

Vistual Dave Lukes

Presentation

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TITLE: Research in Digital Reference: A Town Hall Meeting

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ABSTRACT: Participate in a "town hall" meeting on research. After a brief update on selected issues, the speakers will solicit ideas for supporting an

ongoing research effort to study and improve digital reference.

KEYWORDS: Virtual reference, digital reference, research

RESEARCH IN DIGITAL REFERENCE: A TOWN HALL MEETING

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CURRENT CONTEXT

- BUDGETS ARE OFTEN STAGNANT AND MONEY FOR RESEARCH VERY DIFFICULT TO FIND
- DEMAND FOR BETTER SERVICES WITH NEWER
 TECHNOLOGY IS EXPANDING, WHAT DO WE DO?
- DIRECTORS, GOVERNING BOARDS, AND STATE OFFICIALS, WANT INCREASED ACCOUNTABILITY AND BETTER JUSTIFICATION OF SERVICES
- NEW INFORMATION TECHNOLOGY IS HAVING A MAJOR IMPACT ON THE LIBRARY AND ITS PROVISION OF SERVICES, WHAT DO WE BUY?
- Can't afford to make WRONG and COSTLY decisions

HOW IS DIGITAL REFERENCE RESEARCH SUPPORTED NOW?

- GRANT/FOUNDATION MONEY
- SOME LIMITED SUPPORT WITHIN
 INDIVIDUAL LIBRARIES AND CONSORTIA
- "IN-KIND" SUPPORT BY DEDICATED FOLKS
 WITHIN INDIVIDUAL LIBRARIES AS
 DIRECTED BY THE LIBRARY
- DONE PRO BONO BECAUSE THE RESEARCHER IS INTERESTED IN THE TOPIC

SO WHAT'S THE PROBLEM?

- THERE IS NOT ENOUGH MONEY AVAILABLE TO ADDRESS ALL THE RESEARCH NEEDS IN THIS AREA
- THERE ARE TOO MANY TOPICS/ISSUES RELATED TO DIGITAL REFERENCE THAT NEED INVESTIGATION
- Want to maximize impact from the limited research monies that are available
- DON'T WANT TO BE REINVENTING THE WHEEL

BASIC MODELS FOR SUPPORTING RESEARCH

- SUBMIT PROPOSAL AND (HOPEFULLY) GET FUNDED BY A GRANT AWARDING INSTITUTION — OFTENTIMES HAVE TO ADDRESS THEIR PRIORITIES
- AN INDIVIDUAL GETS INTERESTED IN A RESEARCH QUESTION/TOPIC AND PURSUES IT WITH LITTLE EXTERNAL SUPPORT
- A GROUP OF LIBRARIES AND/OR OTHERS
 PARTNER TOGETHER AND SUPPORT A
 SPECIFIC PROJECT

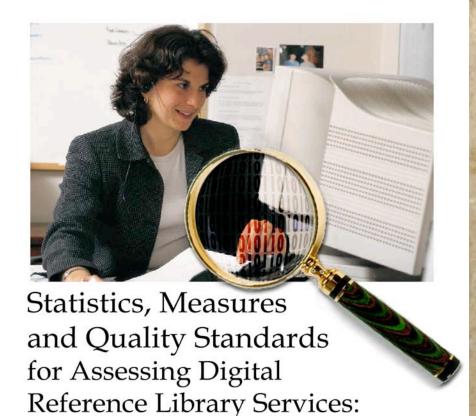


QUALITY STUDY

- GOAL: DEVELOP METRICS AND STANDARDS TO ASSESS QUALITY IN DIG_REF
- Cost \$125,000
- SUPPORTERS:



- DELIVERABLES
 - LITERATURE REVIEW
 - REVIEW OF BEST
 PRACTICES FROM
 PARTICIPATING LIBRARIES
 - FIELD-TESTING OF MEASURES AND QUALITY STANDARDS
 - PRESENTATION OF FINDINGS AND FINAL REPORT
- GOVERNANCE: ADVISORY
 BOARD OF FUNDERS



Guidelines and Procedures

Charles R. McClure R. David Lankes Melissa Gross Beverly Choltco-Devlin

SUPPORTERS

- OCLC ONLINE COMPUTER
 LIBRARY CENTER, INC.
- THE DIGITAL LIBRARY FEDERATION
- University of Maryland Library
- REFERENCE AND USER
 SERVICES ASSOCIATION
- Liverpool John Moores
 University (UK)
- PENNSYLVANIA OFFICE OF COMMONWEALTH LIBRARIES
- FLORIDA STATE UNIVERSITY
 LIBRARY

- Multnomah County Library (Portland)
- LIBRARY OF CONGRESS
- STATE LIBRARY OF FLORIDA
- CLEVELAND PUBLIC LIBRARY
- MID-YORK LIBRARY SYSTEM (UTICA NY)
- BRISTOL UNIVERSITY LIBRARY (UK)
- THE LIBRARY OF MICHIGAN
- SYRACUSE UNIVERSITY LIBRARY

QUALITY STUDY

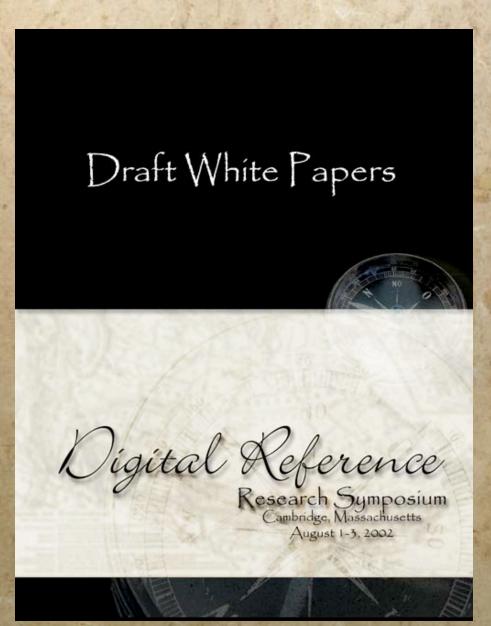
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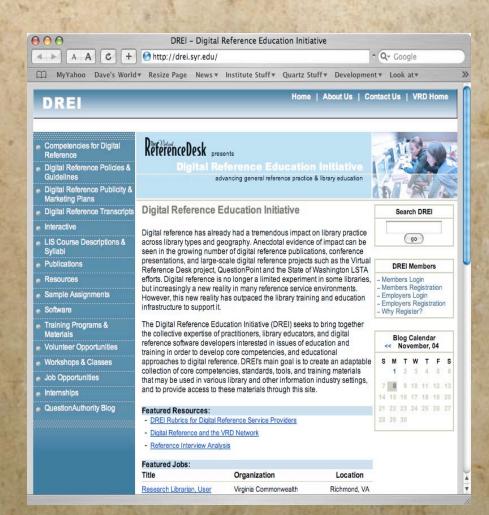
RESEARCH SYMPOSIUM

- GOAL: TO DEVELOP A
 DIG_REF RESEARCH
 SYMPOSIUM
- SUPPORTERS: IIS, NLC,
 ACRL, QUESTIONPOINT
- PHASES:
 - WHITE PAPERS
 - SYMPOSIUM
 - DISSEMINATION
- GOVERNANCE:EDITORIAL BOARD



DIGITAL REFERENCE EDUCATION INITIATIVE

- GOAL: TO DEVELOP A
 REPOSITORY AND
 KNOWLEDGE AND
 MATERIALS IN DIG_REF
- Cost: \$250,000
- SUPPORTERS: IMLS AND CONTENT PROVIDERS
- DELIVERABLES:
 - RUBRIC, PORTAL, VRD
 EVENTS
- GOVERNANCE: ADVISORY
 BOARD



TOWN HALL MEETING QUESTIONS

- What models of supporting research related to Digital Reference are likely to be most productive for us?
- WHAT ARE THE KEY RESEARCH TOPICS AND ISSUES THAT WOULD BE BEST ADDRESSED BY A COORDINATED EFFORT (OF SOME TYPE)?
- How do we make the models happen and attack the most significant research?

PARTING SHOTS

- RETHINK THE EXISTING MODELS FOR HOW TO SUPPORT RESEARCH RELATED TO DIGITAL REFERENCE
- INCREASE THE POOL OF AVAILABLE FUNDING SOURCES
- BETTER COORDINATE AND LEVERAGE THE RESEARCH THAT IS POSSIBLE TO DO
- FORGE BETTER PARTNERSHIPS BETWEEN PRACTITIONERS AND RESEARCHERS
- DEMONSTRATE THAT THE RESEARCH WE DO
 GET DONE HAS AN IMPACT AND HAS MADE A
 DIFFERENCE.

So... LET THE DISCUSSION BEGIN!