



# University of HUDDERSFIELD

## University of Huddersfield Repository

Walsh, Andrew

Setting Reference Free: Reference services for the mobile age

### Original Citation

Walsh, Andrew (2010) Setting Reference Free: Reference services for the mobile age. In: A Reference Renaissance 2010: Inventing the Future, 9th - 10th August 2010, Denver, Colorado. (Unpublished)

This version is available at <http://eprints.hud.ac.uk/8235/>

The University Repository is a digital collection of the research output of the University, available on Open Access. Copyright and Moral Rights for the items on this site are retained by the individual author and/or other copyright owners. Users may access full items free of charge; copies of full text items generally can be reproduced, displayed or performed and given to third parties in any format or medium for personal research or study, educational or not-for-profit purposes without prior permission or charge, provided:

- The authors, title and full bibliographic details is credited in any copy;
- A hyperlink and/or URL is included for the original metadata page; and
- The content is not changed in any way.

For more information, including our policy and submission procedure, please contact the Repository Team at: [E.mailbox@hud.ac.uk](mailto:E.mailbox@hud.ac.uk).

<http://eprints.hud.ac.uk/>



# Setting Reference Free

Reference services for the mobile age

Andrew Walsh,  
Reference Renaissance 2010: Inventing the Future.  
August 8th-10th, 2010.

**Turn on your mobile phones...**



# Where I'm from...





# Back to mobiles

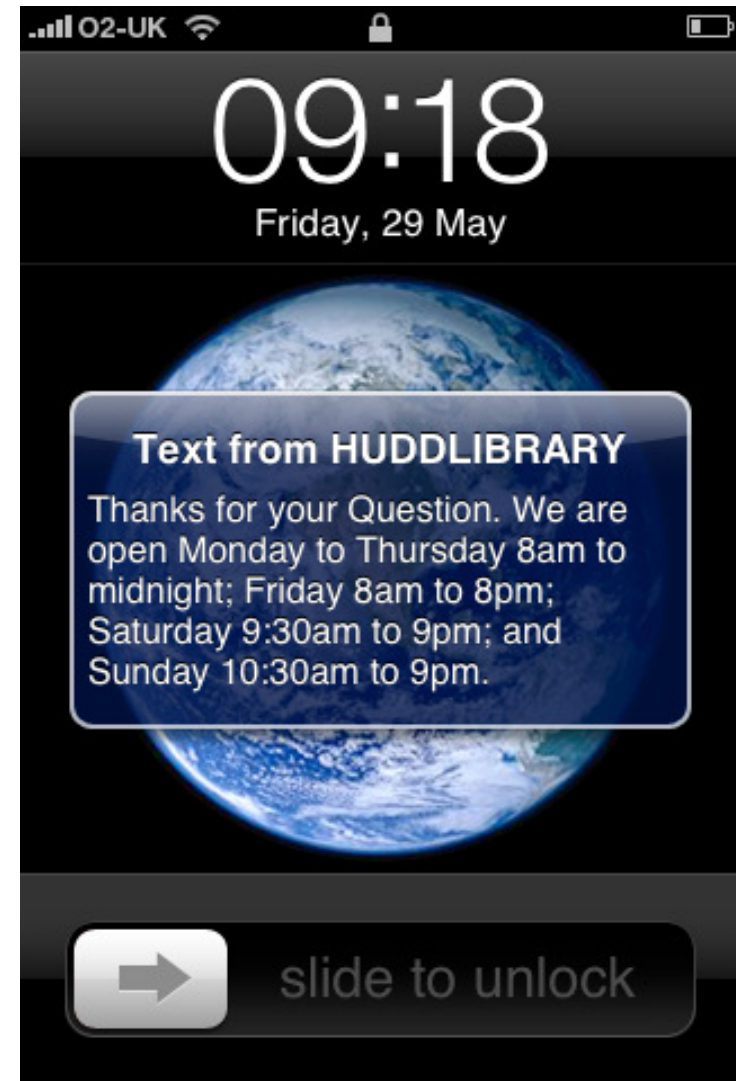


# Text messaging (SMS)



# First Challenge!

- If you don't accept SMS to your reference service, start doing so now!





# Join in with the social networks



**OrkneyLibrary**

Dear Twitter, why have you started telling us who to follow? We don't tell you which books to read. Oh well, we do sort of. As you were.

about 16 hours ago via web

Thanks to [@IanJTyrer](#) [@clanwilliam](#) for last-minute #ff s

12:47 AM Jul 31st via web

[@joergensendavid](#) Ah! Now your tweet makes more sense to me, thought I had missed another news story...

12:43 AM Jul 31st via web in reply to joergensendavid

Name Orkney Library  
Location Orkney  
Web <http://www.orkney...>

185 following 1,108 followers 81 listed

Tweets 1,482

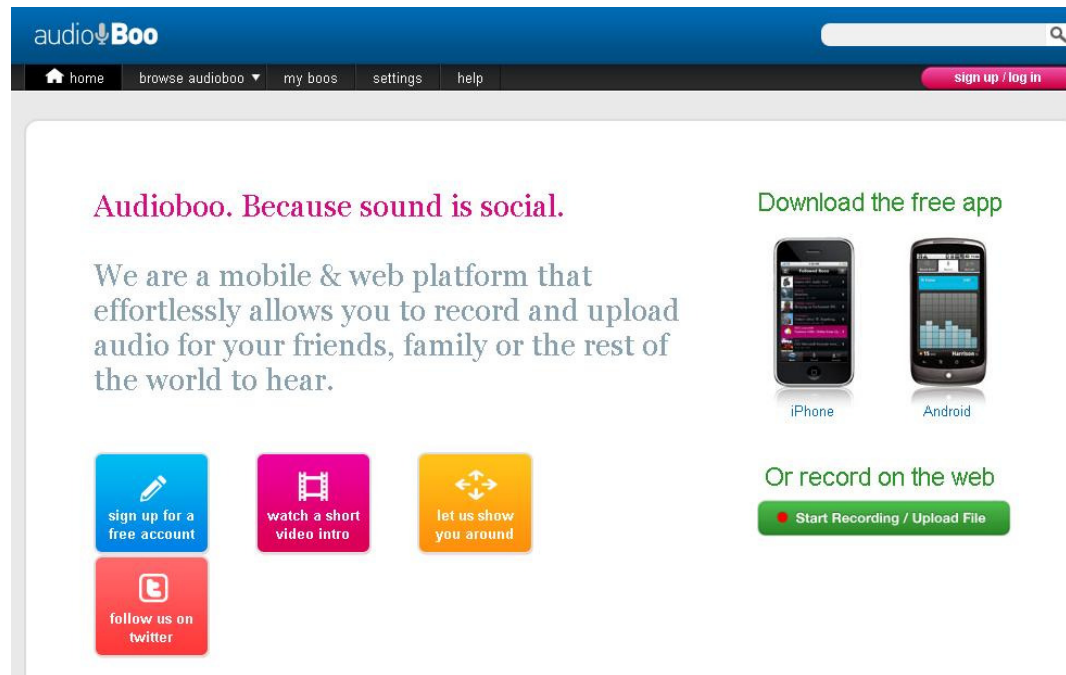
Favorites

Following

View all...



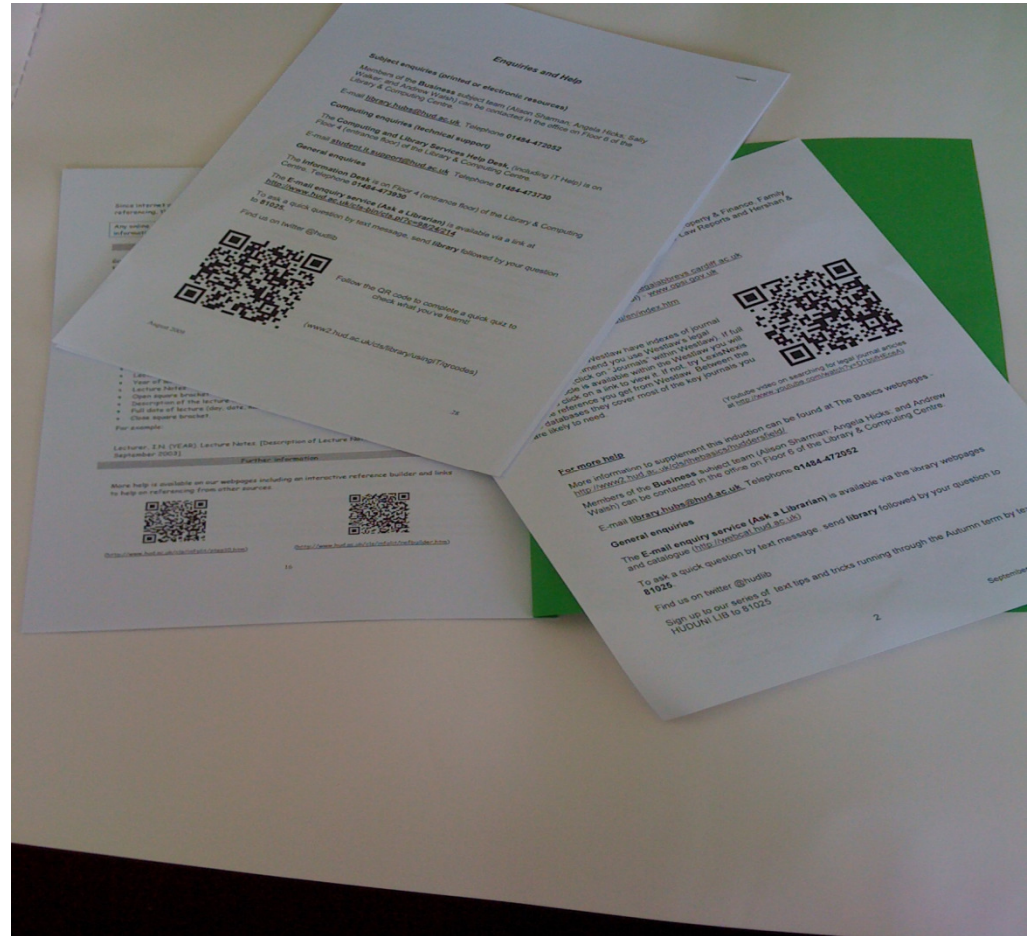
# Quick & dirty broadcasting?



The screenshot shows the Audioboo website homepage. At the top is a blue navigation bar with the Audioboo logo, a search bar, and links for home, browse audioboo, my boos, settings, and help. A pink 'sign up / log in' button is on the right. The main content area features the tagline 'Audioboo. Because sound is social.' and a description: 'We are a mobile & web platform that effortlessly allows you to record and upload audio for your friends, family or the rest of the world to hear.' To the right, there's a section for downloading the free app, showing iPhone and Android versions. Below this is a green button that says 'Start Recording / Upload File'. On the left, there are four colored buttons: 'sign up for a free account' (blue), 'watch a short video intro' (pink), 'let us show you around' (orange), and 'follow us on twitter' (red).



# QR Codes



# Mobiles know where they are...

Join foursquare to meet up with friends and discover new places!

You're near **Huddersfield**

## Library & Computing Centre

University of Huddersfield  
Huddersfield, Kirklees HD1 3DH  
On Twitter: [@@hudlib](#)

 Like

[Are you the manager of this business?](#)

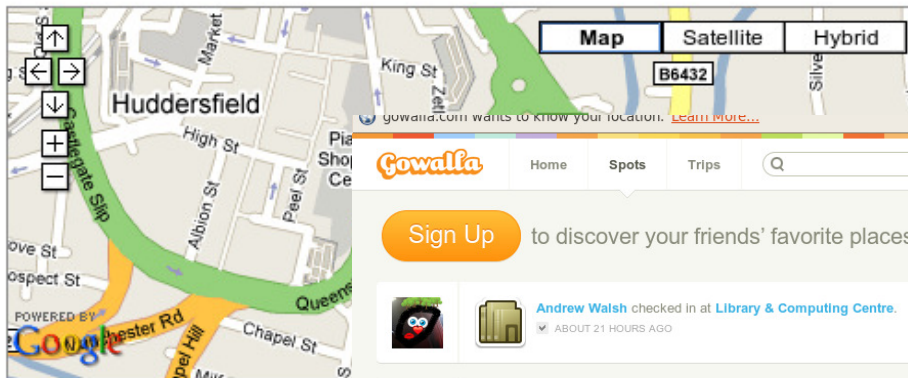
CHECKINS HERE

76

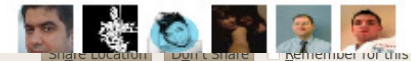
UNIQUE VISITORS

10

MAYOR



## WHO'S BEEN HERE



Sign Location Login Share Remember for this s

Have an account? Sign I

place this is.



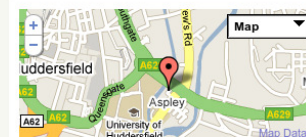
**Library & Computing Centre**

2 people 9 check-ins 1 photos

University of Huddersfield.

can expect to find

FROM THE TOP



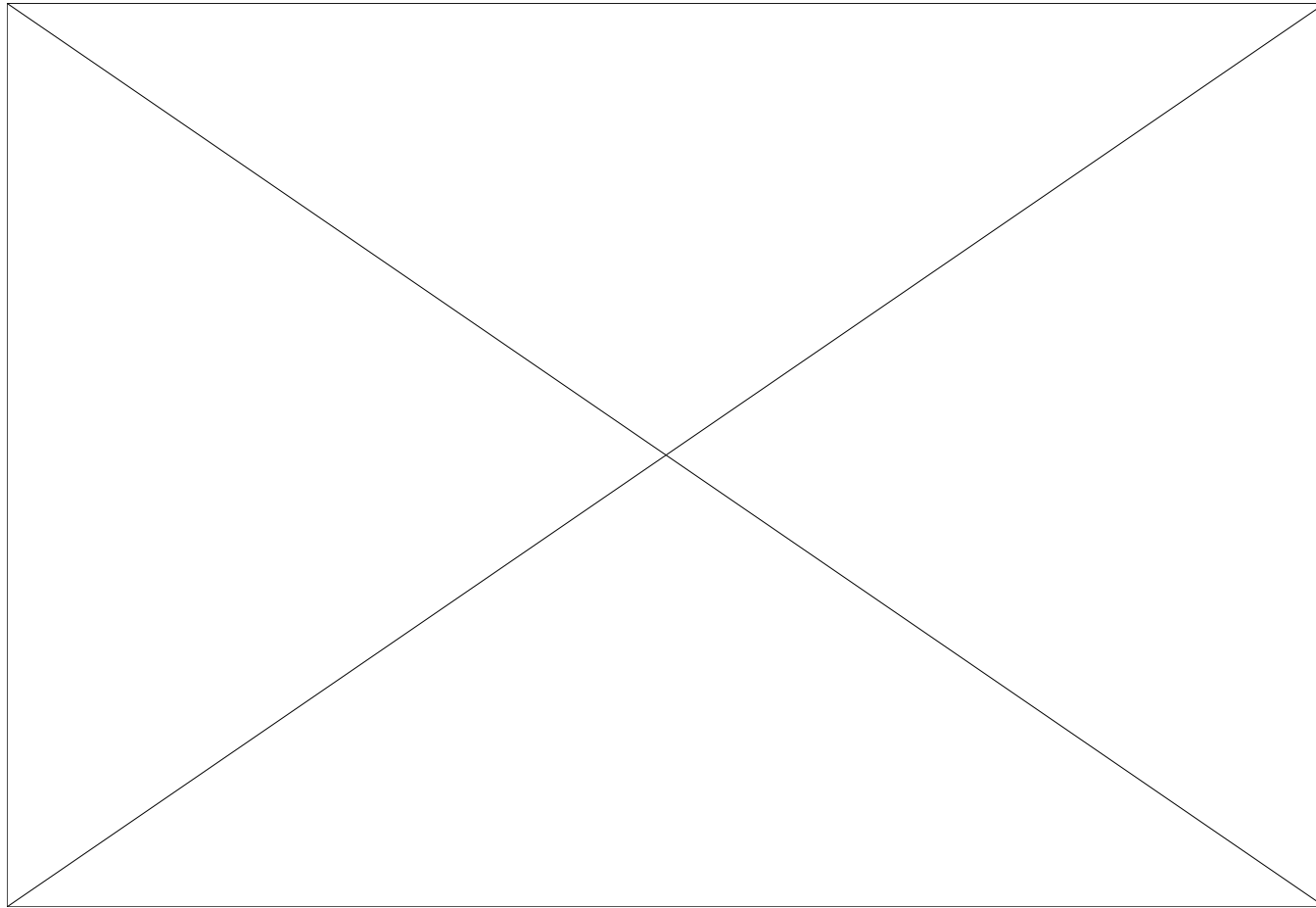


# Getting competitive?



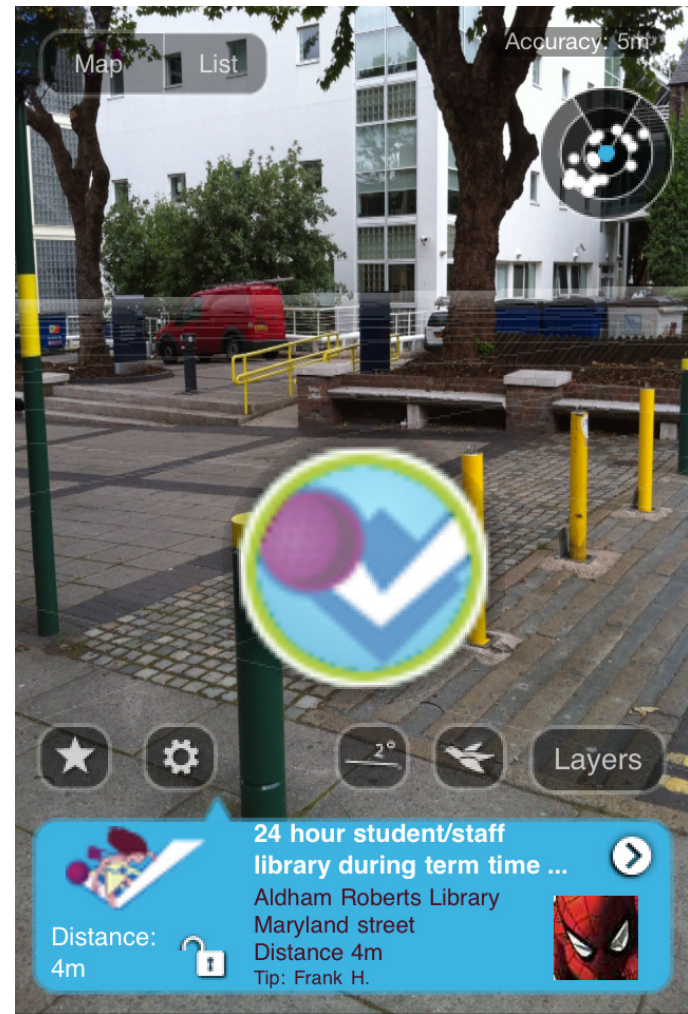


# Augmenting reality



# Second Challenge!

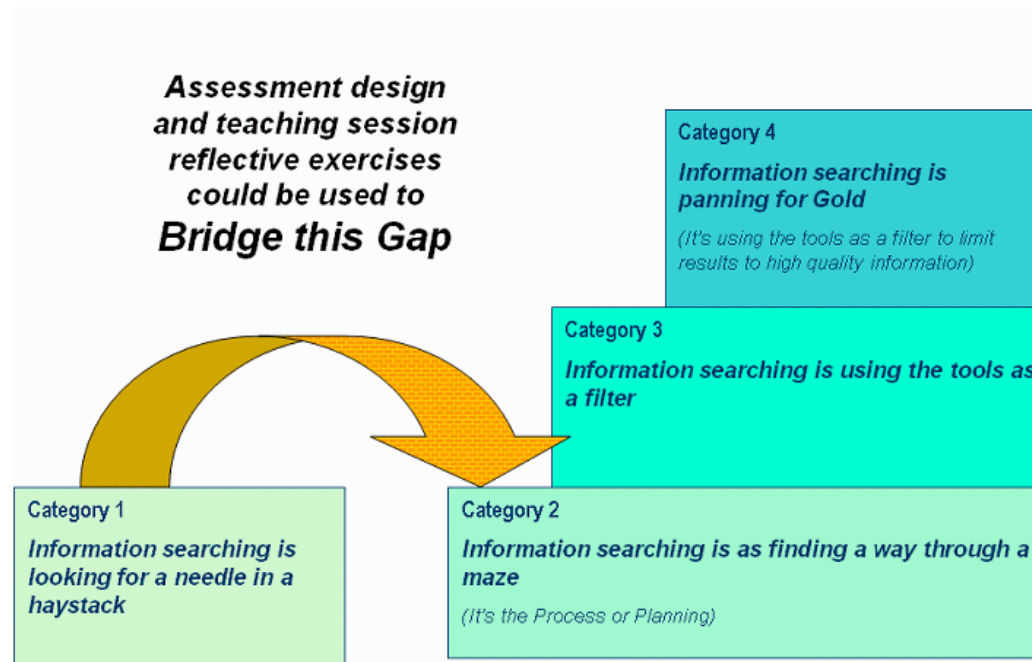
- Be radical. Think how AR could change your reference service and do something about it now.



# Information (mobile?) Literacy

- Colorado Standards for Information Literacy

- **OR:**

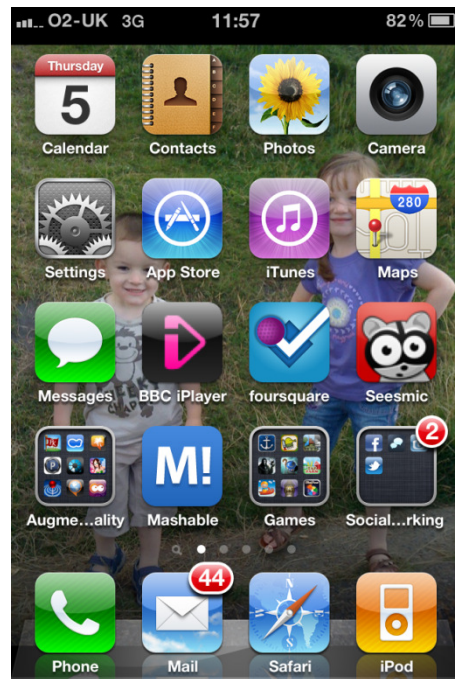


From: Edwards, S. (2009) *Panning for gold: Information Literacy and the net lenses model*. Auslib Press: Adelaide.

Mobile is different...

twitter™

facebook





# Last challenge!

Go from “NO mobiles allowed” to “Please switch to silent”.





## Flickr photos from...

- Mimika9
- Milica Sekulic
- Hugovk
- pj\_in\_oz
- Dave&Bry
- subtle\_sarcasm
- TDRI
- urban\_outlaw
- Nualabugeye
- Atoach
- reinholdbehringer/



# Thanks for listening

- Slides are at <http://eprints.hud.ac.uk/8235/>
- More stuff at <http://bit.ly/lilacAW>
- I'm at [a.p.walsh@hud.ac.uk](mailto:a.p.walsh@hud.ac.uk) **or**  
[@andywalsh999](https://twitter.com/andywalsh999) on Twitter