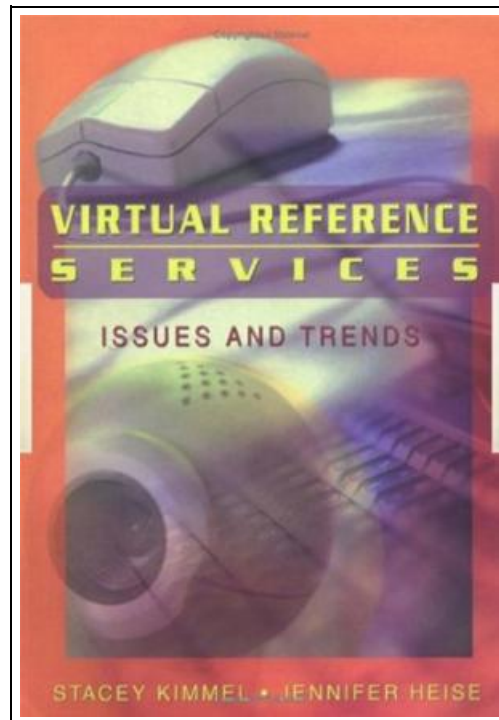# Virtual Reference Services: Issues and Trends (Paperback)

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VIRTUAL REFERENCE SERVICES: ISSUES AND TRENDS (PAPERBACK)

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Taylor Francis Inc, United States, 2008. Paperback. Condition: New. Language: English . Brand New Book. A state-of-the-art guide to virtual reference services! This essential book provides a snapshot of virtual reference (VR) services in all kinds of library settings and discusses the issues, trends, and practices involved in offering this kind of service. The chapters go beyond descriptions of services to offer practical advice and suggestions for product selection, policy setting, technical support, collaborative efforts, staffing, training, marketing, budgeting, evaluation, and administration. Case studies, relevant Web sites, and vendor information are included. An ample selection of tables, figures, and illustrations makes important information easy to access and understand. From the editors: The purpose of this book is to describe the state of the art in virtual reference services, by which we mean real-time, interactive reference service with a librarian, offered online via chat or videoconferencing. Significant players in virtual reference services have prepared chapters for this book. Some of these address virtual reference as a service trend. Others describe services in a variety of settings, including public, academic, and special libraries. Some focus on one aspect of virtual reference, such as statistics/evaluation, policy setting, or the reference interaction. Our intent is to provide an opportunity for reflection on the impact of virtual reference services on librarians, clients, and libraries, as well as to offer a glimpse of the future. Virtual Reference Services: Issues and Trends addresses topics that will help institutions and VR professionals provide more effective services. Chapters focus on: * the principles and concepts of continuous quality improvement (CQI) for virtual reference, such as the Kano Model of user satisfaction--and how it can help libraries improve their VR services * a case study of the adoption of VR service at the Suffolk Cooperative Library System in New York,...

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