



Virtual Dave Lankes

Presentation

<http://www.DavidLankes.org>

TITLE: Cooperative Reference

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ABSTRACT: Discussion of cooperative digital reference and its potential for the
Agricultural Network Information Center

KEYWORDS: digital reference

Cooperative Reference

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Corporate Reference by Any Other Name

Email Reference

Online Reference

Digital Reference

Live Reference V_Ref

AskA

QuestionPoint

Virtual Reference

Tutor.com

Docutek

Chat Reference

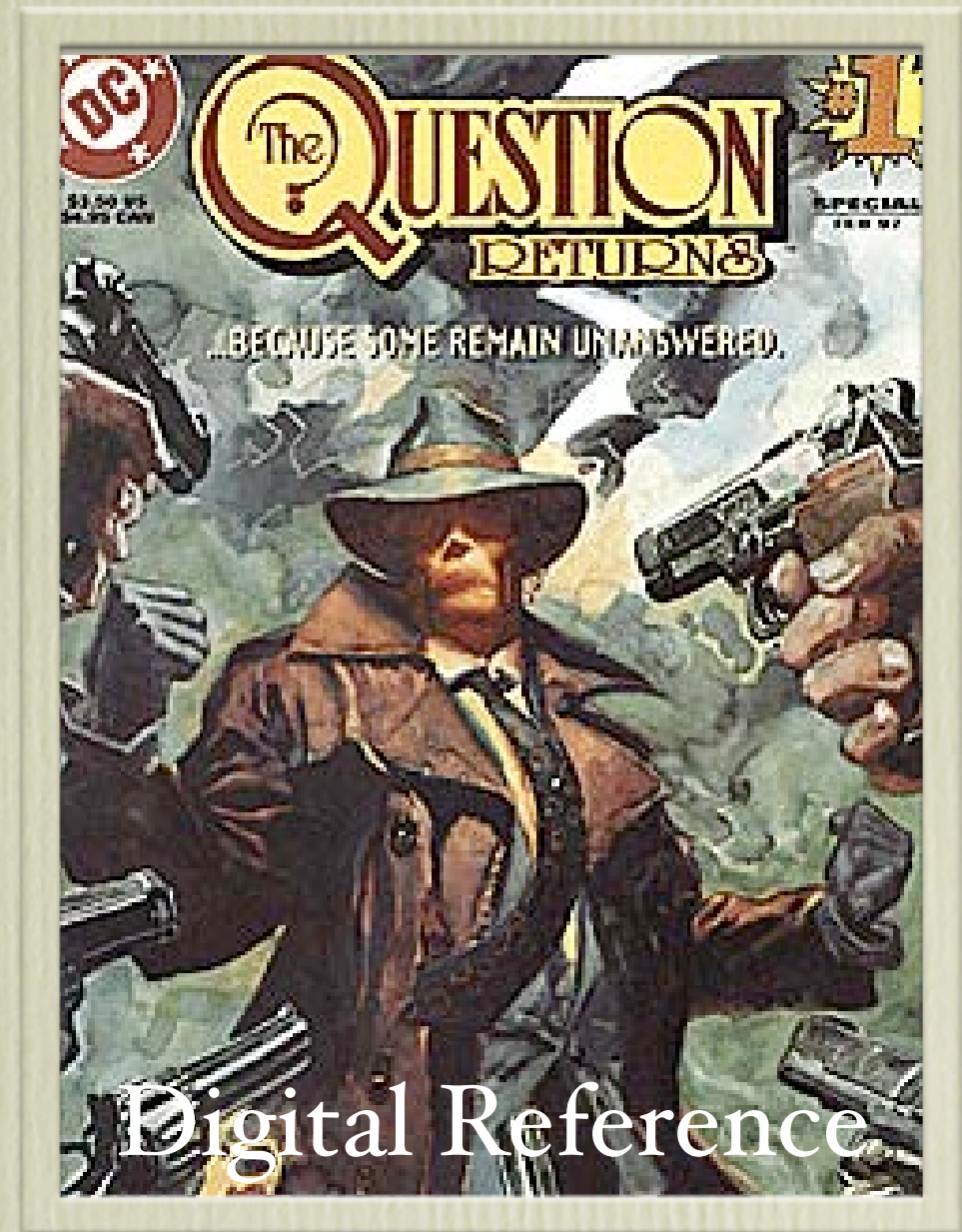
eReference

Dig_Ref

Corporative Reference by Any Other Name

The use of human
intermediation to
answer questions in a
digital environment

- Purpose
- Community of Experts
- Process
- Enabling Software



Purpose, General

- Answer the Needs of the Constituency
- Know the Needs of the Constituency
- The Rise of Self-Help
 - Resistance to External Help (Perception of Status)



Purpose, Internal

- Consortial Development and “Bonding”
 - Develop Group Identity
 - Common Policies
 - Provide Even Service Distribution
 - Provide Innovation Opportunities
 - Training

Purpose, External

- Raise Visibility
- Demonstrate Innovation
- Provide Expanded Service
 - Time: Use Time Zones to Your Advantage
 - Expertise: Disconnect Reference from a Physical Collection

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with the *Personal Touch*

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In response to questions we've received at AskERIC, our network information specialists have compiled over 3000 resources on a variety of educational issues. This collection includes Internet sites, educational organizations, and electronic discussion groups.

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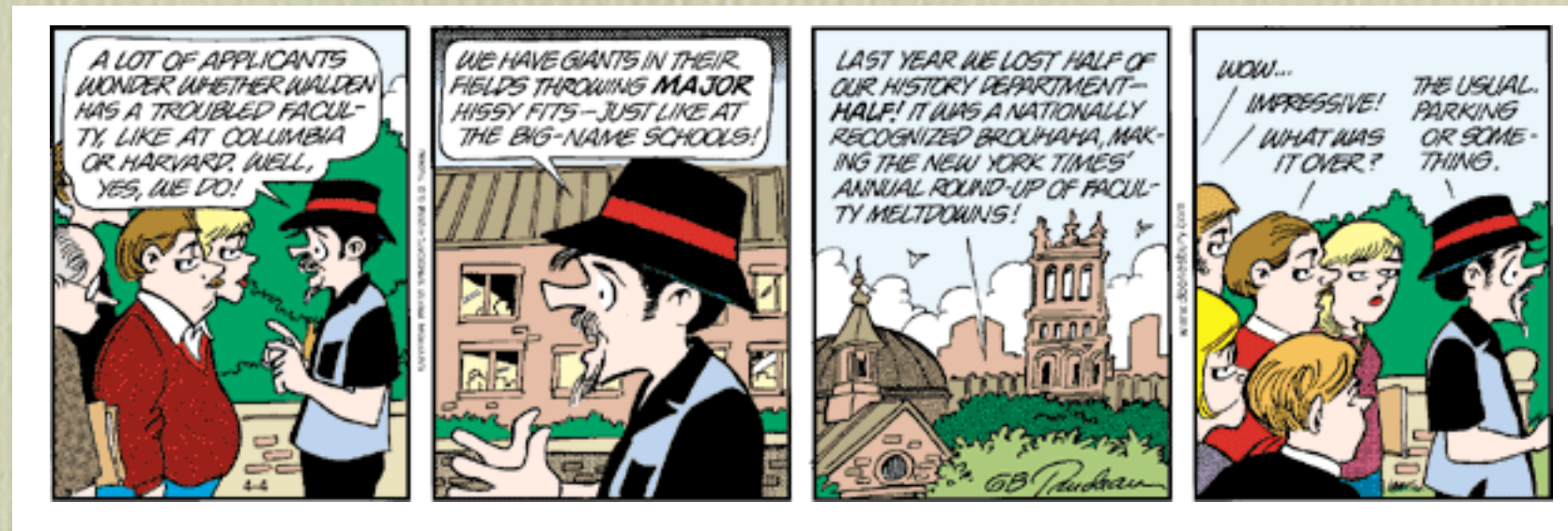
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Community of Experts

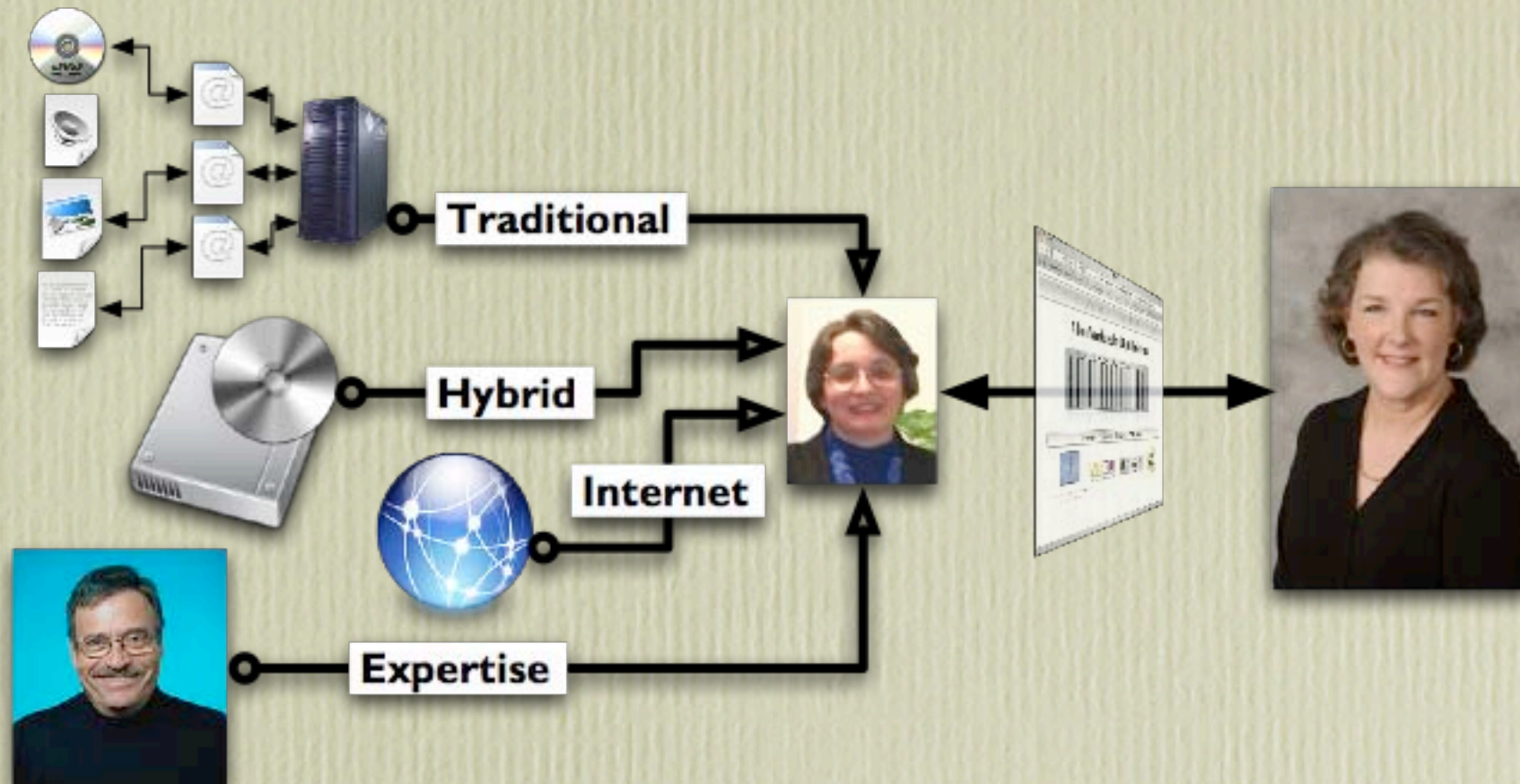
- Expertise Exists Along a Continuum: Process to Subject
 - Both are Needed
- Key Decisions
 - Volunteer/Paid
 - What is the Incentive/Reward
 - Uniform/Differentiated
 - Training
 - Pre-Answer, “In Situ,” None

Tips and Scars on Experts



- Excellent Opportunity to Include Key Stake Holders
 - Faculty Answer Question
- Make it Part of an Existing Process

Process




- Match to Existing Process
- Overview of All Activities
- Underlies Software
- Realize Reference as an Authoring Process

Software

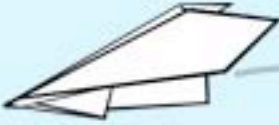
- No Cost Options
 - Instant Messaging
 - E-Mail
 - Web Forms
- Home Grown
 - Open Source Content Management Systems
- Digital Reference Packages
 - QuestionPoint, Docutek, Tutor.com

QA Builder



The Virtual Reference DeskSM

VRD: Supporting Internet Q&A



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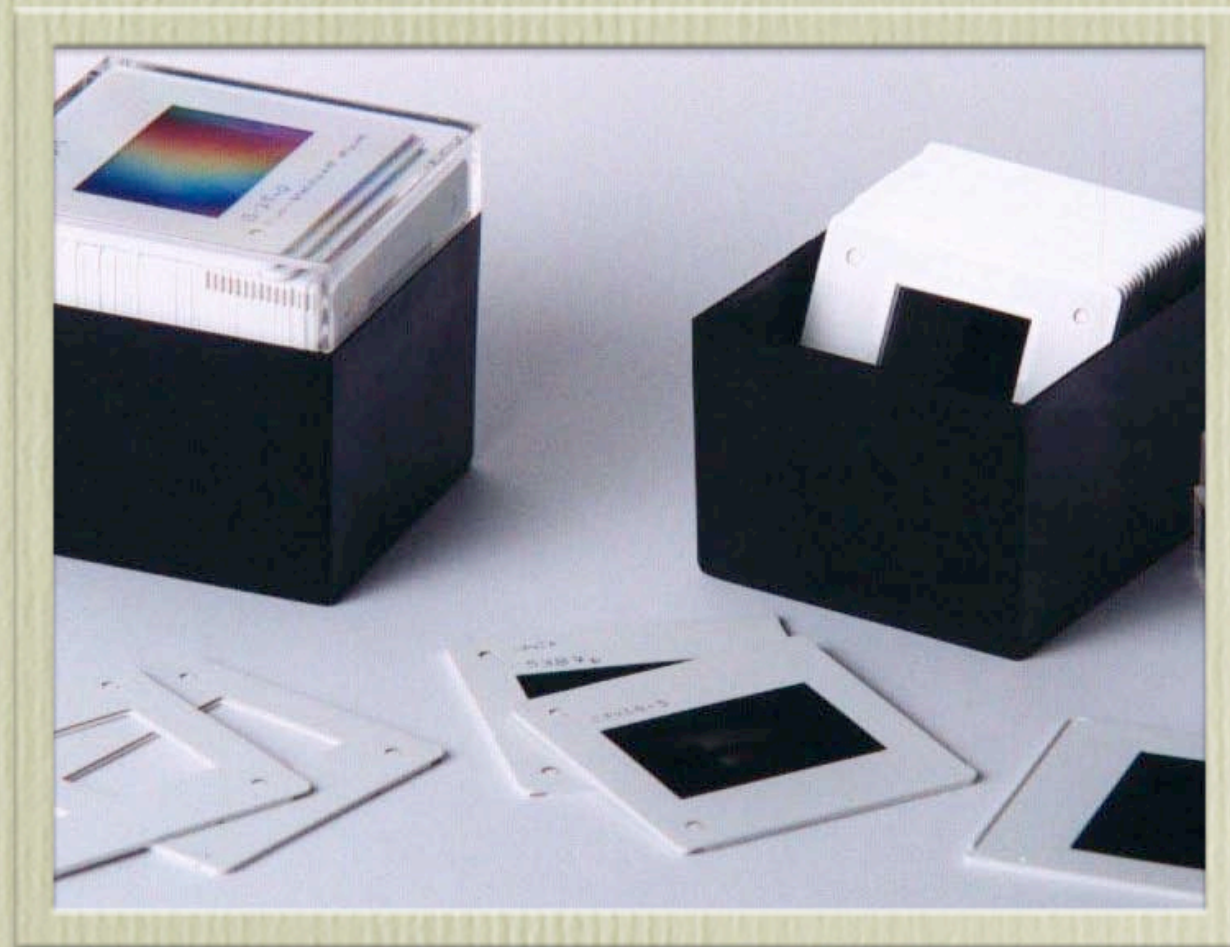
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Why AgNIC Should do Collaborative Reference



- Consortial Bonding
- Raise Visibility
- Expand Service Offerings
- Engage Experts
- Produce New Offerings
- A Constant Source of Quality in a Good Enough World



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