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Academic Librarianship: Changing Roles in the Digital Age

Yuhfen Diana H. Wu

San Jose State University, diana.wu@sjsu.edu

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Academic Librarianship: Changing Roles in the Digital Age

Yuhfen Diana Wu

dwu@email.sjsu.edu

Mengxiong Liu, Ph.D.

mliu@email.sjsu.edu

San Jose State University

ACRL Standards:

- **Determine the extent of information needed**
- **Access the needed information effectively and efficiently**
- **Evaluate information and its sources critically**

More Standards

- **Incorporate selected information into one's knowledge base**
- **Use information effectively to accomplish a specific purpose**
- **Understand the economic, legal, and social issues surrounding the use of information, and access and use information ethically and legally**

Changes in Responsibilities

	<u>Traditional</u>	<u>New/current</u>
Location:	reference desk	virtually anywhere in the world as long as users have access to the Internet
Interaction:	one-on-one, face-to-face, or over the phone	via electronic medium: email, digital reference services over the Internet
Timeframe:	when libraries are open	24x7 with global collaboration

Attitude:	passive as a facilitator	proactive as a teacher, a partner with the academic teaching faculty
Media:	print materials, stand-alone CD-ROM stations, commercial database, such as Dialog	Interactive World Wide Web stations and print materials

Electronic Reference Services

- Active Campuses:
 - Cornell, MIT, and Syracuse, UC Irvine
- Software Applications:
 - Anexa.com, ConferenceRoom, eGainLive, eGainVoice, eShare NetAgent, HumanClick, LiveAssistance, LiveHelper, LivePerson Chat, VirtualRef Desk, WebLine, and AOL Instant Messenger

Log-on Screen for Virtual Reference Desk



A Librarian's Interactive Screen

The screenshot shows a Microsoft Internet Explorer browser window titled "DeeDee - Microsoft Internet Explorer". The address bar is empty. The main content area displays a "Record for DeeDee" with the following sections:

- Category:** LSSI Training A
- Profile:**
 - Full Name: DeeDee
 - Email Address: dwu@email.sjsu.edu
 - Phone Number: 924-2799
 - Question: Just curious to test out how this service works?
- Previous Session:**
 - Full Name: diana wu
 - End Time: 2001-05-03 14:01:15
 - Call Resolution Code: [WCS-GONE](#)
 - Rep ID: shaman
 - [Get Full Transcript](#)
 - [Get All Previous Sessions](#)
- Tracking History:** There is no tracking history for this customer.

At the bottom of the page, there is an "Attendees" section with a table:

Name	Time	
DeeDee	1 min	■ B
Diana-SJSU	1 min	■

Below the table is a "Messages" section with a "Screens" tab selected. The message content is:

Diana-SJSU: It's an interactive real online reference service provided by experienced librarians free of charge.

^ NEWEST ^

Diana-SJSU: DeeDee, welcome to your QandAcafe reference session. I'm looking at your question right

There is also a "Suggestions" field and a "Send" button.

The Windows taskbar at the bottom shows the Start button and several open applications: Kunning..., Summer..., Referenc..., Session I..., Customer..., and DeeDe... The system clock shows 10:20 AM.

A Patron's Screen

Customer Entry - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print Discuss Dell Home

Address <http://www.virtualreference.net/virtual/training.html> Go Links

Virtual Reference Desk

These training sessions are for LSSI customers, if you want a demo of the Virtual Reference Desk click on Home, then click on Talk to a Librarian.

- Share Ref. Work**
Perhaps the best feature of the Virtual Reference Desk Software is all the other libraries using..
- Pos. Applications**
It is not hard to imagine the potential applications for this network....
- CDRS**
LSSI is developing.. in conjunction with the Collaborative Digital Reference Service..
- Virtual Ref. Net.**

Training Session A

Training Session B

Virtual Reference

Your representative will be with you shortly.
Please wait for a greeting.

Diana-SJSU: Most of the time if the question is straightward and doesn't require in-depth searches.

NEWEST

Rooster H.: Can I expect an instant answer?

Diana-SJSU: It's an interactive real time online reference service free of charge.

Diana-SJSU: Rooster H., welcome to your QandAcafe reference session. I'm looking at your question right now; it will just be a moment.

[Diana-SJSU - A representative is coming online...please wait.]

Respond and click the "Send" button

Send **End Call**

Done Internet


Start Kunning... Summer ... Referenc... Custom... Session I... Rooster ... 10:36 AM

****New Message** - Microsoft Internet Explorer**

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print Discuss Dell Home

Address <http://www.virtualreference.net/virtual/training.html> Go Links



Summer Session

- Open University
- Summer Session
- Winter Session
- Special Session
- Online Campus
- Corporate Training

Professional Development Continuing Education SJSU Campus Homepage

[Open University](#)
[Summer Session](#)
[Online Campus](#)
[Winter Session](#)
[Special Session](#)
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Virtual Reference
 Your representative will be with you shortly.
 Please wait for a greeting.

Diana-SJSU: I just sent you the SJSU summer session web page, how do you think?

^ NEWEST ^

Diana-SJSU: [Item sent - SummerSession]

Diana-SJSU: Take a look at the San Jose State University summer session via Continuing Education. I will send you the web page.

Rooster H.: I need some information about summer schools in Silicon Valley area.

Diana-SJSU: Most of the time if the question is straightward and doesn't require in-depth searches.

Rooster H.: Can I expect an instant answer?

Diana-SJSU: Yes, I can. Please be patient and I will respond as soon as possible.

Respond and click the "Send" button

Done

Start | Kunming... | Summer... | SummerS... | **New... | Session l... | Rooster... | Thursday, May 17, 2001 10:46 AM

More Interactive Screen

RQ825 - Microsoft Internet Explorer

Search 1,346,966,000 web pages

Google Search I'm Feeling Lucky

[Advanced Search](#)
[Preferences](#)

Google Web Directory
the web organized by topic

Do-it-yourself keyword advertising. [Google AdWords works.](#)

Attendees		Key RQ825	
Name	Time		
Diana-SJSU	0 min		■
Taylor	11685 min		■
- csr			

Diana-SJSU: , welcome to the Virtual Reference Service demonstration site. We are here to show you how virtual reference can work for your library. But we cannot answer specific reference questions. If you have a specific reference

Messages Screens Slideshows

Web Address or File
http://www.google.com/

Suggestions + | -
Google

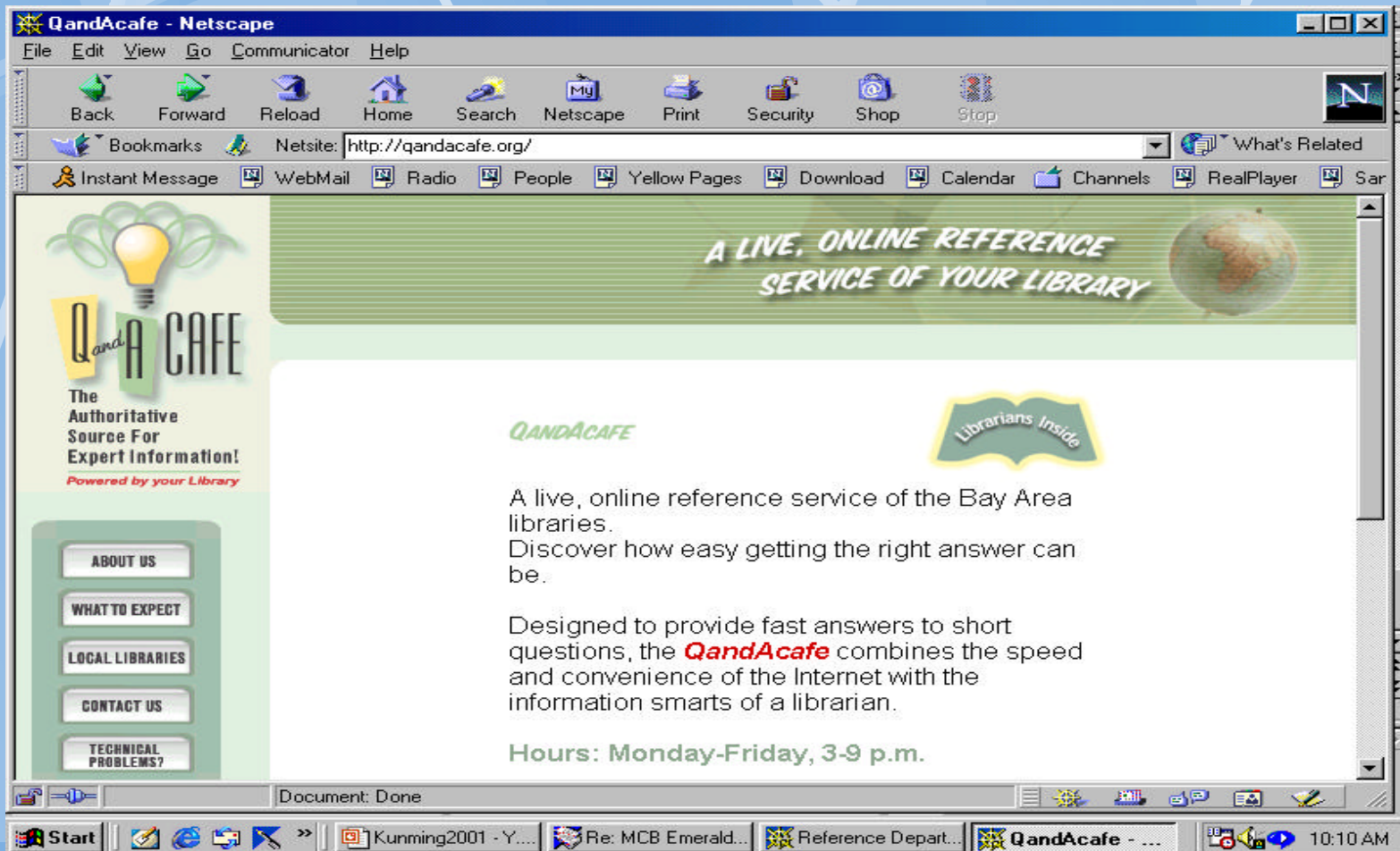
Start | Microsoft PowerPoint - [Lib... | Meetings - Microsoft Intern... | RQ825 - Microsoft Int... | 5:02 PM

A WWW page

Session Status

Exchanging message

Q&A Café Home Page



Challenges:

- Technology Impacts
- Staffing and Staff Training
- Privacy
- Intellectual Property
- Quality Control and Assessment
- Policies

Participation & Survival

- **Theme of LITA 2000 National Forum-
High Tech/High Touch: the Human
Aspects of Technology (Librarians)**
- **Collaboration with the Campus
Community - Teaching and Research
Faculty**

