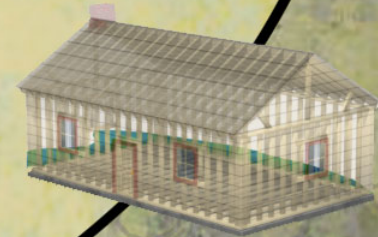
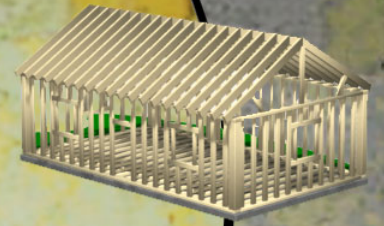
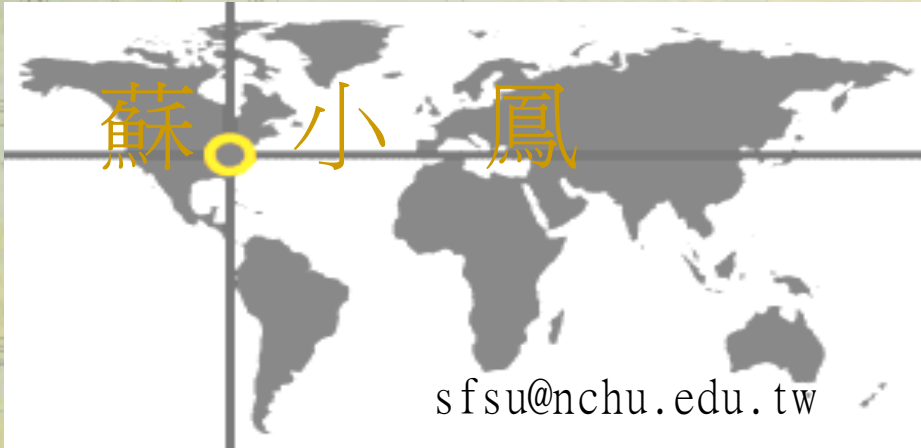


2.0 世代的數位參考服務



參考服務

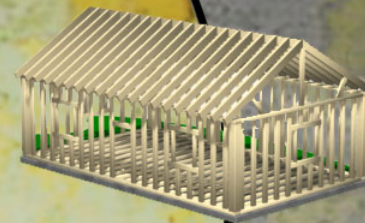


- 是圖書館服務中的主要角色
- 業務的社會屬性強，與讀者的互動性高
- To engage users
 - to involve somebody in an activity, or become involved or take part in an activity
 - 圖書館鑑於網路人口的增加，亦透過2.0工具將參考服務推置於網路社群中
 - 使用者間的參與、合作

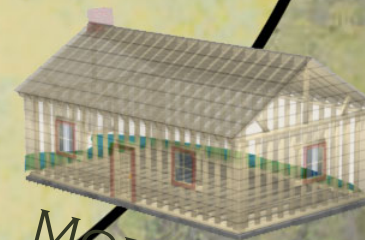


跟使用者訂婚?

BMW 數位參考服務



WIKI



MOBILE



BLOG



IM



Phoenix the Great (線上) ▾

<輸入個人訊息> ▾



尋找連絡人或號碼...

[按一下這裡了解音樂個人訊息的相關資訊](#)

【該】整個有沒有要讓我這麼震驚啊!!!! - 英文很重要!!!

> 研二或以上 (2)

▽ 圖資 (1)

Encarta® Instant Answers

▽ 類似永不下線的... (2)

灰熊--明年有瞞天過海3 史瑞克3 神鬼奇航3 蜘蛛人3

錯誤的爛好人讓我知道我錯了~老梁

▽ 離線 (18)

★陳儀珊 (張)_Shan~~ this much I know.... - 紅龍雞翅

13~~我也不知章節寫到哪...我只知道一起床就是論文最終版 - 一切都是夢

encarta@botmetro.net

Levi's 阿喵&老頭~ (18分02秒, 突破, 也付出了代價) - 佛心月~說好話, 做好事。

石岡圖書館歡迎您 - 石岡圖書館賀LaNew熊大敗中國隊

佑~宜鈴Happy Birthday

呂佳勳_alieclu@巧遇1/125

* 雨辰 - 微笑高棉/文學的路上是孤單的一個人

郁棠

娜娜進行式

高雄市立圖書館參考諮詢服務台

(*陳儀珊 (張)_Shan~~ this much I know.... - 紅龍雞翅 (離線)
<litshan@hotmail.com>
按一下滑鼠右鍵, 與此連絡人進行動作。

Windows Live 精美對杯
Xbox 360 等你來拿!!

數位參考服務定義

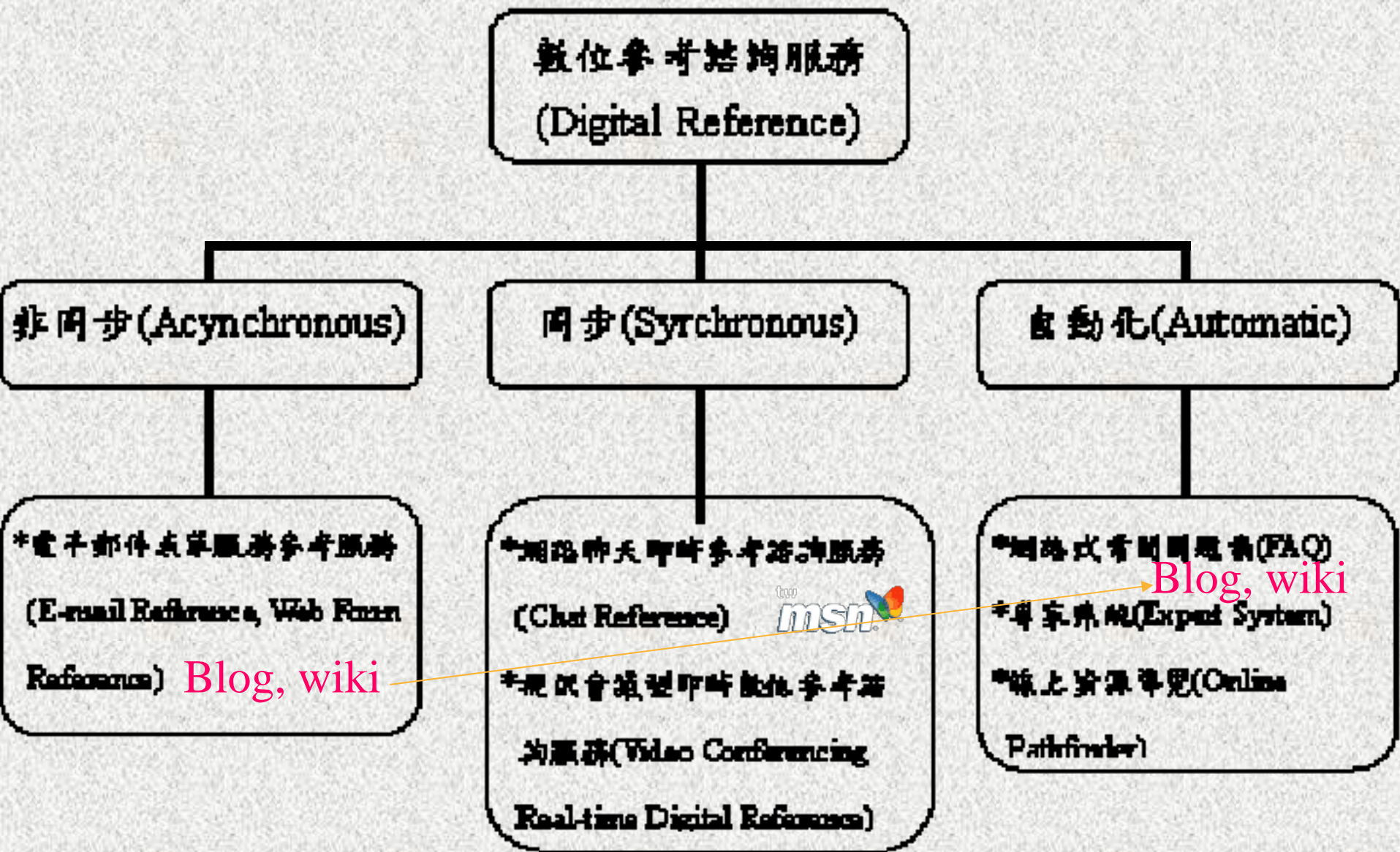
- 蘇子定義

- 資訊專業人員利用網際網路與不在館員面前的使用者進行資訊需求諮商並立即傳遞解答或文獻的一種服務

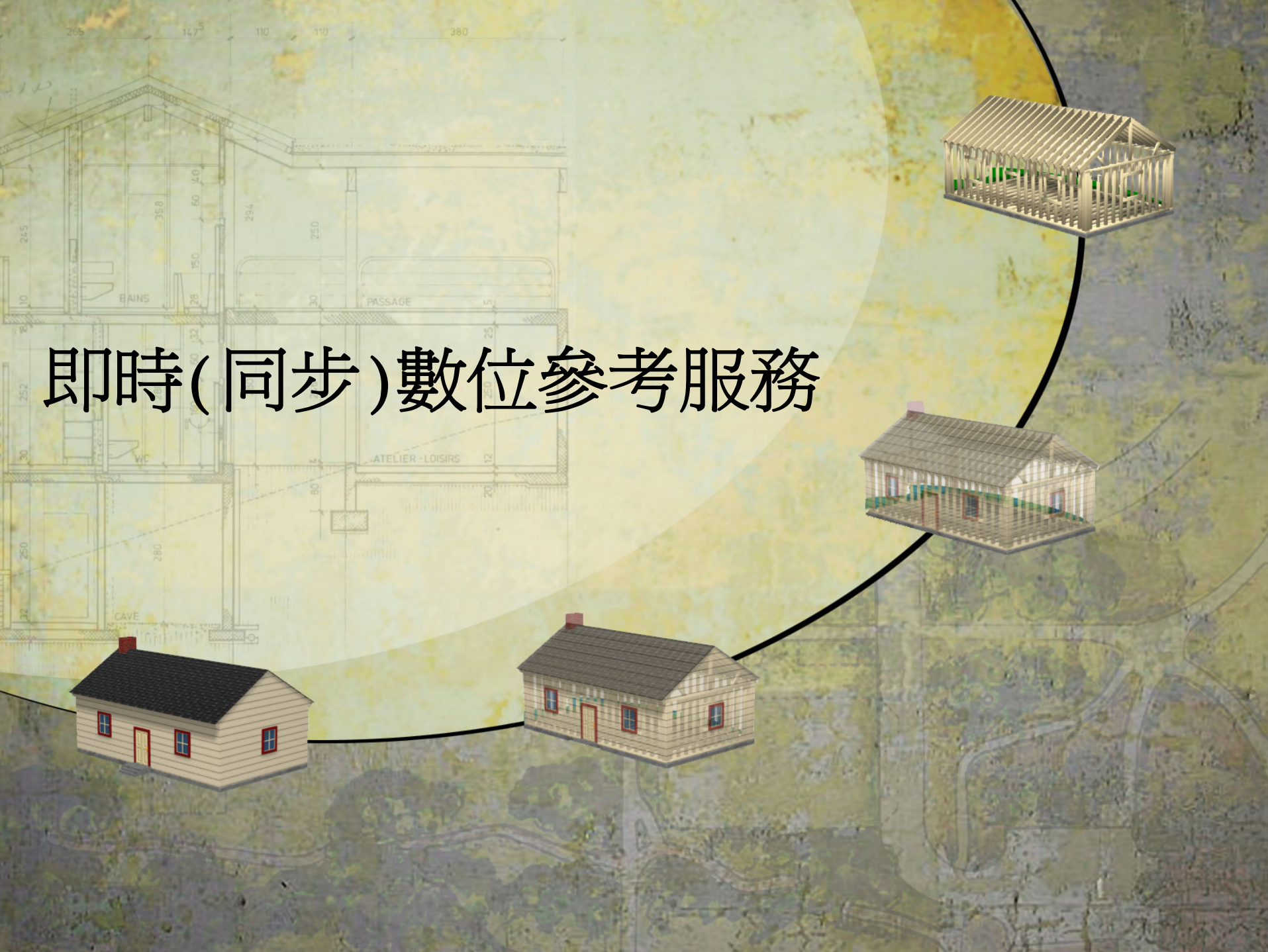
「不在面前的使用者」指的是諮詢當時無法與館員面對面溝通的使用者，使用者也許遠在地球的另一端、在家、在辦公室或校園中研究室，也或許就在圖書館的某一部電腦前



數位參考服務型式



即時(同步)數位參考服務



IM 即時通訊 1 or 2

- Instant messaging

- Farkas, M. (2006). Libraries using IM reference. *Library Success: A Best Practices Wiki*

http://www.libsuccess.org/index.php?title=Libraries_Using_IM_Reference#California



- Stephen 主張圖書館的即時數位參考服務應該利用使用者

已經每天都在利用的IM管道[2006]

- 讓使用者

- 對版面設置及操作有熟悉感
- 不必眾裡尋他千百度(頁面層次)

- 圖書館

- 有四成五的學生(45.98%)表示會因為IM參考諮詢服務的開辦而減少利用包含面對面等其它方式去詢問問題



66% IM > email

Aged 18-21



Services

Get Answers Now

CHAT WITH A LIBRARIAN

Ask a Librarian LIVE

does not require IM account, works in web browser

OR

IM a Librarian

add **ncstatelib** to your buddy list



AIM

Web access: [AIM Express](#)



Google Talk

Web access: [Gmail](#)



MSN Messenger

Web access: [MSN Web Messenger](#)



Yahoo Messenger

Web access: [Yahoo Web Messenger](#)

ncstatelib

ncstatelib@gmail.com
(NOT monitored for emails)

ncstatelib@hotmail.com
(NOT monitored for emails)

ncstatelib

Current status



Regular hours

Mon-Thu: 9:00 a.m. - Midnight

Fri: 9:00 a.m. - 5:00 p.m.

Sat: 1:00 p.m. - 5:00 p.m.

Sun: 1:00 p.m. - Midnight

一制性的名稱

Messenger

Phoenix the Great (線上) ▾

跑步真的不能穿拖鞋，會飛! ▾

☰ (1) 分享空間(S) MSN 今日焦點(Y)

按一下這裡了解客戶經驗改進計畫的相關資訊

新增連絡人(O)

2 指導學生

在此群組裡的人都不在線上

3 畢業學生 (1)

jane~呷七碗讓我對滿月油飯幻滅還是台南的好吃~

4 朋友 (2)

ronda..親愛的大家要保重,生病的,茫然的,想放假的,在匪區的,忙功課的.....都要照顧好自己!!!!....

Wanlin..比爾蓋茲：「培養出我今日成就的，是我家鄉的一個小圖書館。」

6 新生

在此群組裡的人都不在線上

研二或以上 (2)

Grace..Angkor Wat●**◎+ * 是不是要拜一下文昌廟呢? 但文昌君懂統計學嗎..> <"...

看神劍闖江湖的日子,我也很想念~To Be Myself Completely~
為名為利

圖資 (3)

Encarta® Instant Answers

石岡圖書館歡迎您
石岡圖書館賀洲際杯賽擊第三名

高雄市立圖書館參考諮詢服務台 (離開)

類似永不下線的... (2)

捐款3000元
送您小豬存摺



桌面大戰









- 舊版

- <http://www.pconline.com.cn/pcedu/carton/xp/10212/other/iconstory.swf>

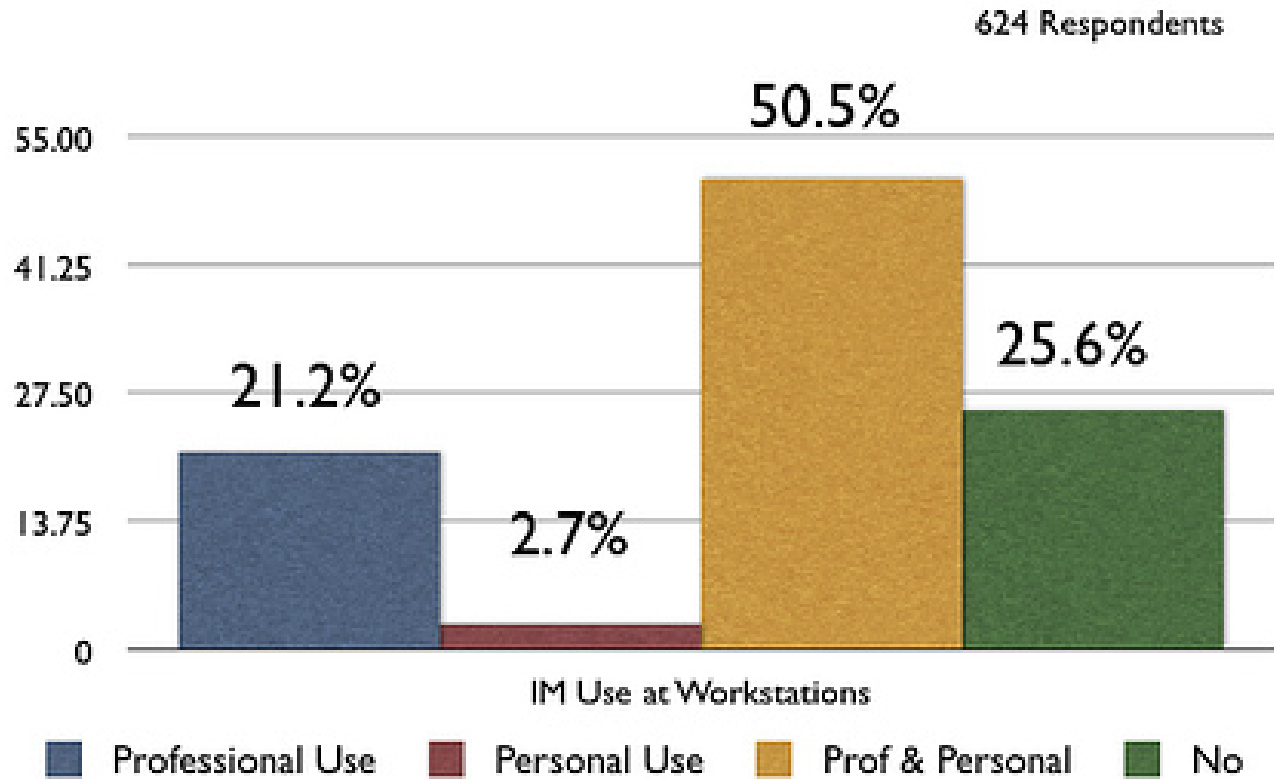
- 新版

- <http://eazieatinternet.blogspot.com/2006/12/flash.html>

IM vs. Chat 十項比較

| | Chat | IM |
|----------------------|-----------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| Speed of Connection | |  |
| Cost | |  |
| Cooperation |  | |
| Training | |  |
| Target Market | | |
| Software | | |
| Features |  | |
| Computer Requirement | |  |
| Privacy | ?  | |
| Community | |  |

Are library staff allowed to use IM at their work computers?



2004年時便有至少一千一百萬人在工作中運用IM，且肯定它可促進生產力及辦公室間合作。

[Shiu and Lenhart, 2004, p. 2]

http://tametheweb.com/2006/03/librarian_how_do_you_im_a_ttw.html

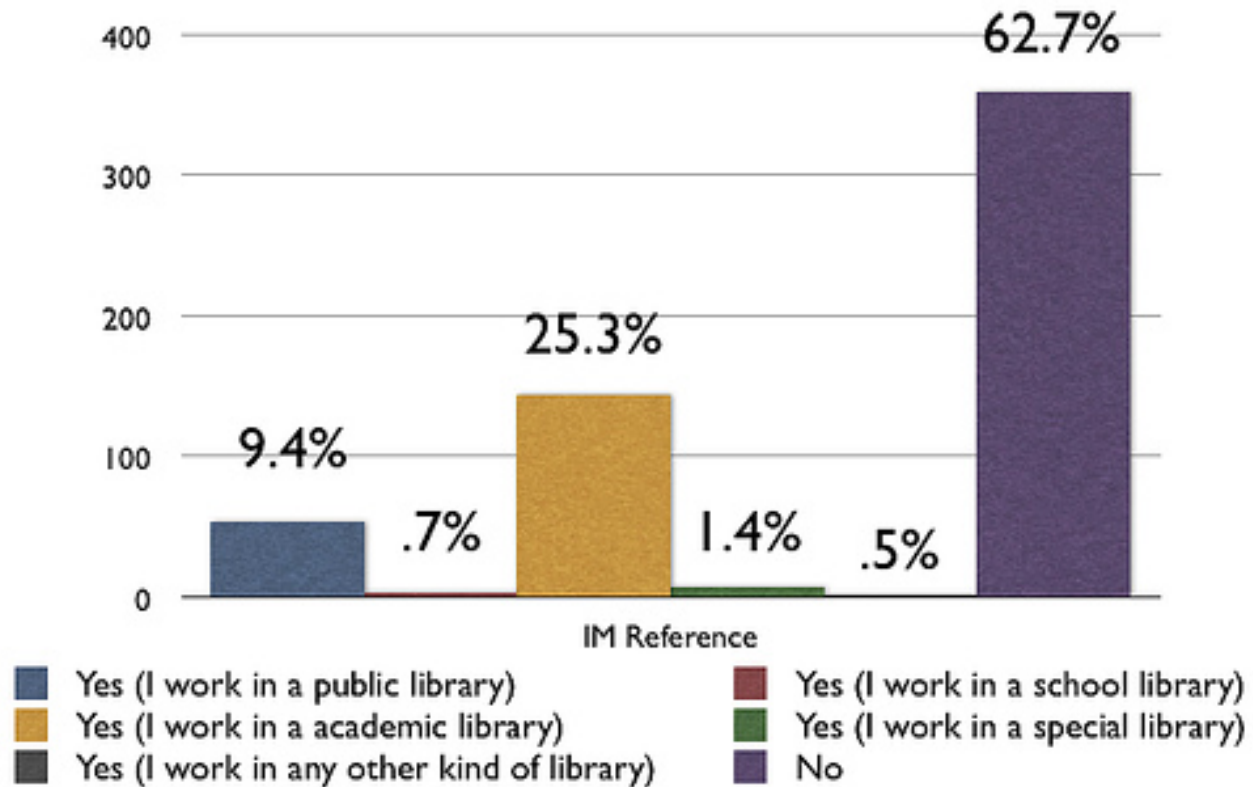
中午不再雞腿滿天飛



Also, chat!

Does the library where you work use IM for reference and outreach?

574 responses

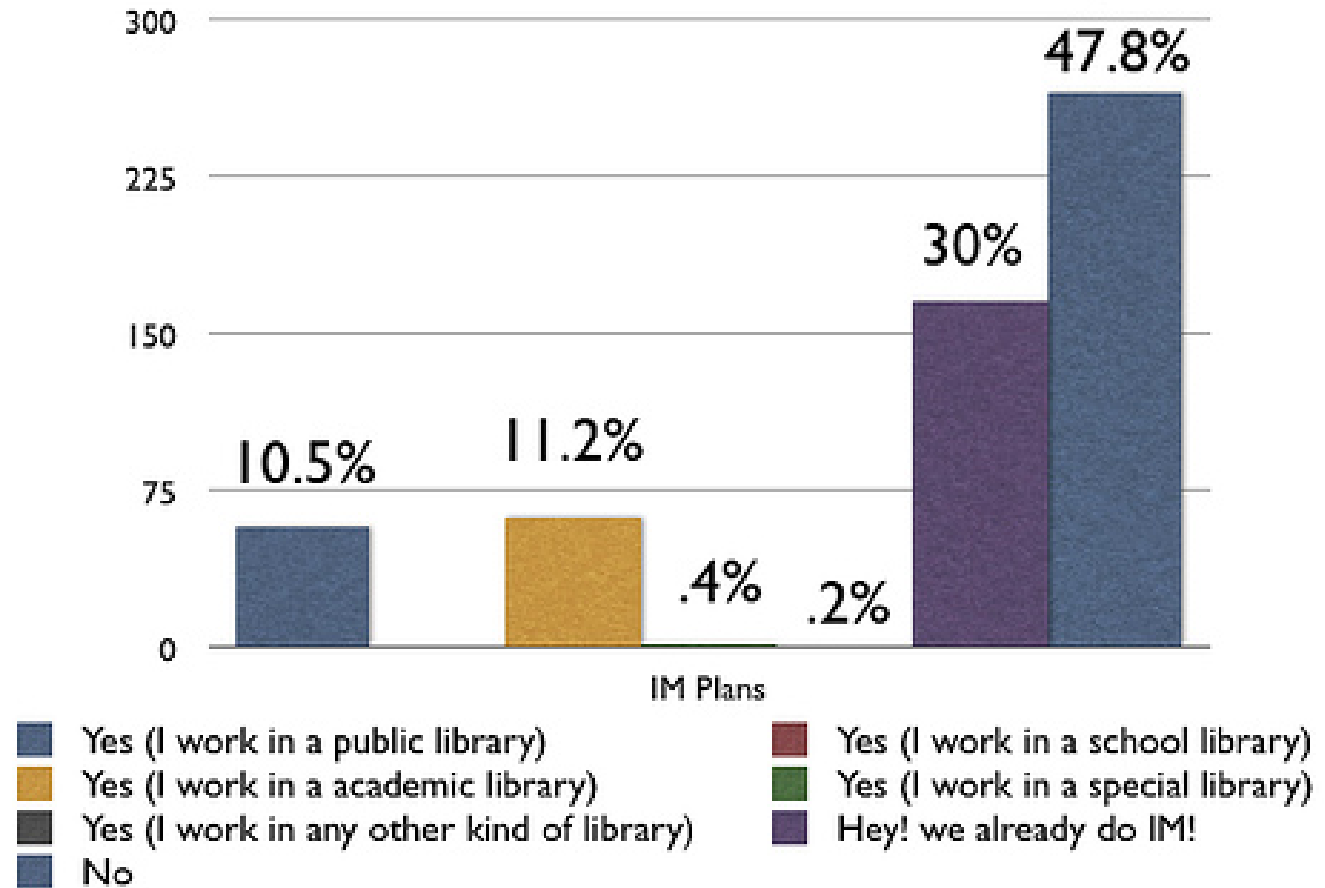


IM可以讓身處異地（分館、他館）的館員能快速地彼此聯繫、協助，並互留訊息在最顯眼的工作螢幕上。

加入使用者間的參與、合作，以波音公司圖書館為例。

Does the library where you work have plans to launch IM for reference and outreach?

554 Respondents



- 人們花在Internet上的時間越多，就會越形減少與真實世界人們的接觸[O'Tool, 2000]
- QuestionPoint即將推出結合IM與chat的介面[Hutchison, 2006]

資訊安全與加入人數限制

- EIM
 - Open protocol XMPP or SIMPLE
 - 比較: <http://www.jabber.org/protocol/xmpp-simple.shtml>
 - EIM interface with PIM

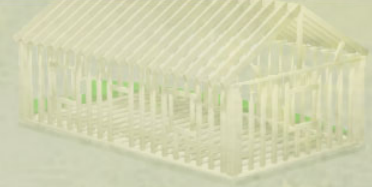
Enterprise IM products

can do everything our current VR software does ?

- Wildfire
the server <http://www.jivesoftware.com/products/im/>
Features <http://www.jivesoftware.com/products/wildfire/features.jsp>
- FastPath <http://www.jivesoftware.com/products/fastpath/>
manages queueing
- Spark <<http://www.jivesoftware.com/products/spark/>>
(the agent/librarian/employee client)

沙里紅巴

- 有錢的老爺 proprietary chat + EIM
- 沒錢的老爺 consortium / EIM
- 極沒錢的老爺 PIM



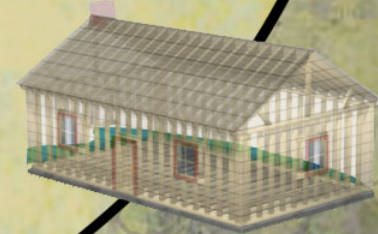
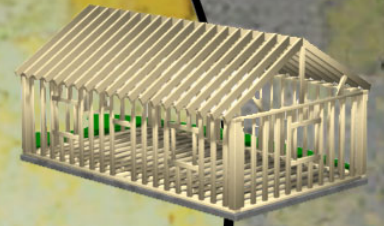
非同步數位參考服務



網路社群問答服務



圖書館參與式參考服務



Web 2.0與非同步社群問答服務



~~YAHOO! ANSWERS~~

~~Google
Answers~~

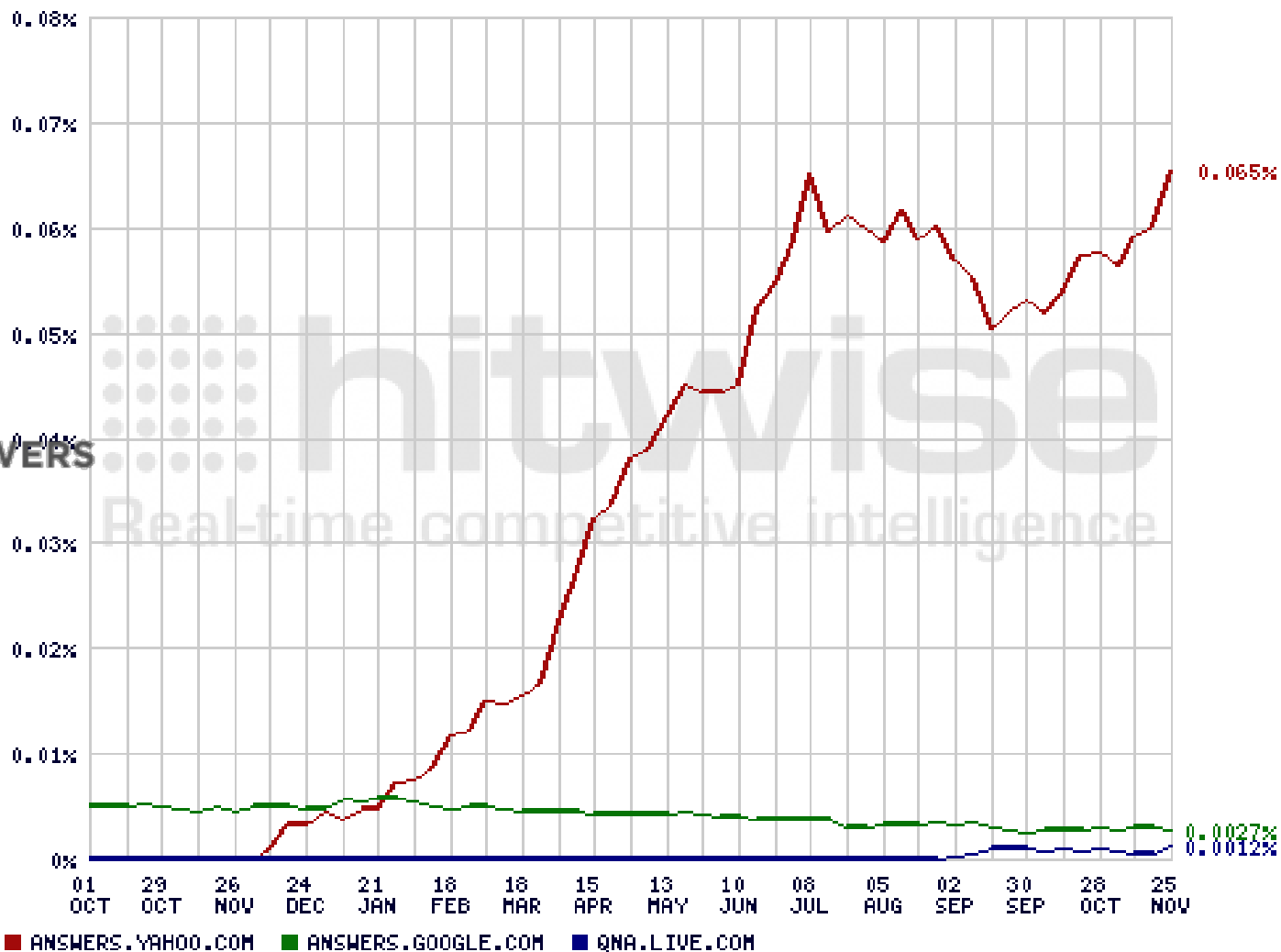


CHART OF THE WEEKLY ALL SITES MARKET SHARE IN 'ALL CATEGORIES', BASED ON VISITS.
TIME PERIODS REPRESENTED WITH BROKEN LINES INDICATE INSUFFICIENT DATA.
GENERATED ON: 11/29/2006. COPYRIGHT 2006 (C) 'HITWISE PTY LTD'.

Winning factors: free or amateur? 「值得信賴的社群」



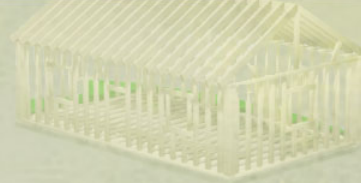
Authority in the age of the amateur


by Kroski

- In this era of Web 2.0, we are looking to each other for news, recommendations, and advice instead of the proverbial “expert”. It is this proletarian nature of the blog that lends itself to the current atmosphere of trust in one’s peers. We want to be involved; we want to write our own story. Blogs are opinionated, personal, amateur, and sometimes anonymous, but may still serve as a valuable research resource. As with any new publishing outlet, measures of value need to be customized in order to judge information quality and recommendation methods should be adapted to disseminate it.

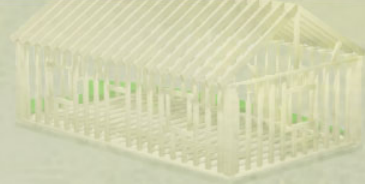


US?



- 生活類問題佔1/3
- 國內大學生使用Yahoo!奇摩知識+的情形普遍
 - 僅有10.07%的學生願意或認為適合透過圖書館參考服務館員尋求生活相關議題的資訊 
 - 大學生在知識+中發問的第一大原因為「課業上的需要」、其次才是「生活上的疑難雜症需要有人提供答案」
- 假如...於Google搜尋引擎與Yahoo奇摩知識+之間擇一
- 經驗的分享





• 致使學生不向館員提問的理由

| | | |
|---------------------|-------|---|
| 不知道圖書館願意讓我問問題或幫我找資料 | 27.60 | % |
| 要走很久才到圖書館，不方便 | 27.38 | % |
| 館員好像很忙，沒空理我的樣子 | 20.81 | % |
| 館員也不會知道答案 | 19.91 | % |
| 館員不直接給我答案要我自己去找 | 16.29 | % |
| 館員長板著臉不會笑 | 14.48 | % |
| 館員的解說沒有用 | 10.18 | % |
| 我會害羞 | 9.50 | % |
| 館員態度口氣不好 | 9.50 | % |



Blog & Wiki Reference

- Web 2.0 Featuring:
 - Openness
 - Conversation
 - Participation
 - Good for external use
 - Asynchronous digital reference 完整 週延、、另類
 - FAQ → PAQ
 - user complaint?
 - Subject guides /SDI
 - 12" Wafer or Waffle
 - Flip chip or coin
 - Good for internal use
 - Reference transaction review
 - Incident reports
 - Sci Li Ref Blog
- Science Library, Loyola University. Sci Li Ref.
<http://sciref.blogspot.com/>

Run counter to the tradition of library reference?



與參考服務傳統相衝突

- 以部落格為參考服務平台
 - 形式:1:1 →m:1
 - 專業 P →+ ParaP → +the general public
 - 轉介 [Pomerantz and Stutzman, 2006] ◦



STUMPERS

FINDING ANSWERS SINCE 19

ABOUT STUMPERS

The Stumpers list is a place for librarians (and others) to discuss reference questions which they are unable to answer using available resources, including the Internet and local interlibrary loan capabilities.

This site contains information about the list, including how to subscribe to the list, how to send questions to the list, frequently asked questions from and about the list, and some links to list-related resources in other places.



©1995, 1996, 1997, 2002, 2003 *Dominican University*

- ABOUT STUMPER**
- SUBSCRIBING AND UNSUBSCRIBING**
- WHAT TO POST AND HOW TO POST**
- FREQUENTLY ASKED QUESTIONS ABOUT STUMPERS**
- FREQUENTLY ASKED QUESTIONS FROM STUMPERS**
- SEARCH THE LIST ARCHIVES**
- WELCOME MESSA**
- HISTORY**
- FURTHER INFORMATION**

Trac is back, better than ever

The trac service is back, running nice and snappy on its new postgresql backend.

Big thanks to John and Jon (and of course me, John) for making this happen.

POSTED BY JOHN ON 11.21.06 @ 11:16 PM 3 COMMENTS

Lyceum svn and trac services going offline tonight

We are upgrading and tricking out our trac and svn systems tonight, so they will be going offline starting around 9:30 pm US Eastern time, and coming online many hours later in the dead of the night.

POSTED BY JOHN ON 11.20.06 @ 8:35 PM 0 COMMENTS

What CRUD capabilities do you want in Lyceum?



Mega-blog

Lyceum is a multi-blog derivative of WordPress, suitable for installations with 2 or 200,000 blogs!

RSS

SEARCH

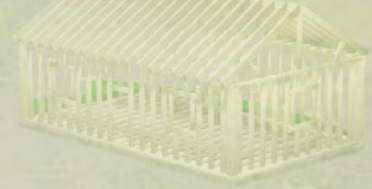
GO

ARCHIVES

- November 2006
- October 2006
- September 2006
- August 2006
- July 2006
- June 2006
- May 2006
- April 2006

- 參考須知活頁“手”冊

- A handbook that is not for your hand



謝謝聆聽，敬請指教

謝謝聆聽，敬請指教

