Whilst maintaining levels of service we add incessantly to the reference librarian's workload
- There is less time for professional development and people are falling behind (or working silly hours)
- Success yields only additional work, not additional salary or resources

Miller's solutions

- More reference librarians!
- Information desks staffed by students and library assistants
- Paraprofessionals and students at the reference desk
- Incorporate cataloguers and others into reference desk schedule
- Move ancillary services (online searching, ILL) elsewhere

1980s

Traditional reference
service model

Victim of
success

Mural V

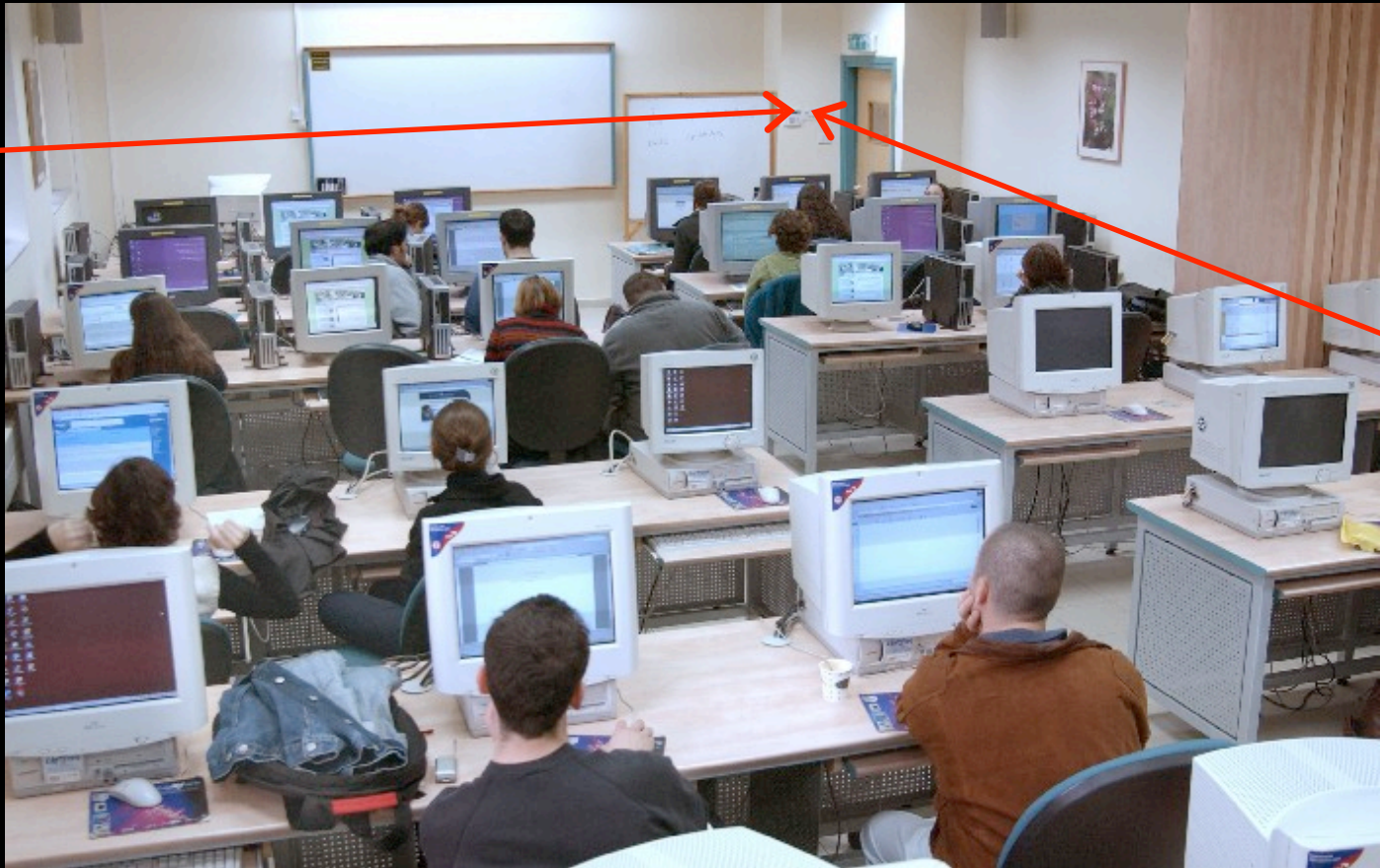
The inmates of the Castle of the Grail are spiritually dead, and although the Grail often appears in their very midst, they cannot see it. From this strange perpetuation of ineffectual life they can none of them be liberated until the most blameless knight shall at last arrive. The duty resting upon Sir Galahad is to ask what these things denote, but, with the presumption of one who supposes himself to have imbibed all knowledge, he forbears, considering that he is competent to guess. On his second visit, many years later, he is better inspired.

Generation 2

Client-focused - 2nd generation







Welcome to...

Social Sciences and Humanities Library

Information

Australian Statistics

These books are useful for obtaining the
Bureau of Statistics (ABS) information on
population, industry, finance and economic
sector, agriculture, manufacturing,
resources, all publications
catalogues, see the Lib







From the President of RASD

James Rettig

RQ welcomes James Rettig, Assistant University Librarian for Reference and Information Services at the College of William and Mary, incoming President of the Reference and Adult Services Division

(RASD). Jim's first column as president discusses his presidential year theme, "Rethinking Reference and Adult Services," and issues a call for ideas from the journal's readers.—Eds

RETHINKING REFERENCE AND ADULT SERVICES

We find ourselves in an era of rethinking, reenvisioning, retooling, and reventing. Technological developments have provided much of the impetus for revisiting abiding verities amidst new challenges. Professions, industries, government, and the educational establishment are all asking themselves how they can best function in an environment being transformed by advances in communications technology, materials science, electronics, and other fields. Through the years the story has been told that the first two institutions to adopt the new technology of indoor electric lighting were police stations and libraries. The story may be apocryphal, but it illustrates what we know is true—reference and adult services librarians have been in the forefront of the process of adopting new technologies to perform tasks. Librarians helped launch the online information retrieval and CD-ROM industries by recognizing the potential of these technologies in their infancy and integrating them into information service programs.

Today librarians remain at the forefront, expanding the range of resources available to their colleagues and others through the

Internet computer network. Keeping up with the advances in this area poses a challenge, but thanks to our deeply held collective belief that information ought to be shared freely with those who can use it, librarians are using the Internet itself in creative ways to keep their colleagues informed. With Internet access expanding rapidly and the resources available through the Internet increasing in diversity and quality, reference and adult services librarians today have access to more information than at any time in history. These exciting times promise to continue. Yet the new information sources and modes of access that the advances in telecommunications and computing provide pose questions fundamentally different from those the electric light bulb posed a century ago. The light bulb allowed librarians and library patrons to do more of the same; the telecommunications revolution offers us entirely new things and radically different ways. We must rethink, reenvision, revent reference service. A model, already adopted by many libraries and librarians in a much different way when (not so many years

RETHINKING REFERENCE IN ACADEMIC LIBRARIES

EDITED BY

ANNE GRODZINS LIPOW

SHAKING THE CONCEPTUAL FOUNDATIONS OF REFERENCE: A PERSPECTIVE

Jerry D. Campbell

NO CONSENSUS

I'm sorry I looked into the whole thing. I mean reference service in libraries and a new economic model for reference.

I was aware that if I addressed the topic of reference, some might see this as the misguided effort of an administrator from the Juncack Fringe to meddle in something he didn't know anything about, and I was prepared for that. I also knew that I would encounter a sacred cow or two among the reference pastures. I was somewhat less prepared, though not undone, to encounter a whole herd. I was, however, totally unprepared to find the ostensibly straightforward notion of reference service to be virtually in conceptual disarray.

By conceptual disarray, I mean that it is very hard for someone who doesn't practice reference work to discover from the literature just what reference librarians actually do, and how much they do of it. It is more difficult yet to understand how much of it they should do. And only recently have there appeared the controversial and scintillating user studies that claim to demonstrate that they don't do it very well. In addition, there is little contemporary discussion in the literature regarding the mission of reference librarians. Clear and well-articulated mission statements would help us evaluate the efficacy of what reference librarians do, if we knew what they did and if we had such mission statements.

WINTER 1992 29

Reference Encounters of a Different Kind: A Symposium

by Virginia Massey-Burzio

The Main Library at Brandeis University eliminated its reference desk in March 1990. An Information Desk, staffed only by students, and a Research Consultation Service Office, staffed only by librarians, were established in its place. This article explains the rationale behind this change and argues that the traditional reference model needs to be seriously reevaluated. Reactions to this argument follow.



Virginia Massey-Burzio is Head, Reference Services Department, Kilduff Eisenhower Library, Johns Hopkins University, Baltimore, MD.

Librarians have repeatedly noted in the literature that technology is transforming reference service and that the information explosion offers challenging opportunities for service development. In fact, however, little is changing in the actual delivery of reference services other than increased demand on already hard-pressed reference librarians. The way services are delivered today remains pretty much the same as it was 100 years ago when the reference desk was first designed. As Barbara Ford says: "The reference desk appears to be a sacred tradition that many librarians are unwilling or unable to reevaluate or question."¹ This article looks at what can happen if the mode of traditional reference service is actually changed. It shows how changing the reference environment can positively affect the reference encounter between the library user and the librarian. It challenges some of our deeply held notions and beliefs about what constitutes good reference service and may add to the profession's knowledge base of reference activity.

Background
Brandeis University, the youngest major research university in the U.S., is distinguished by a dual commitment to undergraduate education and the pursuit of advanced research. The student population of 6,000 men and women includes about 800 graduate students. The University currently offers 20 Ph.D. programs,

and has one professional school for advanced studies in social welfare. The library collections include about 900,000 volumes, 800,000 microforms, 300,000 U.S. government documents, and 7,500 serials housed in two libraries: the Main Library (social sciences, humanities, creative arts, and Judaica) and the Science Library (physical and natural sciences, math, and computer science).

Until March 1990, the reference desk at the Main Library was staffed 70 hours per week by 6 FTE librarians and several graduate students. Approximately 17 hours per week involved coverage by both a librarian and a student. The remaining hours were covered by a student alone. By 1988/89, the Main Library at Brandeis University had acquired 9 databases in CD format, and reference questions had increased by 300 percent over the previous year.

Staffing the reference desk had become an increasingly difficult problem at Brandeis (as it had at most universities) even some years prior to the introduction of CD technology. Since the mid-1970s, we had been adding more and more services like online searching and bibliographic instruction with little increase in staffing. The introduction of CD-ROM technology caused a bad situation to reach crisis proportions. To safeguard the energies and morale of the reference staff, and to ensure quality reference service, this problem had to be addressed.

The Journal of Academic Librarianship, vol. 18, no. 5, p. 276-286. ©1992 by the Journal of Academic Librarianship. All rights reserved.

1992: the turning point?

- Rethinking Reference Institutes
- Jerry Campbell's article
- Reference roving at Boston College
- Jim Rettig's Presidential year at RASD
- The Brandeis model was reported in the literature

The environment in 1992

- Growing numbers of users
- Growing numbers of enquiries
- More demand for (mediated or supported) access to electronic information
- Too little money
- 55 percent rule

A solution?

- The Brandeis model

- Triage

- Five levels of service

- Directional/general information

- Technical assistance

- Information “lookup”

- Research/advanced support

- Instruction/information literacy

Information
desk

Experienced
assistants or
technicians

Research
centre

Librarians or
subject specialists

1980s	Traditional reference service model	Victim of success
1990s	Tiered service model	Fundamental shift

Generation 3

Experience-centered - 3rd generation

Looking for educational impact.

Choice of study experiences to enable appropriate engagement with information.

Interacting with information printed, digital, moving media and with other people.





Reading in
garden, by
stream with
fish

Talking in booths



Spatial experiences
need to be
appropriate to study
behaviour.



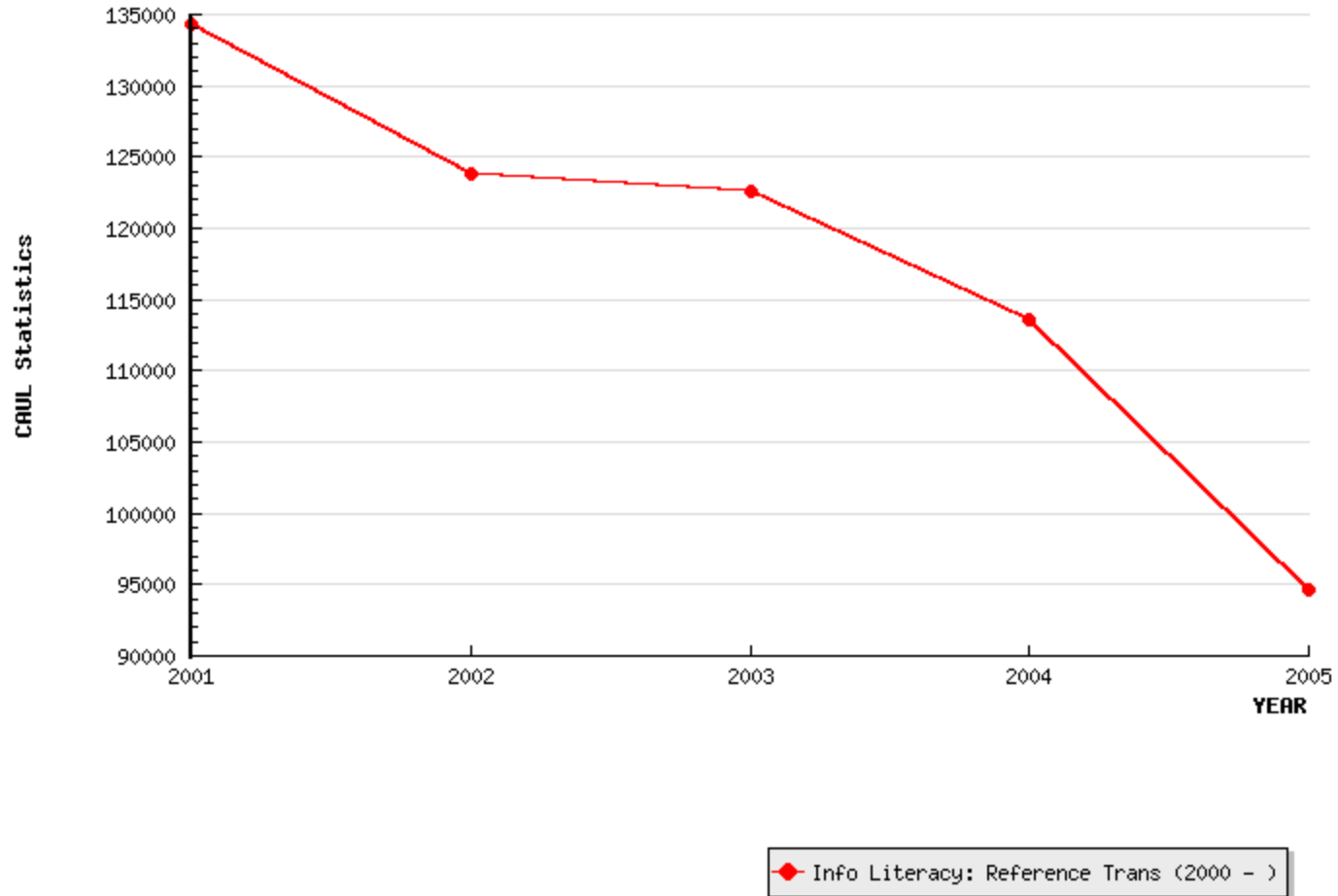
Ask IT
By computer, by phone, by email

Information

Mural VI

It is the morning after his visit to the Castle of the Grail. Awakening, Sir Galahad finds the castle deserted.

University of Queensland



University	2000	2006
PITTSBURGH	266,376	185,356
CALIFORNIA, LOS ANGELES	279,868	100,732
ILLINOIS, URBANA	306,294	273,738
PENNSYLVANIA STATE	351,018	214,324
UTAH	364,180	246,173
TEXAS	384,679	229,342
BRIGHAM YOUNG	400,000	191,807
INDIANA	496,808	121,971

Rethinking reference again

- We weren't ready for large scale change in 1992
- Print collections dominated
- Early electronic resources were difficult for many clients, often with limited computer skills; information skills training not widespread
- Library building design was not conducive to structural change

Reference service does not need to be rethought or reconfigured, it needs to be eliminated.

Ewing and Hauptman (1995), J.Ac.Lib., 21(1), p.3

In 2007 we had papers titled “Redesign your reference desk: get rid of it!”; “Are reference desks dying out?”

Today's library

- Steady pattern of declining reference transactions
- Better understanding of researchers' needs
- We are beginning to see a series of shifts in user behaviour
- The support required of different disciplines is varied

However...

- Libraries operating outside student (and academic?) workflows
- Reference service models persist, with additional pressures, possibilities and demands, but limited additional resources
- Our huge investment in information skills training ought to be reducing the need for support
- The residual “reference” transaction is more complex than can be satisfied from an open access service desk

1980s	Traditional reference service model	Victim of success
1990s	Tiered service model	Fundamental shift
2000s	Revolutionary change	Where do we go?

Mural IX

Sir Galahad's entry into the castle is here shown. The imprisoned maidens have long been expecting him, for it had been prophesied that the perfect knight would come to deliver them.

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Welcome to Wikipedia,

the free [encyclopedia](#) that anyone can edit.

2,492,252 articles in English

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- [History](#)
- [Society](#)
- [Biography](#)
- [Mathematics](#)
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- [Related changes](#)
- [Upload file](#)
- [Special pages](#)

Today's featured article



William Wilberforce (1759–1833) was a [British politician](#), [philanthropist](#) and a leader of the movement to abolish the [slave trade](#). A native of [Hull, Yorkshire](#), he began his political career in 1780 and became the [independent Member of Parliament](#) for [Yorkshire](#). In 1785 he underwent a [conversion](#) experience and became an [evangelical Christian](#), resulting in major changes to his lifestyle and a lifelong concern for reform. He championed causes and campaigns such as the [Society for Suppression of Vice](#), the introduction of evangelical Christianity to

India, the creation of a free colony in [Sierra Leone](#), the foundation of the [Church Mission Society](#) and the [Society for the Prevention of Cruelty to Animals](#). Wilberforce headed the parliamentary campaign against the British slave trade until the eventual passage of the [Slave Trade Act 1807](#). In later years, Wilberforce supported the campaign for the complete [abolition of slavery](#), and continued his involvement after 1826, when he resigned from Parliament because of his failing health. That campaign led to the [Slavery Abolition Act 1833](#), which abolished slavery in most of the [British Empire](#); Wilberforce died just three days after hearing that the passage of the Act through Parliament was assured. ([more...](#))

Recently featured: [Ann Arbor](#) – [Holden](#) – [Anna May Wong](#)

[Archive](#) – [By email](#) – [More featured articles...](#)

Did you know...

In the news

- President Sidi Ould Cheikh Abdallahi (*pictured*) of [Mauritania](#) is deposed in a [military coup d'état](#).
- Eleven [mountaineers](#) from international expeditions [die while descending K2](#), the second-highest mountain on Earth.
- An [attack](#) on a police post near [Kashgar](#) in the [Xinjiang Uyghur Autonomous Region of China](#) leaves 16 officers dead and 16 others injured.
- Over 160 people die in a [stampede](#) at a [Hindu temple](#) in [Naina Devi, Himachal Pradesh, India](#).
- The [International Olympic Committee](#) and [Chinese organizers](#) announce that some [Internet restrictions](#) have been lifted for media covering the [Beijing Games](#).
- A [total solar eclipse](#) is visible from northern [Canada](#), [Greenland](#), central [Russia](#), eastern [Kazakhstan](#), western [Mongolia](#) and [China](#).



[Wikinews](#) – [Recent deaths](#) – [More current events...](#)

On this day...

Mural XI

Having passed through many adventures, Sir Galahad has here returned to the Castle of the Grail. This time, grown wise by knowledge and suffering, he asks the Question.

Generation 4

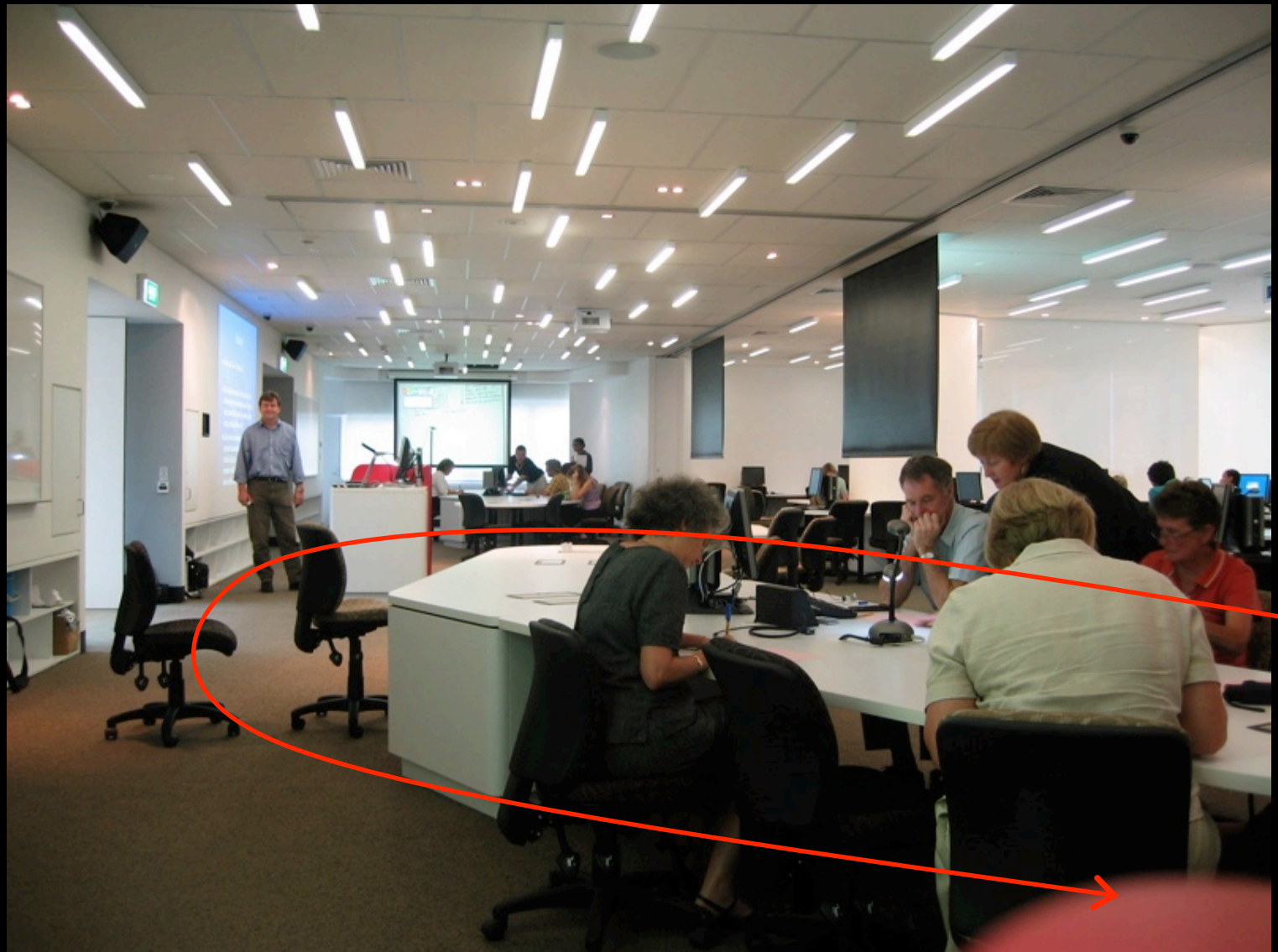
Connected Learning Experiences - 4th generation

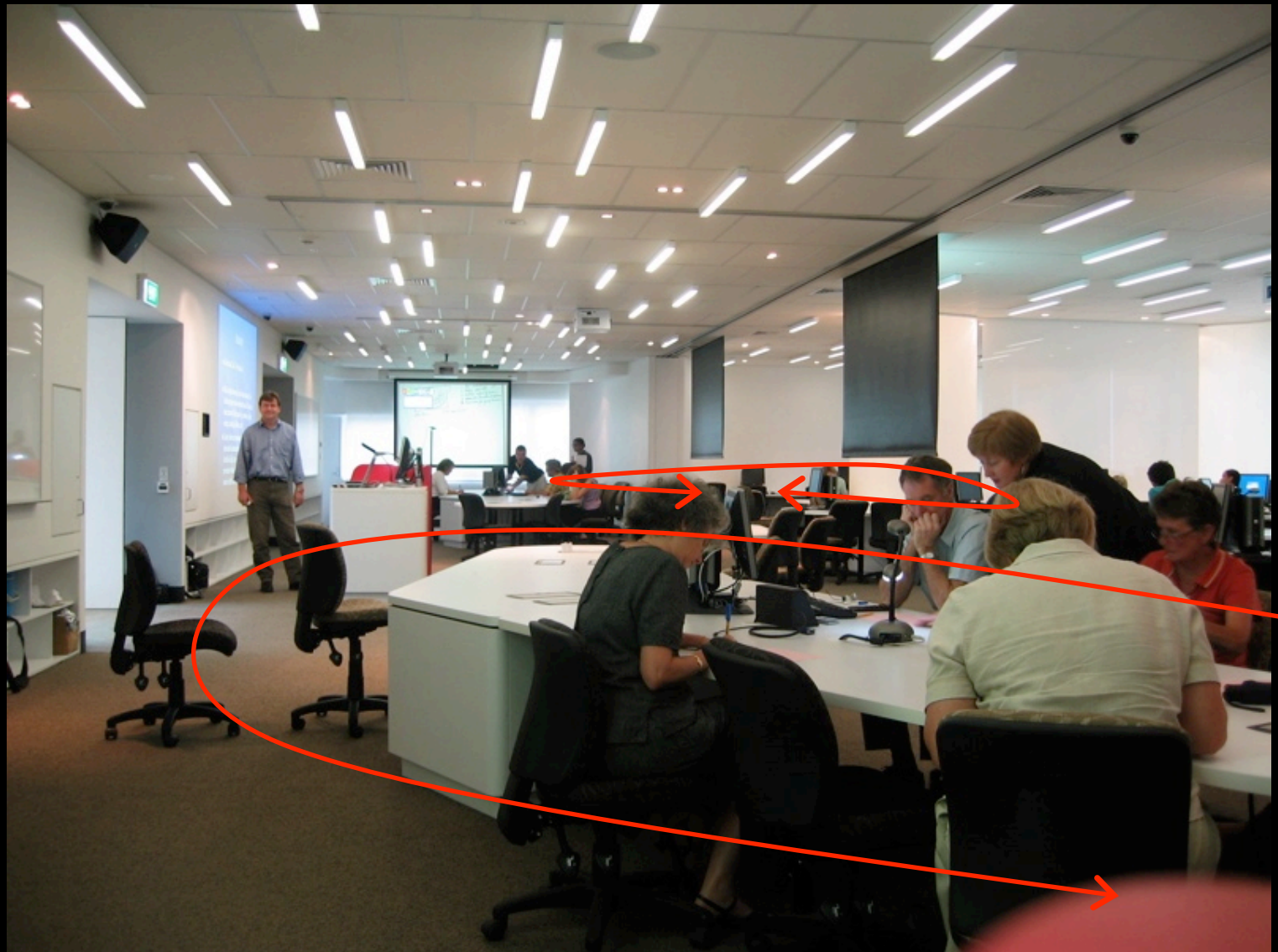
Creating spaces based on pedagogy

looking at the whole campus as a learning environment



















G16



BRITISH AIRWAYS 

Desk closed

It is against the law to smoke in this building

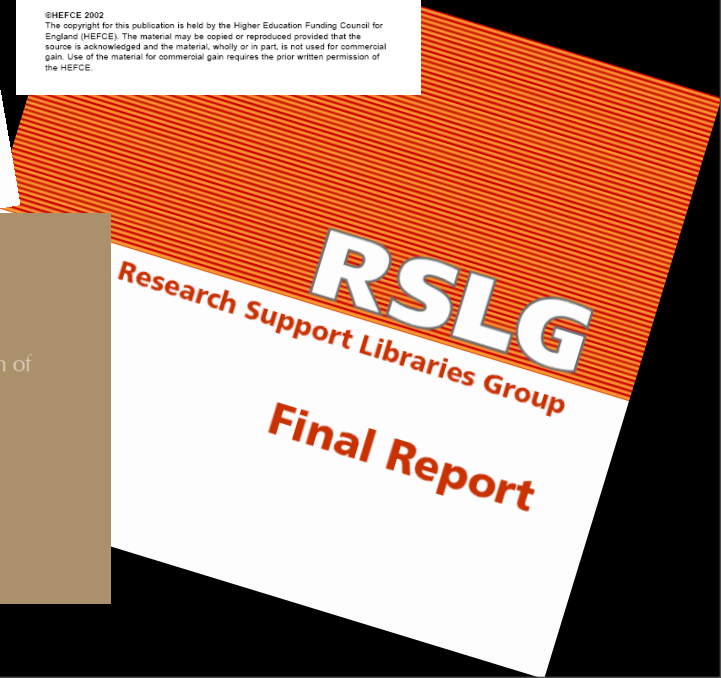
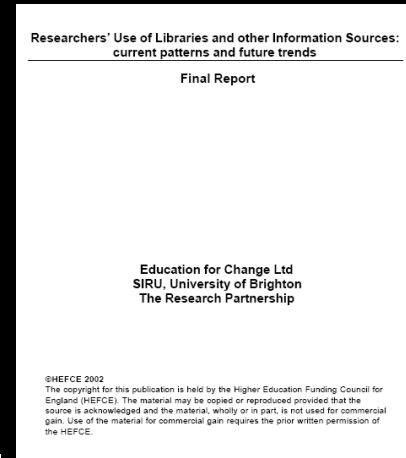
14:11

SAMSUNG

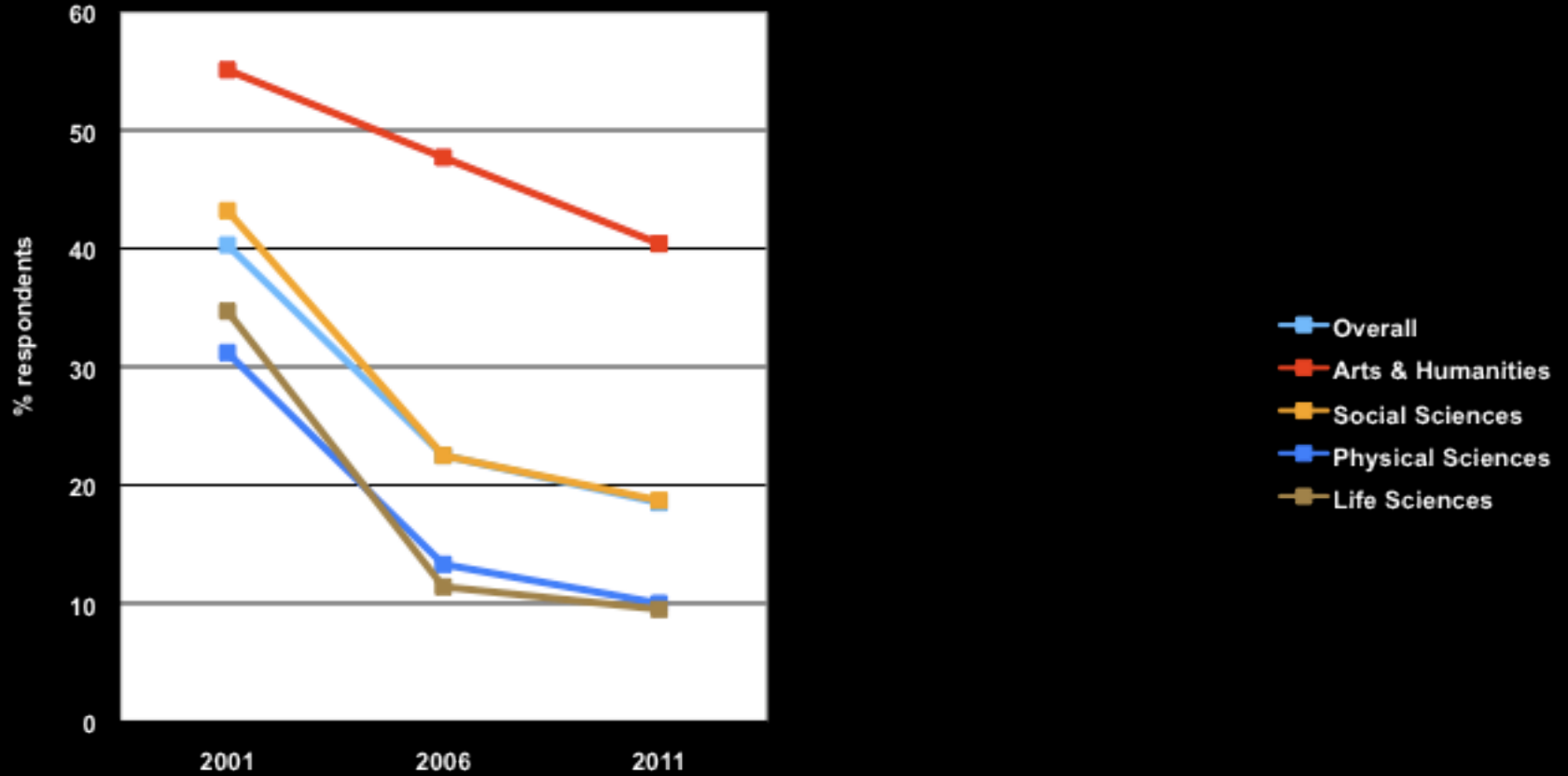
**Welcome to
Terminal 5**

The client environment

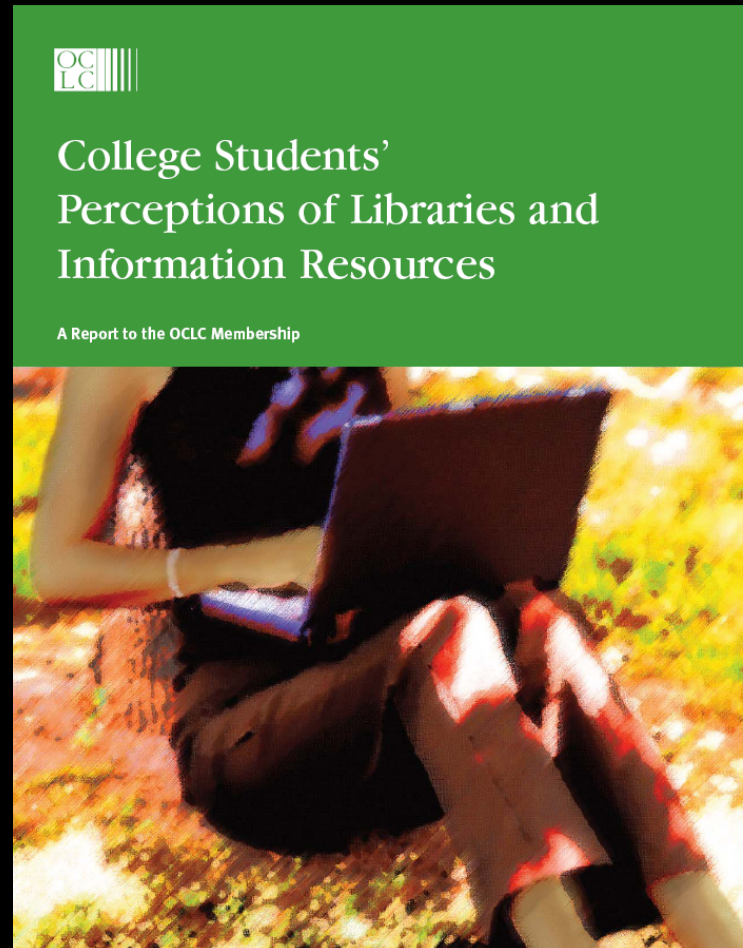
Information needs and behaviour



Weekly visits to the library



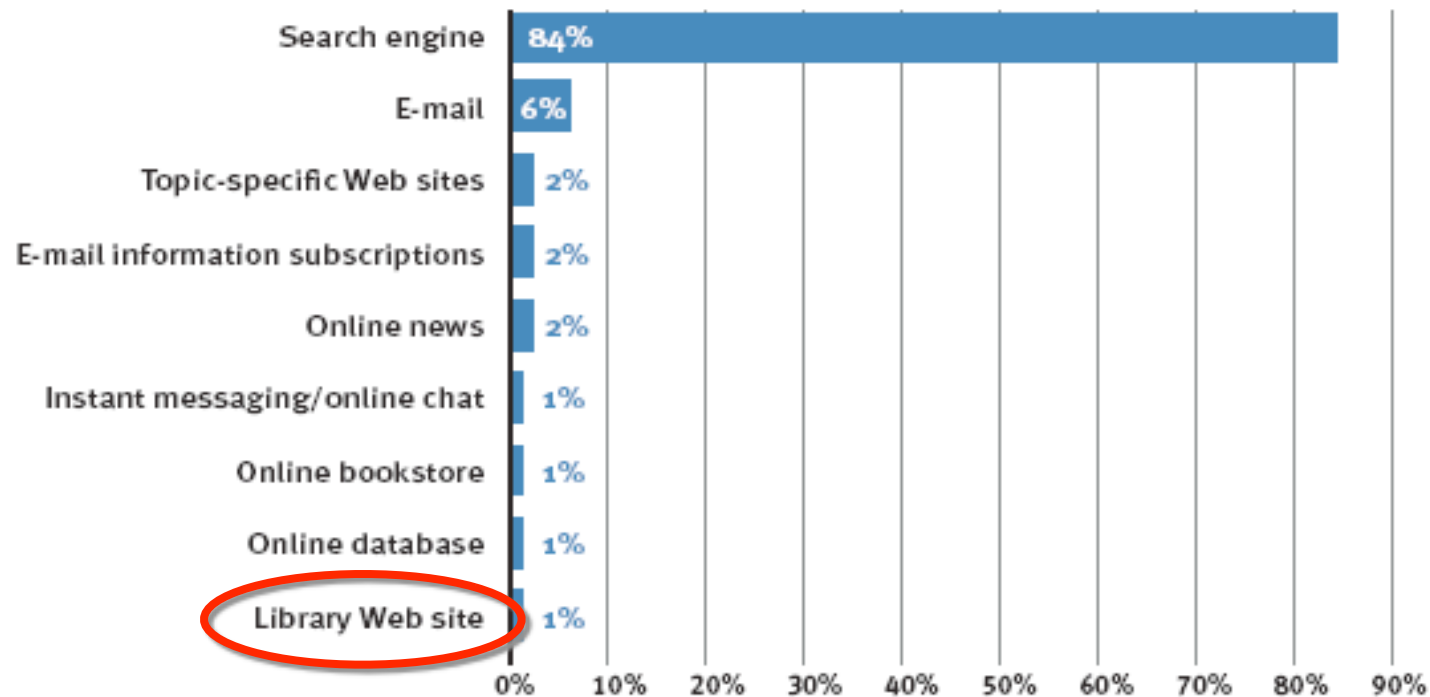
- 72% of students rank search engines as best choice for finding information
- 2% use library web site as starting point
- 67% learn about electronic resources from friends
- 53% rate information from search engines as trustworthy as library information



Known user behaviour

Where Electronic Information Searches Begin— by Total Respondents

Where do you typically begin your search for information on a particular topic?



Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 520.



a cyber briefing paper

information behaviour of
the researcher of the future

11 January 2008

 **UCL**

Digital information seeking behaviour of Google generation



- Horizontal information seeking – skim viewing and then bouncing out
- Spend time navigating
- Power browsing – rapid scanning
- Squirreling behaviour – lots of downloads – but does it get read?
- Simple searches
- Return to preferred sites eg Google/Yahoo

The Google generation

- While internet 'competent' information literacy has not improved with improved access to technology
- Library sponsored resources – (and even the Library services not intuitive) – prefer to use simplistic solutions such as Google

By 2017

- Unified web culture that will be integrated into most homes
- More personalized, more mobile, more intuitive
- Electronic books will become established as primary format for textbooks and reference works
- Mass digitization projects
- Increase in open access publishing
- Changing forms of scholarship and publishing
- Semantic web/e-science

UQ Students – 2008 snapshot

- 77% have access to a laptop
- Half intended to bring to campus
- 93% have off-campus internet access
- Few have PDA's
- Email preferred way to receive updates from Library
- Librarians were rated after friends and Google when seeking help for assignments
- Many use social networking tools

Social networking

	MySpace	Wikipedia	FaceBook	Second Life
Never heard of	27	34	17	366
Heard of	268	222	69	111
Use	110	119	292	4
Use regularly	88	135	117	2

Key assumptions

- Continued blending of technology related to research, teaching and information resources
- Google and Wikipedia will keep refining their services – we are living in a Googleised world
- Social networking tools will remain popular
- Many of us will have a ‘second life’ (80% by 2011)
- Libraries will need to offer specialist services (eg research support) to have a positive impact

Time for a quick break

Some reference questions to help you get ready for IFLA 2010 – Brisbane

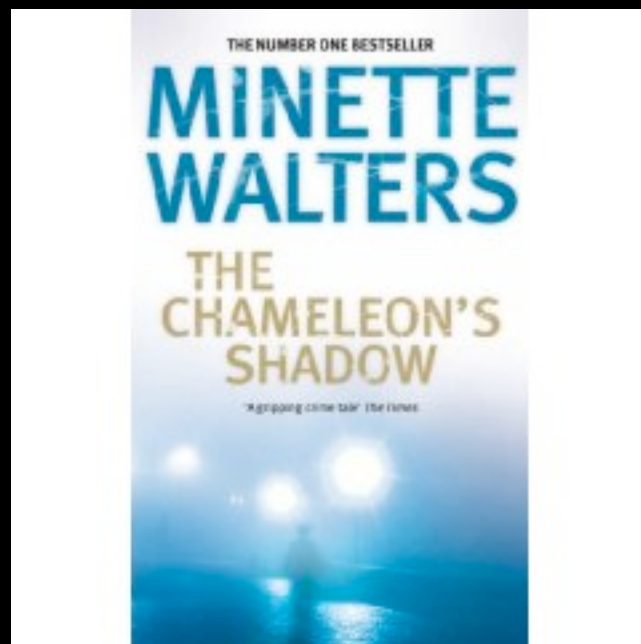
- IFLA will be held in Brisbane in 2010 – what sort of electrical plugs will I need?
- What is the average temperature in August?
- What is a dunny?
- What do koalas eat?

How long would it take you to get the answers? Where would you look?



The competitive environment

Today's partners?



Today's partners?

Shadow - In the theory of C. G. Jung (1875 – 1961) the dark aspect of personality formed by those fears and unpleasant emotions which, being rejected by the self or persona of which an individual is conscious, exist in the personal unconscious.

*Oxford English
Dictionary*

Traumatic Brain Injury (TBI) – Some common disabilities include problems with....behaviour and mental health (depression, anxiety, personality, changes, aggression, acting out and social inappropriateness).

Wikipedia

Is Wikipedia accurate – do students really care?

- Recent study evaluated nine Wikipedia articles against comparable articles in Encyclopaedia Britannica, The Dictionary of American History and American National Biography Online in order to compare Wikipedia's comprehensiveness and accuracy.
- Wikipedia's accuracy rate was **80** percent compared with **95-96** percent accuracy within the other sources.

The importance of getting
it right!

The importance of getting
it right!



Personalised reference

your **t**utor



yourtutor

Australia's leading provider of

online tutoring

I would like to
know more about

yourtutor



I am a **student**
logging into

yourtutor





WIKIPEDIA
The Free Encyclopedia

- [project page](#)
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Wikipedia:Reference desk

From Wikipedia, the free encyclopedia

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Search Wikipedia:

Wikipedia Reference Desk

WP:RD redirects here. You may also be looking for *Wikipedia:Resolving disputes* or *Wikipedia:Redirect*.

The **Wikipedia reference desk** works like a [library reference desk](#). Users leave questions on the reference desk and Wikipedia volunteers work to help you find the information you need. Before asking a question, please try [using the search box](#) to find the answer you're looking for. You may also try searching the reference desk [archives](#).

For information on any topic, choose a category for your question:



Computers and IT

Computing, information technology, electronics, software and hardware



Science

Biology, chemistry, physics, medicine, geology, engineering and technology



Mathematics

Mathematics, geometry, probability, and statistics



Miscellaneous

Subjects that don't fit in any of the other categories



Humanities

History, politics, literature, religion, philosophy, law, finance, economics, art, and society



Language

Spelling, grammar, word etymology, linguistics, language usage, and requesting translations



Entertainment

Sports, popular culture, movies, music, video games, and TV shows



Archives

Old questions are archived d

Shorte
WP:R



Search Answers

Google Answers is no longer accepting questions.

We're sorry, but Google Answers has been retired, and is no longer accepting new questions. Search or browse the existing Google Answers index by using the search box above or the category links below. |

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[Business and Money](#)

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The functions of the reference librarian

- Instructing the reader in the ways of the Library
- Assisting the reader with his queries
- Aiding the reader in the selection of good works
- Promoting the Library within the community



Green, Personal relations between librarians and readers, 1876

The functions of the reference librarian

- Instructing the reader in the ways of the Library



Green, Personal relations between librarians and readers, 1876



*“What helped you to discover
the resources and services of
the University of Queensland
Library?”*

Getting started....

- What's the one thing you wish you'd known about the UQ Library when you came to university?
- What saved you time when using the Library for researching assignments: helpful librarians, good research information?
- What is it about the UQ Library that makes us stand out from the crowd?
- A\$1000 first prize

The winning entry

The winning entry

The functions of the reference librarian

- Assisting the reader with his queries



Green, Personal relations between librarians and readers, 1876

Search or browse

Catalogue Reading lists Databases

★ **UQuicksearch** ★ Title ★ Author ★ More options

Enhanced search of the catalogue, plus selected journal article databases and more.

Search

Help

- Good for
- Database and journal titles
 - Finding resources in your home library
 - Finding resources by format (e.g. DVD), date or language

- Tips
- Use " " for a phrase eg. "human rights"
 - Use * to truncate eg. comput* finds *computer, computing, compute, etc.*

Quick access

- ★ My record [Login](#)
- ★ Book a room, locker, desk
- ★ Borrowing help
- ★ Computer availability
- ★ Opening hours
- ★ Quick reference
- ★ Referencing styles & software

News and events



The Olympic Games


The University of Queensland has a proud tradition with the Olympic Games. In 2008 seventeen current and former students will participate in the Beijing Olympic Games as athletes and six as officials and coaches. During August, the Library recognises the UQ

 [UQ Library blogs and feedback](#)

[Library membership for new UQ graduates](#)

[Recent additions to the collection \(weekly\)](#)

[More news](#)

Ask A Librarian Chat 

Chat Not Available

Chat is available 12noon - 8pm Monday to Friday during semester. Your question will be forwarded to our email service when chat is not available.

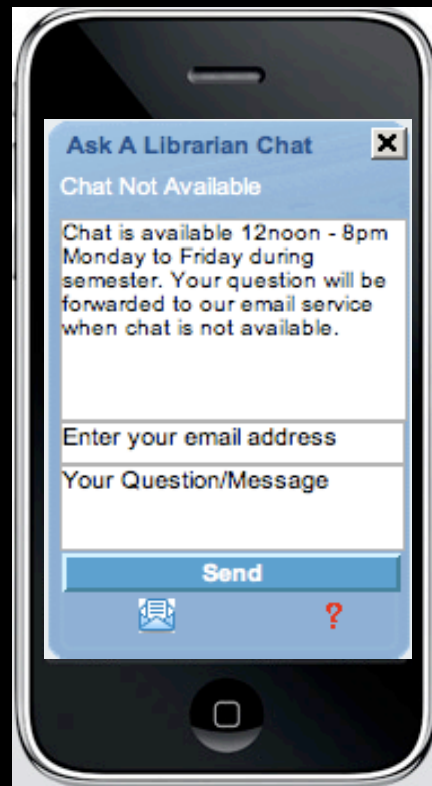
Enter your email address

Your Question/Message

Send







The functions of the reference librarian

- Aiding the reader in the selection of good works

Green, Personal relations between librarians and readers, 1876

[New Search](#) [Request](#) [Export](#) [Return to Browsing](#) [Limit / Sort](#)

TITLE Entire Collection

Limit results to available items

Record 3 of 5

[← Previous record](#) [Next record →](#)

Record summary

Author [Long, Douglas, 1967-](#)
Title **Global warming / Douglas Long.**
Publisher New York : Facts on File, c2004.

Holdings

Location	Call Number	Status
Gatton	QC981.8.G56 L66 2004 Browse call no.	AVAILABLE
SS&H	QC981.8.G56 L66 2004	AVAILABLE
SS&H	QC981.8.G56 L66 2004	AVAILABLE

Record details

Description 300 p. : ill ; 24 cm.
Series [Library in a book](#)
Bibliography Includes bibliographical references and index.
Subject [Global warming.](#)
ISBN 0816051372 (acid-free paper)
Record ID [Right click to copy](#) | [Report errors in this record](#)

Quick access

Referencing

Save reference in [RefWorks](#)

Bookshops, etc.

[Book Review Index Plus](#)

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Search: global warming

Advanced Search


Refine by:

- SEARCH FOUND IN
 - Subject (256)
 - Title (120)
- FORMAT
 - PRINT (238)
 - VIDEO/DVD (67)
 - COMPUTER FILE (13)
 - PHOTOCOPY (6)
 - SOUND RECORD (2)
- COLLECTION
 - All Journals (7)
 - Electronic Journals (5)
 - All Electronic Resources (35)
 - St. Lucia campus libraries (271)
 - Health Sciences libraries (2)
 - [more](#)
- LANGUAGE
 - English (324)
 - Japanese (2)
- PUBLISH DATE
 - 2008 (9)
 - 2007 (61)
 - 2006 (38)
 - 2005 (16)
 - 2004 (17)
 - [more](#)
- LOCATION
 - SS&H (188)
 - Biol Sciences (76)
 - Gatton (69)
 - Online (35)
 - Phys Sci & Engin (35)
 - [more](#)

Searched: global warming (1- 25 of 326)

Sorted by Relevance | Title | Date 1 2 3 4 5 next

(1 - 74) Most Relevant

<p>Encyclopedia of global warming and climate change [electronic resource] / S. George Philander, editor</p> <p>Available Online</p> <p>via SAGE eReference</p>		c2008
<p>Global warming : looking beyond Kyoto / Ernesto Zedillo, editor</p> <p>AVAILABLE - SS&H - QC981.8.G56 G5842 2008</p> <p>Show all 2 available copies</p>		c2008
 <p>Global warming : understanding the forecast / David Archer Archer, David, 1960-</p> <p>AVAILABLE - Phys Sci & Engin - QC981.8.G56 A73 2007</p> <p>Show all 2 available copies</p> <p><input checked="" type="checkbox"/> Table of contents</p>		2007
 <p>Unstoppable global warming : every 1,500 years / S. Fred Singer and Dennis T. Avery Singer, S. Fred (Siegfried Fred), 1924-</p> <p>AVAILABLE - SS&H - QC981.8.G56 S553 2007</p> <p><input checked="" type="checkbox"/> Table of contents</p>		c2007

Refine by Tag:

air atmospheric greenhouse effect climatic changes ebook energy conservation energy policy environmental policy environmental protection global environmental change global temperature changes global warming greenhouse gases human ecology nature renewable energy sources

[Show more tags](#)

Recently Added:

- A question of balance : weighing the options on global warming policies / William Nordhaus.
- Global warming : looking beyond Kyoto / Ernesto Zedillo, editor.
- The economists' voice : top economists take on today's problems / Joseph E. Stiglitz, Aaron S. ...

Research Pro results:

- EbscoHost
- Google Scholar
- ProQuest5000
- SCOPUS
- JSTOR
- PubMed
- Search more online resources

The functions of the reference librarian

- Promoting the Library within the community

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The demise of the desk

“...reference librarians need to begin to think the unthinkable, exploring alternatives and possibly eliminating the reference desk.”

Ford, 1986

Next generation reference desks/services

- Create 'welcome/reception desks'
- Engage with Web 2.0 and social networking technologies
- Ensure staff have appropriate skills and competencies
- Engage them in the debate
- Learn from successful models eg retail stores



4 stages of user experience

- Commodity e.g coffee beans
 - $cost = 5c$
- A good cup of coffee
 - $cost = 25c$
- Service – good service
 - $cost - \$3.00$
- Experience – memorable experiences
 - $cost - invaluable/immeasurable$ but will guarantee customer loyalty

The Experience Economy



*Work is Theatre &
Every Business a Stage*

B. JOSEPH PINE II
JAMES H. GILMORE

The consumer society

- Retail customers check out shopping online first – often better deals, more convenient and available when it suits them
- Was last visit to reference desk:
 - Memorable (for the right reasons)
 - Productive
 - Timely
 - Engaging
 - Private
 - Convenient to them
 - Was previous history acknowledged?
 - Follow-up

In the health area

- US National Institutes for Health – increasing importance of ‘informationists’ – information specialists trained in specific subject areas
- Take the library to the researcher - work as part of the team
- In the UK – recent NHS study points to the need for more clinical librarians responsible for the *‘input of evidence to enable the team to function properly’*
- Up to 800 clinical librarian posts recommended

Satisfying work

‘the millennial librarian wants her work to be meaningful and rewarding: she wants to make a difference she wants her work to be challenging ... the challenge for library managers is to keep the Millennial librarian entertained in the entry level job she’s bound to find herself in’

Kate Davies, 2006

We need to involve our staff

While reformers are planning grand schemes for improved services for mythical patrons, reference librarians are helping real patrons with real problems.

Mural XII

Sir Galahad, borne upon a white charger. and followed by the blessings of the people, is seen passing from the land, where peace and plenty once more reign.

Mural XV

As Sir Galahad gazes upon the Grail, crown, sceptre, and robe fall from him. He no longer needs them. He thanks God for having let him see that which tongue may not describe, nor heart think. The Grail itself is borne heavenward, and is never again seen on earth

