ODIN Work Day Reference Discussion – 1:00-1:50 Videoconference Room – 2013-04-10

How are people using Credo Reference (academic) and Literati Public (publics/schools)?
Credo being used for English classes to support biographical information. Literati has been really useful for biographies. The overall feeling was that the Topic Pages are a great resource. Some are using it similarly to how they use opposing viewpoints. UND had concerns about Topic Pages—specifically with the other proprietary resources that were being linked out to/having articles harvested from. There was a question as to who controls which resources are linked in this manner (Kids Info Bits is not germane to academic research). For marketing tips, people were advised to get in touch with Adam Emter (aemter@nd.gov); for training assistance people can get in touch with Steve Axtman (saxtman@nd.gov).

How is your library serving users on the mobile web?
VCSU used Twitter's Bootstrap framework for their responsive design and the State Library used Zurb's Foundation for theirs. Both are free; while Bootstrap is more feature-rich, Foundation is more user-friendly for designers.

Is anyone providing live chat? With what service?
A few libraries are using LibraryH3lp for chat. They commented that it's very really reasonably priced and also has a mobile widget.
LivePerson is being used at UND, campuswide.
Zopim was also mentioned as being used (it is noticed that the pricing structure for Zopim is based exclusively on the number of operators)

How are folks meeting reference demand through social media?
- Flickr (but not doing analytics)
- Facebook
  - Several are very active on Facebook and getting lots of traffic from patrons regarding scheduled events
  - One library reported maintaining separate childrens', teens', and regular Facebook pages.
- Twitter
  - One library is populating Twitter via RSS from their Facebook posts
  - NDSL was called out for doing a good job on Twitter
  - Twitter was noted as gaining in popularity with teens
- Some are using built in analytics, but no other metrics to gauge communication success and the overall usefulness of the endeavor
- Pinterest (at least one very active account)
- It was asked if Google+ allow institutional accounts, and the general belief was that they do not.
- GoodReads is being used by a couple libraries to post book reviews (concern was voiced over their recent acquisition by Amazon)
- Librarything being used to post book reviews, which can then populate a widget on your library's homepage
- No one is using Google+

- A few libraries are using generic Google accounts to post video tutorials to YouTube:
  For production/editing video tutorials libraries reported using:
  - MovieMaker
  - Audacity
  - PowerPoint
  - Camtasia
  - iMovie

  It was stressed that videos should be accessibility- minded (re: captioned—it was noted that you can and should edit YouTube's AutoCaptioning if you're using it)

  Pro-tips: write the script first, record video second, record audio third, and keep them short—3 minutes, tops.

What are your go-to online reference sources (free or proprietary) and how are you using them?
- SFX with Google Scholar linked back to campus databases was noted as being useful for students researching papers.
- EBSCO Academic Search Premier
- It was discussed how the school, academic, and legal worlds are still behind the curve and resisting citing online materials giving deference to paper products. To combat this trend, one librarian paperclips her business card to students' printouts of database material to bolster the credibility of online articles to their luddite teachers
- Reader Advisory resources were discussed: Books and Authors (GALE) was noted as being cumbersome and clumsy. Novelist was noted as being awesome and catalog-linked. Open web options included bookish.com, whatshouldireadnext.com, and smalldemons.com
- Research apps were discussed next: Dictionary.com, Miriam Webster, Wikipedia, and Wolfram Alpha all got some love; apps from proprietary database vendors like EBSCO and Gale were noted as being pretty crappy

Concerns about patron confidentiality in our digital age include…
- Patron records in ALEPH not being scrubbed
- All catalog database searching being transmitted over http
- Primo retaining patrons' complete borrowing histories
- Passwords being obvious (and login credentials being transmitted over http)

And then the IVN session came to a nasty and brutish close, just as things were getting juicy.