Content Management and Virtual Reference Services

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Content Management and Virtual Reference Services

Poster presented by

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Background

• Trends for Library
  – Digital Library: resources are portable
  – Internet: Access anywhere, anytime

• Trends for Internet
  – Broadband for quick access
  – Wireless for access anywhere
  – Content management for simultaneously real-time access and delivery
Digital Library

• Advantages
  – Computerized for storage, distribution, and retrieval
  – Real-time access, search, and reference

• Domains
  – Include data in all formats, such as text, graph, image, audio, and video
  – Metadata such as title, abstract, keywords, link, web pages, etc.
Content Management Systems (CMS)

• Major Users
  – Library
  – Museum
  – Archive
  – Enterprise
CMS Technology

• Tools support for content creation, checking, editing, management, input, presentation, retrieval, and delivery
Critical Areas

- Administration: Tools and interfaces for simple admin. Support options for different criteria (such as auto, manual control/interfaces, versioning of contents, etc)

- Authoring: platforms, and tools such as templates, tutorials

- Publishing: Support for own server or others as well. Auto deployment with scheduler support.
–Security: Tools for control and flexibility

–Scalability: Support for growth, expansion


–XML: Standard and reuse support.
Common CMS Features

• Content repository and collaboration server
• XML support for content standards and reuse
• Web support for content delivery
• Multiple Language support with framework for multi-lingual publishing
CMS that Support Multilingual Environment

- **Documentum**: complies with standards and regulatory rulings ([http://www.documentum.com](http://www.documentum.com))

- **InterWoven**: support metadata dictionary, personalization, scripts ([http://www.interwoven.com](http://www.interwoven.com))
Poet Software: Use template for content publishing, support European and major Asian languages (http://www.poet.com)

Sanderson CMI: Spydus library system supports multiple textual and image databases both (MARC and non-MARC); complies with major industry standards, such as Z39.50. http://www.sanderson.com/LIBRARIES.HTM
Libraries that Implemented CMS

- Stanford University (Artesia Tech.)
- Florida International Univ. - University of Miami (Glides UniSite)
- U of Pennsylvania Health System (InterWoven)
Virtual On-line Reference Services

- **Active Libraries:**
  - Academic - Cornell, MIT, and Syracuse, UC Irvine
  - Public – Metropolitan Corporative (L.A. and Orange Counties)
  - Government – Library of Congress
Other:

http://www.public.iastate.edu/~CYBERSTACKS/LiveRef.htm

http://pages.prodigy.net/tabo1/chatsoftware.htm
• **Software Applications:**

AOL Instant Messenger, eGainLive, eGainVoice, HumanClick Pro, LiveAssistance, LivePerson Chat LSSI, LiveHelper, VirtualRef Desk, WebLine, and 24/7 References, and other
Log-on Screen for Virtual Reference Desk (LSSI)

This is a demo site for LSSI's new Virtual Reference Desk.

Select a topic from the menu to the right. You can navigate any of the preselected sites you find there or click the Need Help icon below for live, real-time assistance from a senior reference librarian.
A Librarian’s Interactive Screen

Record for DeeDee
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.

Attendees
- Name: DeeDee, Diana-SJSU
- Time: 1 min, 1 min

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

Diana-SJSU: DeeDee, welcome to your QandAcafe reference session. I'm looking at your question right now.
A Patron’s Screen

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.

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 straightforward and doesn't require in-depth searches.

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 QandA cafe 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
A Patron’s Screen
More Interactive Screen

A WWW page

Session Status

Exchanging message

Google

Search 1,346,966,000 web pages

Google Search  I'm Feeling Lucky

Google Web Directory
the web organized by topic

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...
Q&A Café Home Page

A live, online reference service of the Bay Area libraries. Discover how easy getting the right answer can be.

Designed to provide fast answers to short questions, the QandAcafe combines the speed and convenience of the Internet with the information smarts of a librarian.

Hours: Monday-Friday, 3-9 p.m.
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