

**University of Wisconsin-Madison**

---

**From the Selected Works of Doug Way**

---

November 6, 2009

## Good Enough: The New Face of Reference

Doug Way, *Grand Valley State University*

Colleen Lyon, *Grand Valley State University*



Available at: [https://works.bepress.com/doug\\_way/8/](https://works.bepress.com/doug_way/8/)

# GOOD ENOUGH: THE NEW FACE OF REFERENCE

DOUG WAY AND COLLEEN LYON  
GRAND VALLEY STATE UNIVERSITY LIBRARIES



# ABOUT GVSU



<http://www.flickr.com/photos/paulcalypse/224948683/sizes/l/>

# **ANALYSIS OF REFERENCE TRANSACTIONS**

# LIBSTATS

<b>Location</b>	<b>Patron Type</b>	<b>Question Type</b>	<b>Time Spent</b>	<b>Question Format</b>	<b>Initials</b>	<b>Backdate</b>
Zumberge-REF Zumberge-CIRC Steel-REF Steel-CIRC Frey-290	Student Fac/Staff Community GRBA	Directional Reference Technical Courtesy	0-5 minutes 5-15 minutes 15 min+ 30 min+ 1 hour	Chat/IM Consultation Email Phone Walk-Up	CL	

### Question

**Answer**

Save Question / Answer

Last question added from this computer at 10/12 1:11 PM

Go to page: Previous 1 [2](#) [3](#) ... [335](#) [336](#) [337](#) [Next](#)

Show 50 ▼

questions per page

Go

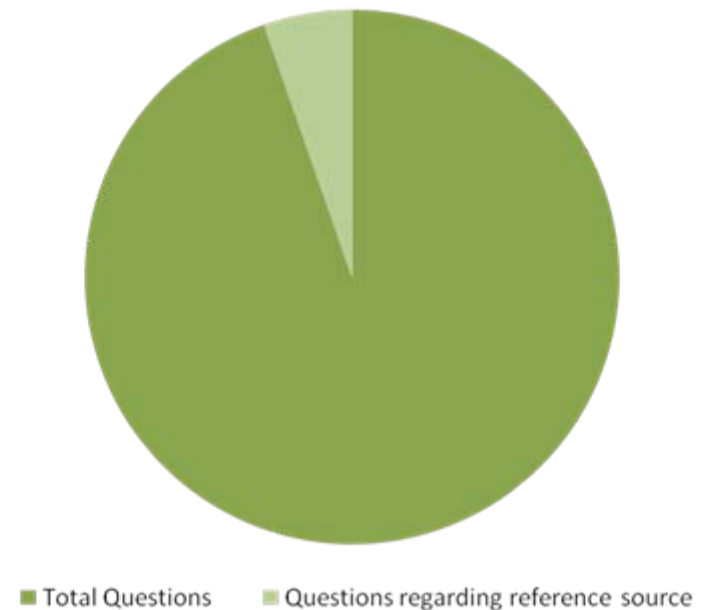
<a href="#">18222</a>	Student	Reference 0-5 minutes	Walk-Up	Zumberge-REF	Q: Where would I find the Call number HN ... A: On the second floor	10/15/2009 4:11 PM	KS
<a href="#">18221</a>	Student	Reference 0-5 minutes	Walk-Up	Zumberge-REF	Q: Is there anywhere in here that I can break a five? A: Yes at the circulation desk.	10/15/2009 4:07 PM	KS
<a href="#">18220</a>	Student	Reference 0-5 minutes	Walk-Up	Zumberge-REF	Q: I need help finding books on police liability A: Looked up some in the catalog with a keyword search.	10/15/2009 4:06 PM	KS
<a href="#">18219</a>	Student	Reference 5-15 minutes	Walk-Up	Zumberge-REF	Q: I requested through Doc Del but they canceled it because you guys own it. Can you help me find it? A: He gave the wrong title at first so after talking to to Vicki, I located the right title.	10/15/2009 3:45 PM	KS
					Q: (3:28:29 PM) gvsulibraries entered the room. (3:28:29 PM) Guest_AE64F9C7 entered the room. (3:28:40 PM) Guest_AE64F9C7: hello? (3:28:40 PM) gvsulibraries: How can we help you? (3:29:03 PM) Guest_AE64F9C7: hey there, im doing a bibliography for a history class and I am having trouble finding sources and how to cite them correctly (3:30:35 PM)		

# REFERENCE TRANSACTION ANALYSIS

**WINTER SEMESTER - 2009**

TOTAL QUESTIONS:  
**4407**

QUESTIONS RELATED  
TO A REFERENCE  
SOURCE: **249**



# REFERENCE SOURCE QUESTIONS

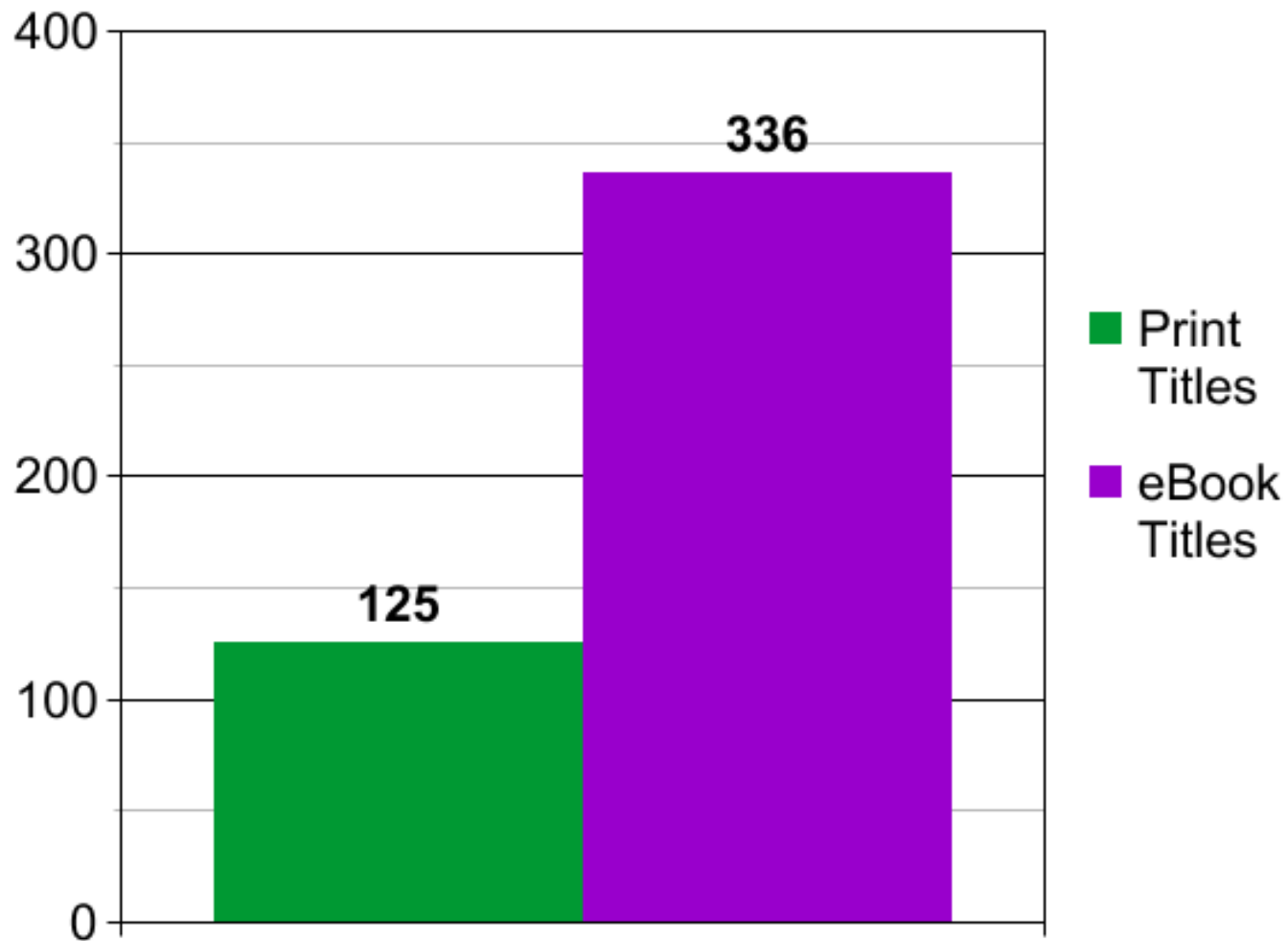
- 51 INVOLVED AN **ONLINE** SOURCE
- 70 QUESTIONS IN WHICH A LIBRARIAN REFERRED A PATRON TO A SOURCE
- 172 QUESTIONS IN WHICH A **STUDENT REQUESTED** A SOURCE
- ABOUT 46% OF THE TOTAL REFERENCE SOURCE QUESTIONS REFERRED TO DICTIONARIES, CITATION QUESTIONS OR ASSIGNMENT RELATED SOURCES

# **WHAT WE'RE SEEING IN THE USE OF ONLINE REFERENCE SOURCES**

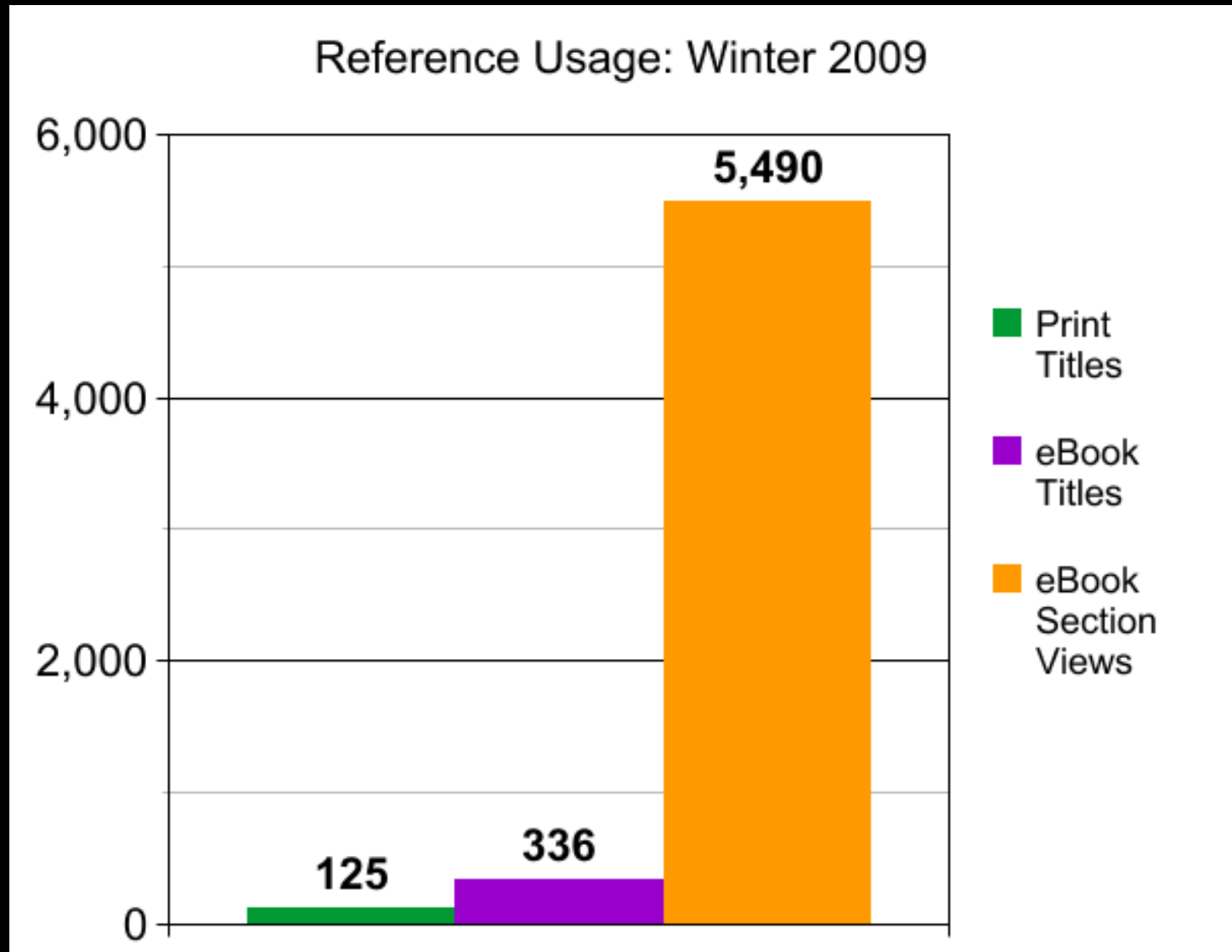


# HIGH USE

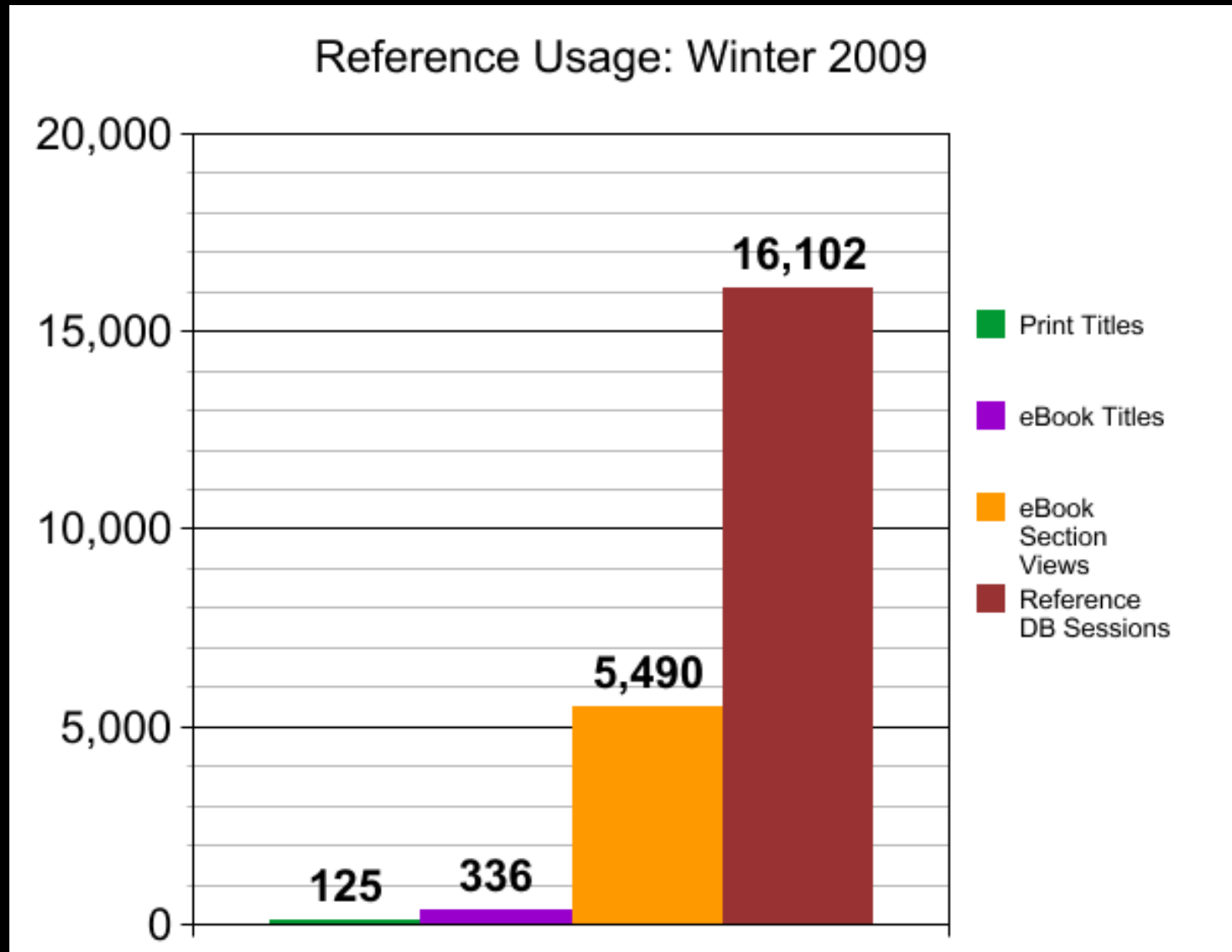
Reference Usage: Winter 2009



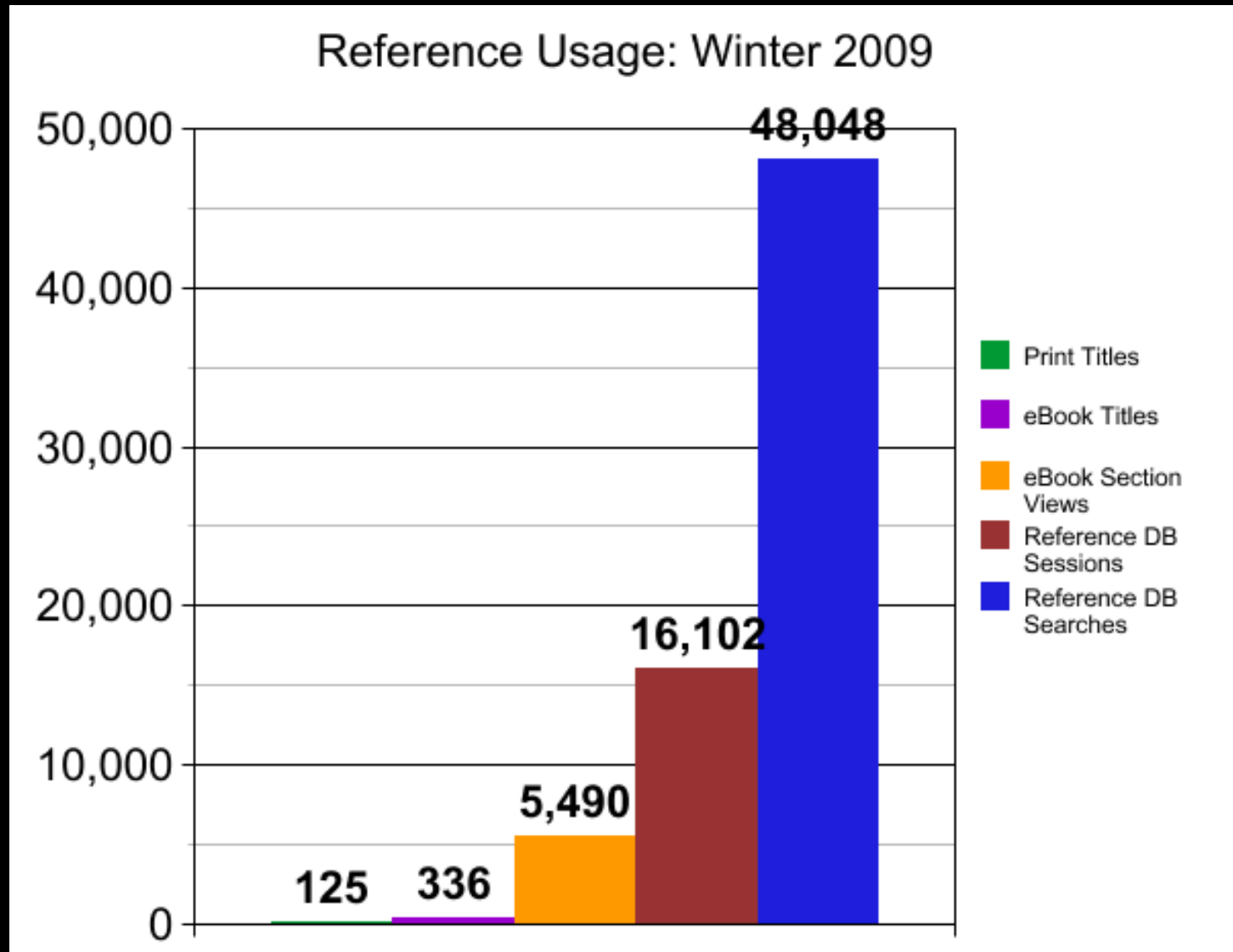
# HIGH USE



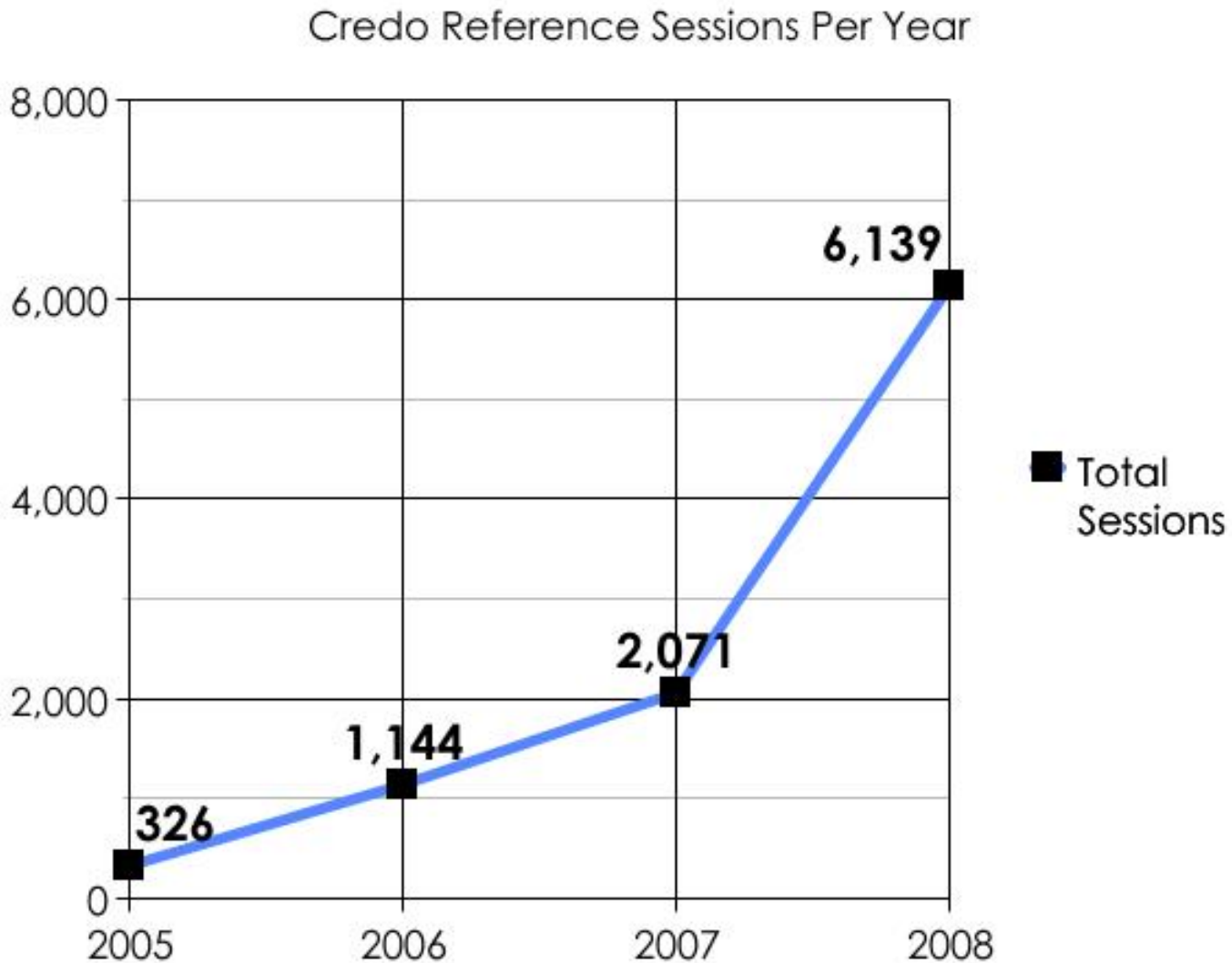
# HIGH USE



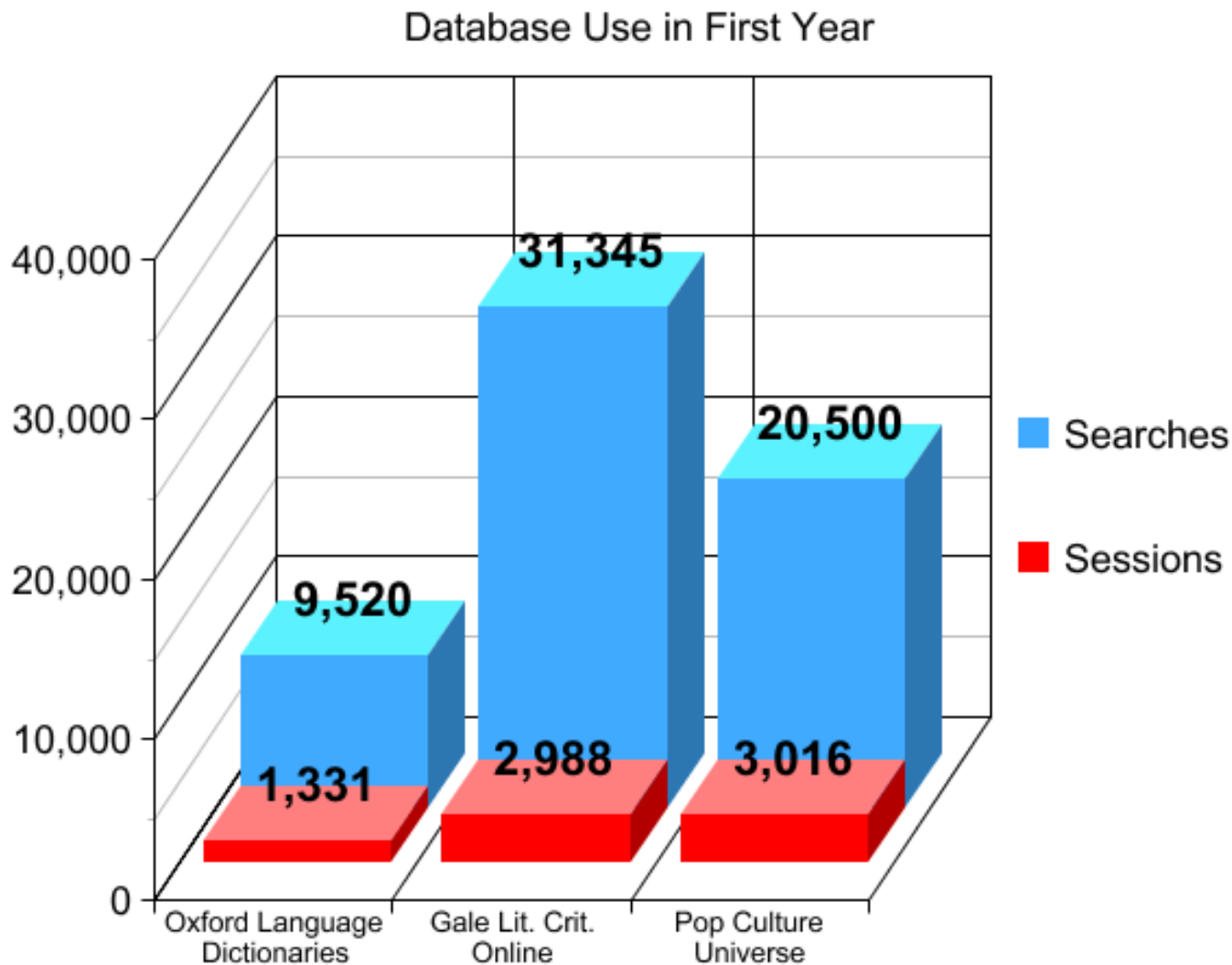
# HIGH USE



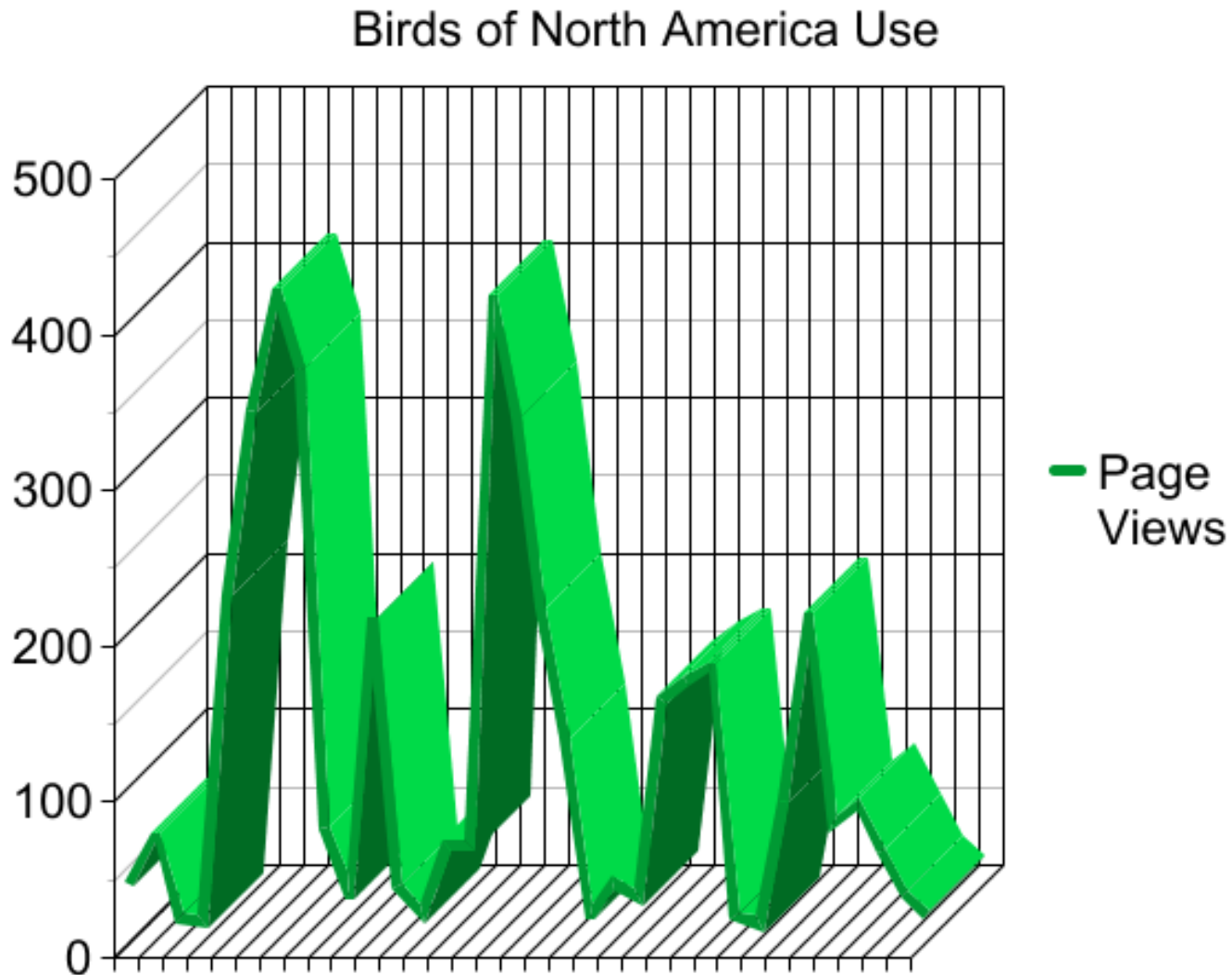
# STRONG GROWTH



# QUICK ADOPTION



# ASSIGNMENT DRIVEN USE



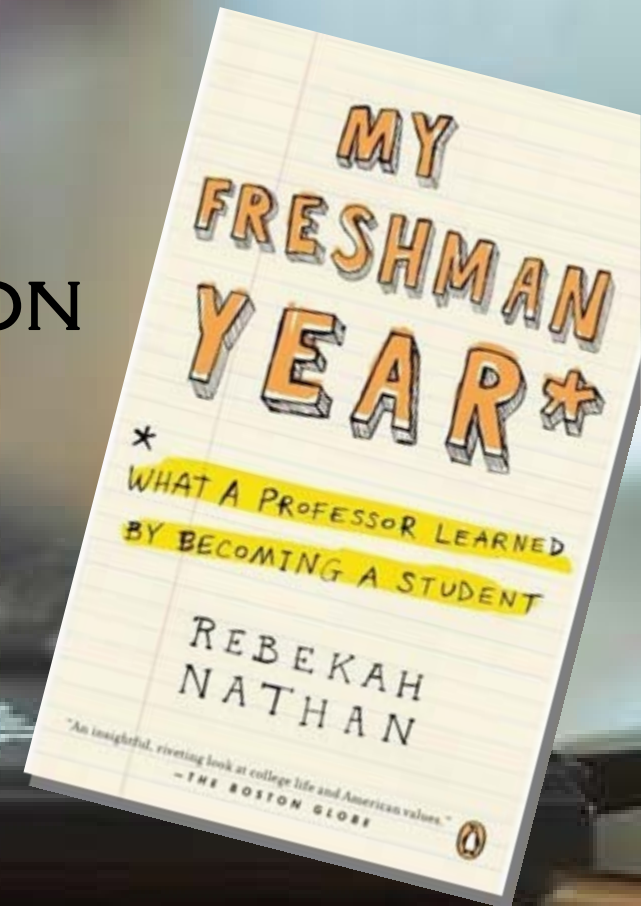
# FACTORS DRIVING CHANGES IN USER BEHAVIOR

INTERNET

SATISFICING

PROCRASTINATION

80%





# WHAT HAS THIS LEAD TO?

FUNDAMENTAL CHANGE IN HOW USERS  
INTERACT WITH THE COLLECTION



**WHAT IS IMPACTING THE DELIVERY  
OF REFERENCE SERVICES?**

# INCREASING DEMANDS ON LIBRARIANS

Scholar Works @ GVSU



Browse Research and Scholarship

- ▢ [Research unit, center, or department](#)
- ▢ [SelectedWorks Gallery](#)
- ▢ [Journals and peer-reviewed](#)

The repository is a service of the Grand Valley State University Libraries. Scholarly output included here has been selected and deposited by the individual university departments on campus.

At a glance

Top Downloads  
All

Paper of the Day

[Main Poche: The Last of the Traditional  
Potawatomi War Chiefs](#)  
Jeff Chivis

Enter search text  
in repository  
Search

[Advanced Search](#)

Notify me via email or RSS

Links

[Grand Valley State University Libraries](#)  
[Grand Valley State University](#)

Browse

[Collections](#)  
[Disciplines](#)

# INCREASING DEMANDS ON LIBRARIANS



**collaboration**



# INCREASING DEMANDS ON LIBRARIANS



Workshops

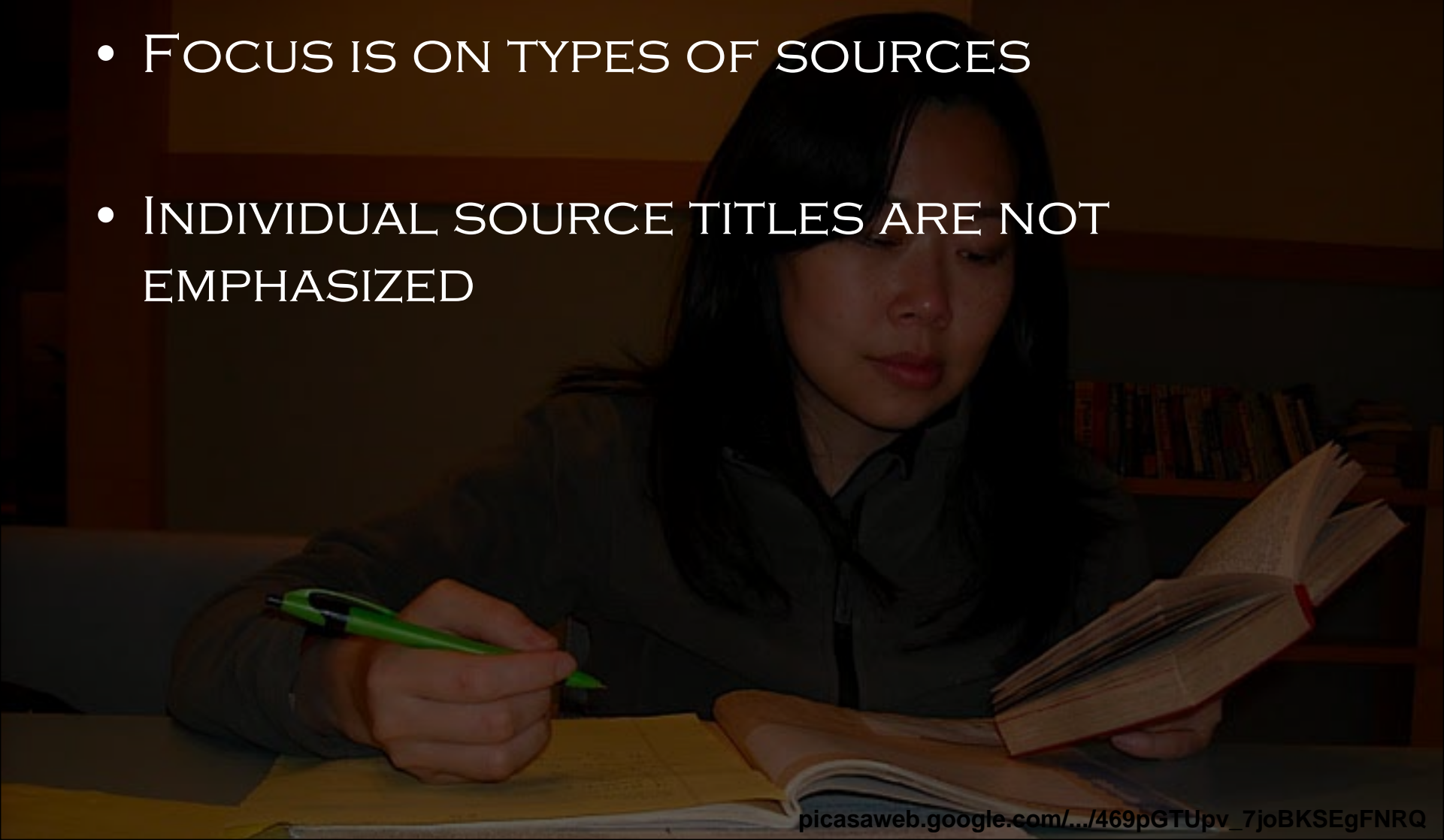
# FINDING THE TIME

- APPROVAL PLANS FOR SOME SUBJECT AREAS
- PATRON INITIATED BUYING
- TAKE LIBRARIANS OFF THE REFERENCE DESK



# CHANGES IN REFERENCE EDUCATION

- FOCUS IS ON TYPES OF SOURCES
- INDIVIDUAL SOURCE TITLES ARE NOT EMPHASIZED



**WHAT DOES THE NEW REFERENCE  
COLLECTION LOOK LIKE?**



# ONLINE



# AGGREGATED AND BUNDLED

- CREDO, OXFORD REFERENCE, EBRARY
- SAGE
- IMPLICATIONS

# LEASED

**COMMERCIAL  
PROPERTY**

**ULTIMATE  
POSITION**

**FOR LEASE**

- > Cheap as chips
- > 80 sqm approx
- > Great location

View By Appointment

Ben Vaughan 0419 65 55 19  
Matt Hudson 0404 00 11 66

8354 1180

citycommercial.com.au



# REPURCHASED

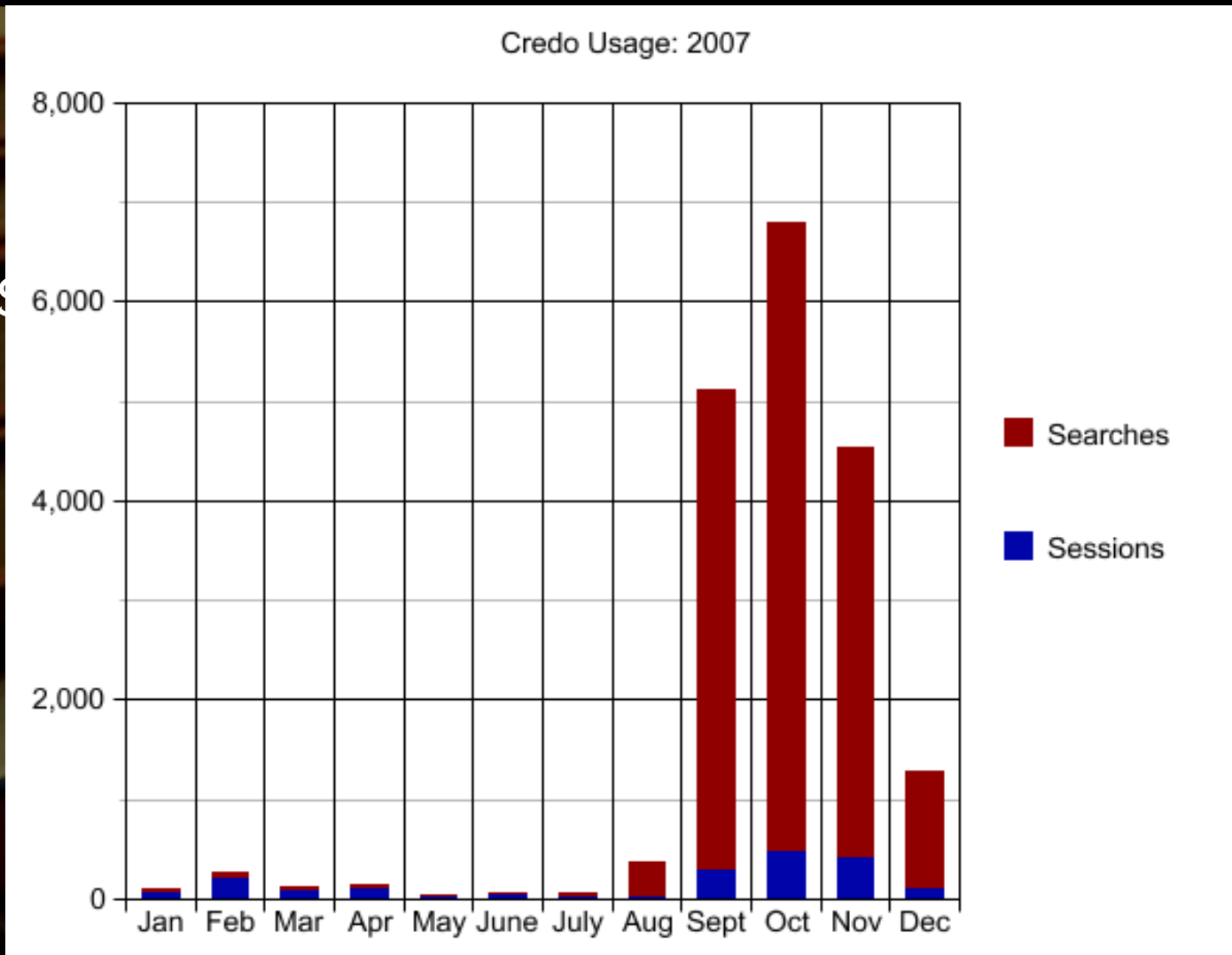
- IT'S ABOUT **USE**
- IT'S ABOUT **SPACE**

# HYBRID

- TIED TO THE **BOOK**
- USE DRIVEN BY THE **CATALOG**

# HYBRID

- Title
- Usage





# SUBJECT ORIENTED... BUT IN A DIFFERENT WAY

- SOURCE TYPE FUNCTIONS AS SUBJECT
- INTERFACE SUGGESTS SUBJECTS

# LINKED

- **HYPERLINKS ALLOW FOR BROWSING THAT IS FAMILIAR TO PATRONS**
- **JUMP BETWEEN SUBJECTS**

Search Results > Science > Collins Dictionary of Biology

**meiosis**

a type of nuclear division associated with sexual reproduction, producing four **HAPLOID** (1) cells from a single **DIPLOID** (1) cell, the process involving two cycles of division. Although meiosis is a continuous process it has been divided into numerous stages given below. Further details of each stage can be obtained by referring to individual entries.

**PROPHASE I:** homologous chromosomes pair, split into membrane disintegrates.

**METAPHASE I:** chromosomes migrate to the spindle eq

**ANAPHASE I:** **HOMOLOGOUS CHROMOSOMES** separate only one type of each chromosome, although each is divided

**METAPHASE II:** chromosomes attach to spindle. **ANAPHASE II:** chromosomes separate

haploid nuclei is produced, each with one of each type of chromosome.

Meiosis has two major functions:

Search Results > Science > Collins Dictionary of Biology

**haploid**

(of a cell nucleus) containing one of each type of chromosome.

a haploid organism in which the main life stage has cell nuclei with one of each type of chromosome, written as 'n'. Such organisms (e.g. fungi, many algae) usually have a brief **DIPLOID** (2n) phase (2n), returning to the haploid state via **MEIOSIS**. See **ALTERNATION OF GENERATIONS**.

**Collins** © 2005 W. G. Hale, V. A. Saunders, J. P. Margham

[< Previous entry... ...Collins Dictionary of Biology... ...Next entry >]

APA | Chicago | Harvard | MLA

haploid. (2005). In *Collins Dictionary of Biology*. Retrieved from <http://www.credoreference.com/entry/collinsbiology/haploid>

Save citation to  
My saved results Go



# DISINTERMEDIATED

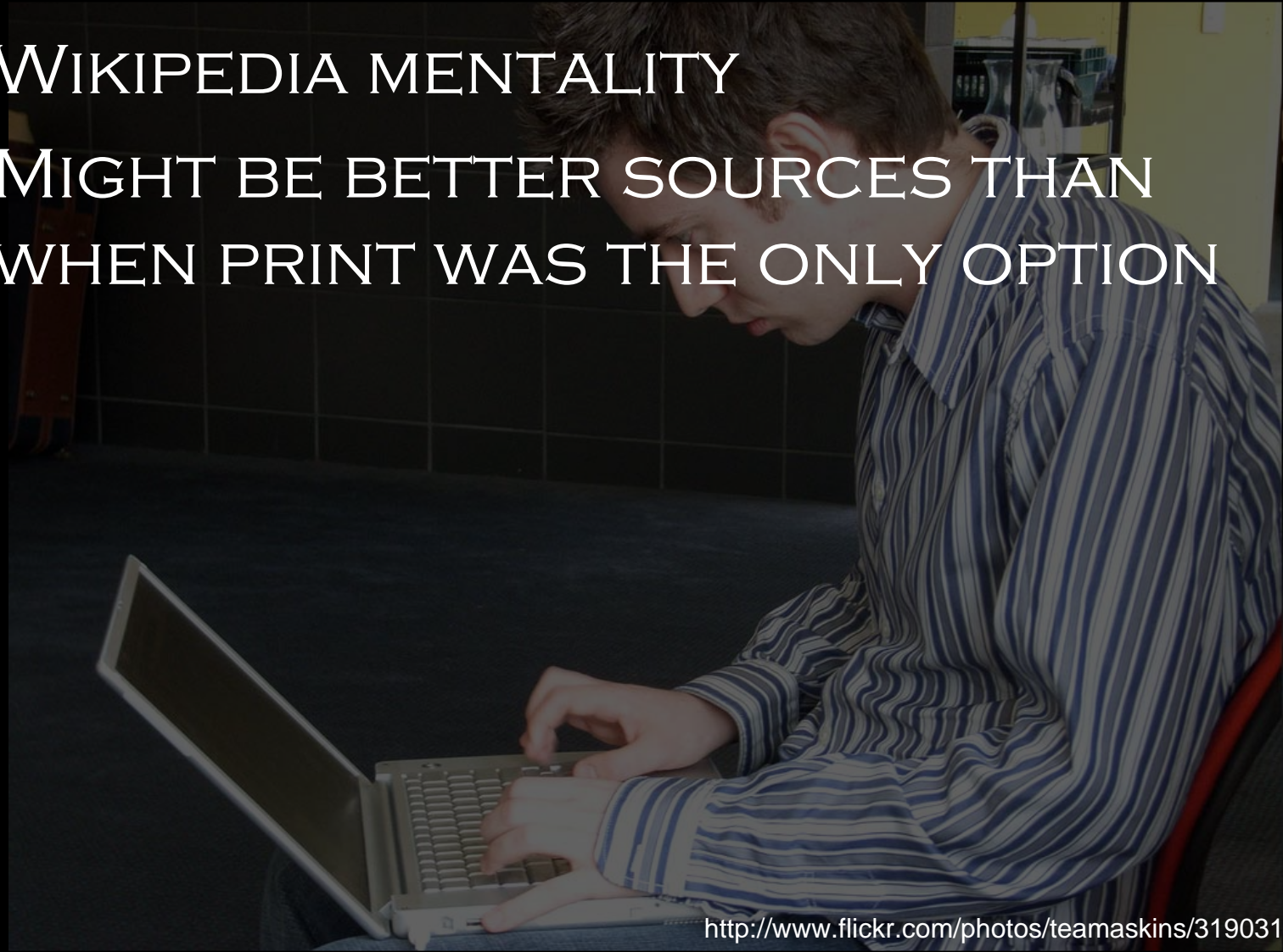
- SINGLE SEARCH BOX
- DON'T NEED TO KNOW INDIVIDUAL TITLES
- USER DOESN'T NEED TO ASK FOR ASSISTANCE

# MULTIPLE USERS

- MULTIPLE SEATS MEANS USERS DON'T NEED TO WAIT FOR SOMEONE ELSE TO FINISH
- NO TIME WASTED TRYING TO FIND MISPLACED MATERIALS

# GOOD ENOUGH

- WIKIPEDIA MENTALITY
- MIGHT BE BETTER SOURCES THAN WHEN PRINT WAS THE ONLY OPTION





# WHAT DOES THE FUTURE OF REFERENCE LOOK LIKE?

- PRINT IS DEAD
- OFF THE DESK
- USE IS KING



**QUESTIONS?**