

Librarian Impressions



CONAN THE LIBRARIAN

"What is best in life?"
"To shush the noisy. To see them driving home.
And to hear the silence of the library."

Sara Seely & Amy Vecchione



Librarian Lays Down The Law







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Syvälistä syksyä

Gunilla Heinonen, 53
erikirkkotoimittaja

Kitty Rönkäberg, 30
pedagoginen informaatikko

Vilho Halla, 35
informaatikko

Heinonen on kirjasto- ja kirkkotoimittaja. Hän on työskennellyt kirkko- ja kirjasto- ja kirkkotoimittajana. Hän on työskennellyt kirkko- ja kirjasto- ja kirkkotoimittajana.

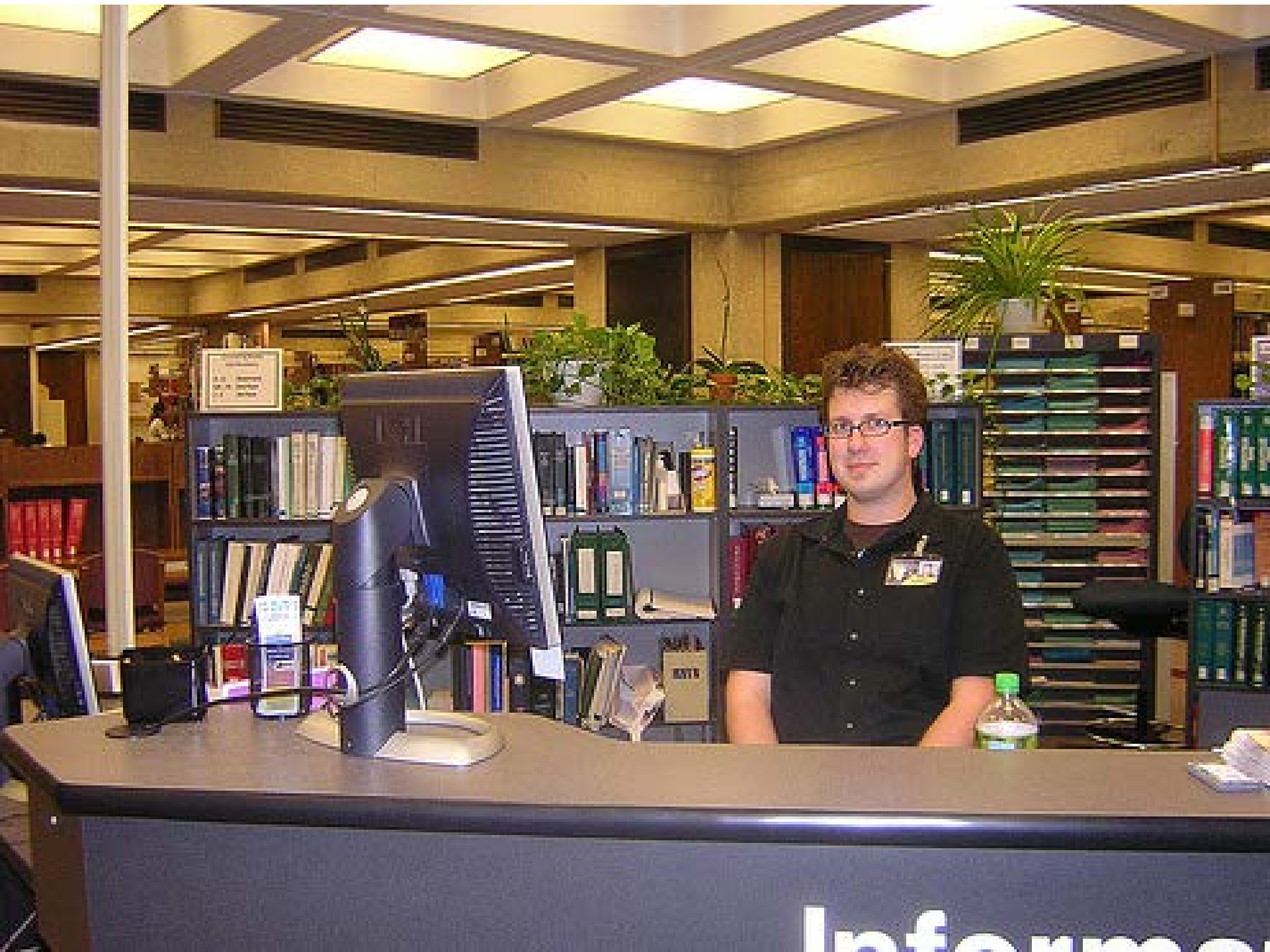
Rönkäberg on pedagoginen informaatikko. Hän on työskennellyt pedagogisena informaatikkona. Hän on työskennellyt pedagogisena informaatikkona.

Halla on informaatikko. Hän on työskennellyt informaatikkona. Hän on työskennellyt informaatikkona.

kirjastossa



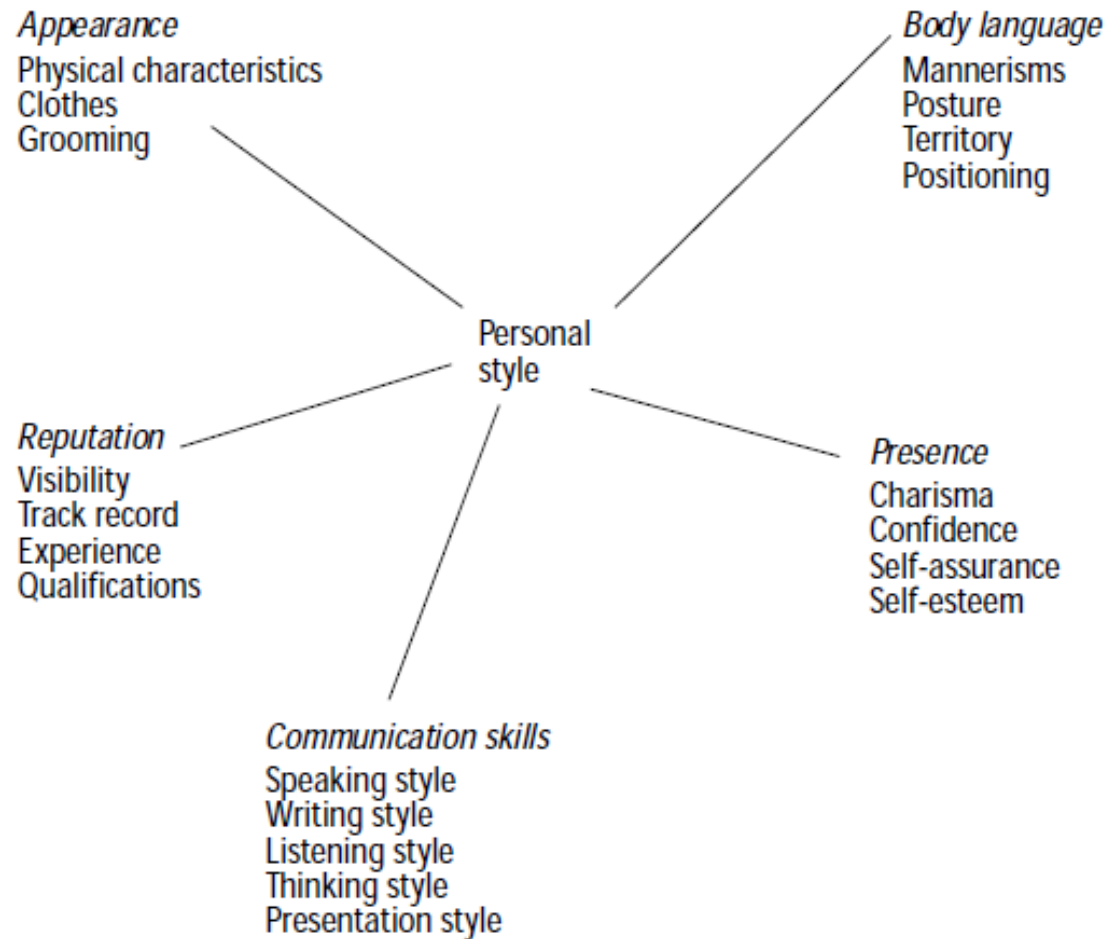




Inform



Figure 1 The linked elements of personal style



**How do I
come across?**

**How do I
want to
present
myself?**

**What do I
decide?**

**How do I
sound?**

**How do I
behave?**



How do I want to present myself to my customers? Draw an image of the librarian you think would be ideal combining the elements from the last question on your handout.



First impressions count.

Judgments about such things as likeability, trustworthiness, and competence are made after 100-Ms of exposure. Increased exposure leads to confidence in initial judgment. (Willis & Todorov, 2006)

**60% of all meanings are
communicated non-verbally
(Radford, 1998).**

“Eye contact was the most frequently mentioned behavior that signaled to the user that the librarian was approachable.” (Radford, 1998).

A librarian's first impression of a patron can affect our ability to help them. For example, the more mental categories we have for the types of customers we serve, the better the chance we can connect with them in a helpful ways (Evans, Kleine, Landry & Crosby, 2000).

Evans, K.R., Kleine, R.E., Landry, T.D. & Crosby, L.A. (2000). How first impressions of a customer impact effectiveness in an initial sales encounter. *Journal of the Academy of Marketing Science* (28)4, 512-526.

Radford, M.L. (1998). Approach of avoidance? The role of nonverbal communication in the academic library user's decision to initiate a reference encounter. *Library Trends*(46)4, 699-717.

Sampson, E. (1995). First impressions: the power of personal style. *Library Management* (16)(4), 25-28.

Willis, J. & Todorov, A. (2006). First impressions: Making up your mind after a 100-Ms exposure to a face. *Psychological Science*, 17(7), 592-598.

Thanks!

Amy Vecchione, amyvecchione@boisestate.edu

Sara Seely, saraseely@boisestate.edu