Academic Librarianship: Changing Roles in the Digital Age

Yuhfen Diana H Wu, San Jose State University

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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

<table>
<thead>
<tr>
<th>Location:</th>
<th>Traditional</th>
<th>New/current</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>reference desk</td>
<td>virtually anywhere in the world as long as users have access to the Internet</td>
</tr>
<tr>
<td>Interaction:</td>
<td>one-on-one, face-to-face, or over the phone</td>
<td>via electronic medium: email, digital reference services over the Internet</td>
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<tr>
<td>Timeframe:</td>
<td>when libraries are open</td>
<td>24x7 with global collaboration</td>
</tr>
<tr>
<td>Attitude:</td>
<td>passive as a facilitator</td>
<td>proactive as a teacher, a partner with the academic teaching faculty</td>
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<tr>
<td>Media:</td>
<td>print materials, stand-alone CD-ROM stations, commercial database, such as Dialog</td>
<td>Interactive World Wide Web stations and print materials</td>
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</tbody>
</table>
Electronic Reference Services

• Active Campuses:
  - Cornell, MIT, and Syracuse, UC Irvine

• Software Applications:
Log-on Screen for Virtual Reference Desk

This is a demo site for LSST'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
  - Time: 1 min
- Name: Diana-SJSU
  - Time: 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 AskAcafe 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

[Image of a computer screen with a virtual reference session open]
Classes Start May 9, July 30

Classes Meet in Three Twelve-Week Sessions

San José State University has scheduled the 2001 Summer Term for May 9 to July 30. Classes are held in three twelve-week sessions.

If you do not already attend SJSU, you should take a look at the web page. Get a free schedule of classes and detailed information about registering now. Get a free schedule of classes at http://info.sjsu.edu/schedules.html.

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Y.D. Wu & M. Liu, SJSU
More Interactive Screen

A WWW page

Session Status

Exchanging message

Do-it-yourself keyword advertising: Google AdWords works.
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