Gaining a Foothold in Theirspace

Jeff Rosen and Thoreau Lovell
Leonard Library - San Francisco State University

LAUC-B Conference
October 23, 2009
Library Expansion and Renovation Project

Library Annex

Library Distribution Services
Library Annex – Computers, Study Space, Research Assistance
Reference via Skype, the librarian-in-a-box model – not adopted

Students would be able to sit at a “kiosk” and get research assistance from a librarian ...

... who would be sitting across campus in the Library Annex building.
(9 out of 13 “friends” are our own librarians)
Small Changes with Big Impacts
Reference Desk Activity is Decreasing (duh!)

Less students come to academic libraries (physically) every year and less questions are asked at Reference Desks, while more students visit libraries online each year.

**SF State Library Statistics**

<table>
<thead>
<tr>
<th>Year</th>
<th>Gate Count (typical week)</th>
<th>Reference Transactions (typical week)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006/07</td>
<td>44,064</td>
<td>785</td>
</tr>
<tr>
<td>2005/06</td>
<td>44,671</td>
<td>802</td>
</tr>
<tr>
<td>2004/05</td>
<td>46,718</td>
<td>849</td>
</tr>
<tr>
<td>2003/04</td>
<td>52,709</td>
<td>1096</td>
</tr>
<tr>
<td>2002/03</td>
<td>43,600</td>
<td>1277</td>
</tr>
<tr>
<td>2001/02</td>
<td>43,542</td>
<td>1249</td>
</tr>
<tr>
<td>2000/01</td>
<td>46,551</td>
<td>941</td>
</tr>
<tr>
<td>1999/2000</td>
<td>53,100</td>
<td>1277</td>
</tr>
<tr>
<td>1998/99</td>
<td>54,032</td>
<td>1579</td>
</tr>
</tbody>
</table>

* Academic Libraries in the U.S. – Statistical Trends
  http://www.ala.org/ala/ors/statsaboutlib/academiclibraries.htm

**CSU Library Statistics**

http://www.calstate.edu/LS/planning_docs.shtml
QuestionPoint was our first experiment with virtual reference.

- San Francisco State began using QuestionPoint in Fall 2006
- Not popular with Librarians or students
- Very few questions from our own students
- Clumsy and slow interface
- Co-browsing frequently did not work well
- Could not easily be done at the Reference Desk
- Designed with the Librarian in mind, not the student
We felt that QuestionPoint was not cost effective

<table>
<thead>
<tr>
<th>2007</th>
<th>Jan</th>
<th>Feb</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>Aug</th>
<th>Sept</th>
</tr>
</thead>
<tbody>
<tr>
<td># chat sessions</td>
<td>4</td>
<td>14</td>
<td>12</td>
<td>22</td>
<td>15</td>
<td>7</td>
<td>1</td>
<td>10</td>
<td>20</td>
</tr>
<tr>
<td>accepted by SF State Librarians</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td># of Librarian hours staffed</td>
<td>4</td>
<td>16</td>
<td>12</td>
<td>16</td>
<td>12</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>16</td>
</tr>
</tbody>
</table>

(We noticed that there were often more librarians than users logged into QuestionPoint)
Why Instant Messaging instead of QuestionPoint or other vendor-based products?

- **Students like it and use it.** - Instant messaging is increasingly the preferred method of communication for college and university students. *

- **Cheap and easy to use.** - Unlike virtual reference products such as QuestionPoint, IM is free and requires very little training to use. It is perceived by students as friendly and informal.

- **Meet students where they are.** - IM Chat is something students like to use and are enthusiastic about. Why shouldn’t we meet them where they already are? (online)

- **Users prefer IM Chat over systems like QuestionPoint** - Patron surveys in academic libraries have found high levels of user satisfaction with IM reference. 87.5 percent of students surveyed said they would use IM reference service if it were offered. **

- **IM Chat is used more often** – when both vendor services and IM chat have been offered, IM chat quickly became the highest remote-use service.


At SF State we began using the Meebo widget for instant messaging in Summer 2007

- No client software to download
- No “friend request” needed
- User simply types their question
- Students are familiar with IM
- Meebo chat box in multiple website locations
- Shift change is easy
- Popular service and steadily increasing use
Instant Message Link on Library’s Main Page

[Image of the Library’s main page with a red arrow pointing to the IM Library Help link]
Instant Message link on OPAC search screen
Instant Message link on OPAC search results screen
Fall 2009 switched to Library H3lp

- Created by librarians at UNC
- Question comes into Reference Desk
- Answered by Ref Desk or “backup librarian”
- Automatically keeps statistics
- Ability to send chat session transcript to user
- May use later for consortial service
- Ability to transfer questions
- Allows multiple information providers
Library H3lp uses embedded pop-up chat box

Getting Research Assistance

IM Library Help

Use IM Library Help for immediate answers during Library hours. Click on the blue "Library Help" button to pop up a text chat with a helpful person at the reference desk. Place your cursor into the smaller, lower white box, type in your question and hit the enter/return button on your keyboard. Wait for a response. You might need to wait a little if the desk is busy with other patrons. Use this service wherever you see the blue "Library Help" button.

Information and FAQs

If you are still having problems, please let us know. By email: libref@sfsu.edu, phone: 338-1974, or select one of the other services listed on this page.
Chat box follows user to another page

Find Articles and Databases

Search more than 200 databases for articles and information in more than 24,000 journals, magazines and newspapers. To get started, either pick a General Interest / Multidisciplinary database, or the subject that is the best match for the topic you are interested in.

General Interest / Multidisciplinary Databases
- Academic Search Premier
- Factiva
- JSTOR

Pick a Subject
- Accounting
- Africana Studies
- American Indian Studies
- Anthropology
- Apparel Design & Merchandising
- Environmental
- Ethnic Studies
- Family Studies
- Fashion/Clothing/Textiles
- Film
- Management
- Marine Science / Moss Landing
- Marketing
SMS to IM

• Would allow users to text a question from their cell phone to our Library H3lp IM widget

• Fall 2009 rollout postponed due to budget cutbacks, furloughs

• Options: Mosio or Altarama txt to email; Google Voice account; or Google phone (T-Mobile G1) with Android

• Library H3lp offered the first true SMS to IM by using the T-Mobile G1 (Google phone) and the open source Android system.

• We hope to implement this system very soon.
Our Research Guides – 2006
(text-based, difficult to maintain, boring, unused)

For the latest information about library services and resources, go to the Library Web site (http://www.library.sfsu.edu).

- Overview
- Locating Books
- Dictionaries and Encyclopedias
- Handbooks, Manuals, and Compilations
- Directories
- Biographical Dictionaries
- Statistics
- Locating Periodical and Newspaper Articles and Other Research Indices and Abstracts
- Document Delivery Services
- Government Publications
- Related Handouts
- Guides to the Literature
- Internet Sites for Political Science

OVERVIEW

The following bibliography is a selective guide to information sources located in the J. Paul Leonard Library and to selected Internet sources. The focus of this bibliography is on American politics. For research in comparative politics, ask for the bibliography entitled, Foreign Country Information. Location symbols are as follows:

GOVT  Government Publications, 5th floor
REF  Reference Books, 1st floor
PER  Periodicals, 2nd floor

Some databases listed in this bibliography may only be available in the Library or to SFSU students, faculty and staff outside the Library. For information about the location of, and access to, these databases, go to the Library's home page (http://www.library.sfsu.edu) and select Find Articles and More.

LOCATING BOOKS

Use InvestiGator, the library's online catalog, to locate books. You may search by author, title, subject and other identifiers, and you may limit your search by date, language and format. InvestiGator will also tell you if a book is checked
Research Guides to LibGuides

• Web-based research guides; easy to create, easy to maintain. October 2007 - San Francisco State was one of the first in the nation to be using LibGuides. There are now 870 libraries using LibGuides.

• No coding involved! Guides can be created for specific classes.

• Shared pool of modules can be used to greatly reduce maintenance and updates

• Easier to post class materials than SF State’s course management system
Provides a custom portal for each discipline; librarians can target services to their own students
Ability to add RSS feeds, chat boxes and many other widgets
Blogs

**Gimme Something Better: History of Bay Area Punk**

*Posted in Course Related, Library Resources, Music News, New Books, New CDs, Punk, Rock, events with tags bay area punk, booksmith, Frank Portman, gimme something better:history of bay area punk, Jack Boulware, Leonard Library, Punk, readings, Silke Tudor on October 9, 2009 by Laura*

JACK BOULWARE and SILKE TUDOR with FRANK PORTMAN
Gimme Something Better: The Profound, Progressive, and Occasionally Pointless History of Bay Area Punk from Dead Kennedys to Green Day
Tuesday, October 13 at 7:30 p.m.

"When punk broke in the Bay Area, with the clamor and the rage, the sex and the safety pins, the sound and the fury, you were either there or you weren't. If you were there you're probably in this book. If you weren't, you should read it." —Daniel Handler

Outside of New York and London, California’s Bay Area claims the oldest continuous punk rock scene in the world — from the innovative Dead Kennedys, influential in the New York punk scene, to the more contemporary Green Day.
Laptop/Portable Evolution

The world is going mobile; phones and laptops are converging.
Rethinking “Ourspace”

Rather than Geeks versus Book Freaks

Find partners, build teams, be sensitive, move forward
Lots of data SUGGESTS tipping point for mobile devices

Who’s driving demand for mobile Library services?

Our Strategy: Start simple, Pay attention, Adjust.
Going Mobile Team

- Project Coordinator
- Librarian
- Programmer
- Sys Admin
- Graphic Designer
- Student Intern
Going Mobile Initial Decisions

**Which Devices?**
- iPhone
- SmartPhones
- Any mobile browser

**Which Platform?**
- WordPress Mobile

**Scope?**
- Start Simple
Going Mobile with WordPress.org

- Familiar environment
- WordPress Mobile Edition & other plugins support mobilization
- Easy content creation
- Usage stats
- Open source community
Going Mobile Content

- Start simple / stay simple
- Be responsive
- Rethink all content
- Don’t forget dessert
- Add search and extended services later
Basic mobile site ready for testing

Developed quickly using WordPress

Get Feedback from students, librarians, library Staff

Ask about content choices new services, different devices
Going Mobile What's Next

Add Catalog search w/ requests & renewals

Simple database searches (Xerxes)

Access to mobile databases, eBooks, real-time computer availability.

Apply mobile lessons to main website
Going Mobile Demo

iPhoney emulator
m.library.sfsu.edu
Adding Enhanced Catalog Content

Polished up the Catalog

Then added Syndetics & LibraryThing Content
Enhanced Catalog Content

Book Covers,
Tables of Content,
Summaries,
Sample Chapters,
Reviews

Integrated into new look and feel of Catalog
Tag Browsing

LT users enhance value of Catalog

Without knowing or caring about Catalog

Tag clouds invite interaction
Implementation Issue – How to make visible?

Other features
- Patron reviews
- Widgets
- Book recommendations

Enhanced Catalog Content
Enhanced Catalog Content

Syndetics & LibraryThing for Libraries integration?

Simple and effective solution when integrated into Catalog
Thanks

Thoreau Lovell – tlovell@sfsu.edu
Jeff Rosen – jrosen@sfsu.edu

m.library.sfsu.edu
www.library.sfsu.edu