

# **REFERENCE SERVICES *and* MEDIA**

***Martha Merrill • Editor***

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*Editor*

## **Reference Services and Media**

*Reference Services and Media* has been co-published simultaneously as *The Reference Librarian*, Number 65 1999.

*Pre-publication*  
**REVIEWS,**  
**COMMENTARIES,**  
**EVALUATIONS . . .**

**“L**ibrarians looking for a contextual basis, background information and analysis of trends in electronic based reference services will find this publication very useful. In a series of contributed chapters edited by Martha Merrill, practitioners in the field share their knowledge and experiences in using media and computer based resources to provide reference services. While primarily directed at academic libraries, there is ample information that will also make this a useful resource for public libraries.”

**Tom Budlong, BA, MLn**  
*Buckhead Branch Manager*  
*Atlanta-Fulton Public Library*

*More pre-publication*

*REVIEWS, COMMENTARIES, EVALUATIONS . . .*

**"I**n an age of very rapid development of electronic media, it can be easy to ignore or overlook the place of the human interface in the reference encounter. While each of these papers has approached the subject of media and reference in a unique way, the salient characteristic of this collection of papers is in their acknowledgement of the important role of the reference librarian. Along with this factor, the authors approach the use of media with the recognition of the validity of several concurrent methods, old and new, of handling a reference situation. One article illustrates how media and reference have been historically intertwined with the use of films, radio, television, filmstrips, audiocassettes, and videotapes. Another discusses the challenges of cataloging and or archiving Internet and digital material. The importance of LOEX (Library Orientation Exchange) in its role of encouraging innovations in using media in reference and bibliographic instruction situations was discussed. These newer technologies have raised challenges that involve funding the costs of constantly evolving media and hardware; and dealing with lack of technical expertise to maintain equipment as reference staff are stretched further and fatigue sets in. Higher expectations of users,

licensing and technical standardization issues arise.

Despite the obstacles, authors outline creative ways to obtain grant money through the dovetailing of library proposals with those of other units on a campus or of agencies off campus. Library institutions thought of as stodgy are partnering with state agencies to develop statewide networks. Because they have long gone together, reference and instruction are both benefiting greatly from the development of newer types of media, particularly such technologies as CU-SeeMe from Cornell which has fostered communication of distance learners with librarians. This dual mission of libraries is shown to benefit from and be challenged by new media. The emphasis on critical thinking and adaptable skills is stressed over learning physical locations or idiosyncratic searching methods. No author adopted a hortatory stance trying to convince librarians that they should rapidly adopt technologies, rather their general position was the partnership of humans and technology in solving information needs.

**Mary Ellen Collins, PhD**

*Associate Professor of Library Science  
Education Bibliographer/  
Reference Librarian  
Purdue University*

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***Reference Services and Media***, edited by Martha Merrill, PhD, (No. 65, 1999). *Gives you valuable information about various aspects of reference services and media, including changes, planning issues, and the use and impact of new technologies.*

***Coming of Age in Reference Services: A Case History of the Washington State University Libraries***, edited by Christy Zlatos, MSLS (No. 64, 1999). *A celebration of the perserverance, ingenuity, and talent of the librarians who have served, past and present, at the Holland Library reference desk.*

***Document Delivery Services: Contrasting Views***, edited by Robin Kinder, MLS (No. 63, 1999). *Reviews the planning and process of implementing document delivery in four university libraries—Miami University, University of Colorado at Denver, University of Montana at Missoula, and Purdue University Libraries.*

***The Holocaust: Memories, Research, Reference***, edited by Robert Hauptman, PhD, and Susan Hubbs Motin (No. 61/62, 1998). *“A wonderful resource for reference librarians, students, and teachers . . . on how to present this painful, historical event.” (Ephraim Kaye, PhD, The International School for Holocaust Studies, Yad Vashem, Jerusalem)*

***Electronic Resources: Use and User Behavior***, edited by Hemalata Iyer, PhD (No. 60, 1998). *Covers electronic resources and their use in libraries, with emphasis on the Internet and the Geographic Information Systems (GIS).*

***Philosophies of Reference Service***, edited by Celia Hales Mabry (No. 59, 1997). *“Recommended reading for any manager responsible for managing reference services and hiring reference librarians in any type of library.” (Charles R. Anderson, MLS, Associate Director for Public Services, King County Library System, Bellevue, Washington)*

***Business Reference Services and Sources: How End Users and Librarians Work Together***, edited by Katherine M. Shelfer (No. 58, 1997). *“This is an important collection of papers suitable for all business librarians. . . . Highly recommended!” (Lucy Heckman, MLS, MBA, Business and Economics Reference Librarian, St. John’s University, Jamaica, New York)*

***Reference Sources on the Internet: Off the Shelf and onto the Web***, edited by Karen R. Diaz (No. 57, 1997). *Surf off the library shelves and onto the Internet and cut your research time in half!*

- Reference Services for Archives and Manuscripts**, edited by Laura B. Cohen (No. 56, 1997). "Features stimulating and interesting essays on security in archives, ethics in the archival profession, and electronic records." (*"The Year's Best Professional Reading"* (1998), *Library Journal*)
- Career Planning and Job Searching in the Information Age**, edited by Elizabeth A. Lorenzen, MLS (No. 55, 1996). "Offers stimulating background for dealing with the issues of technology and service. . . . A reference tool to be looked at often." (*The One-Person Library*)
- The Roles of Reference Librarians: Today and Tomorrow**, edited by Kathleen Low, MLS (No. 54, 1996). "A great asset to all reference collections. . . . Presents important, valuable information for reference librarians as well as other library users." (*Library Times International*)
- Reference Services for the Unserved**, edited by Fay Zipkowitz, MSLS, DA (No. 53, 1996). "A useful tool in developing strategies to provide services to all patrons." (*Science Books & Films*)
- Library Instruction Revisited: Bibliographic Instruction Comes of Age**, edited by Lyn Elizabeth M. Martin, MLS (No. 51/52, 1995). "A powerful collection authored by respected practitioners who have stormed the bibliographic instruction (BI) trenches and, luckily for us, have recounted their successes and shortcomings." (*The Journal of Academic Librarianship*)
- Library Users and Reference Services**, edited by Jo Bell Whitlatch, PhD (No. 49/50, 1995). "Well-planned, balanced, and informative. . . . Both new and seasoned professionals will find material for service attitude formation and practical advice for the front lines of service." (Anna M. Donnelly, MS, MA, Associate Professor and Reference Librarian, St. John's University Library)
- Social Science Reference Services**, edited by Pam Baxter, MLS (No. 48, 1995). "Offers practical guidance to the reference librarian. . . . a valuable source of information about specific literatures within the social sciences and the skills and techniques needed to provide access to those literatures." (Nancy P. O'Brien, MLS, Head, Education and Social Science Library, and Professor of Library Administration, University of Illinois at Urbana-Champaign)
- Reference Services in the Humanities**, edited by Judy Reynolds, MLS (No. 47, 1994). "A well-chosen collection of situations and challenges encountered by reference librarians in the humanities." (*College Research Library News*)
- Racial and Ethnic Diversity in Academic Libraries: Multicultural Issues**, edited by Deborah A. Curry, MLS, MA, Susan Griswold Blandy, MEd, and Lyn Elizabeth M. Martin, MLS (No. 45/46, 1994). "The useful techniques and attractive strategies presented here will provide the incentive for fellow professionals in academic libraries around the country to go and do likewise in their own institutions." (David Cohen, Adjunct Professor of Library Science, School of Library and Information Science, Queens College; Director, EMIE (Ethnic Materials Information Exchange); Editor, EMIE Bulletin)
- School Library Reference Services in the 90s: Where We Are, Where We're Heading**, edited by Carol Truett, PhD (No. 44, 1994). "Unique and valuable to the teacher-librarian as well as students of librarianship. . . . The overall work successfully interweaves the concept of the continuously changing role of the teacher-librarian." (*Emergency Librarian*)
- Reference Services Planning in the 90s**, edited by Gail Z. Eckwright, MLS, and Lori M. Keenan, MLS (No. 43, 1994). "This monograph is well-researched and definitive, encompassing reference service as practices by library and information scientists. . . . it should be required reading for all professional librarian trainees." (*Feliciter*)
- Librarians on the Internet: Impact on Reference Services**, edited by Robin Kinder, MLS (No. 41/42, 1994). "Succeeds in demonstrating that the Internet is becoming increasingly a challenging but practical and manageable tool in the reference librarian's ever-expanding armory." (*Reference Reviews*)
- Reference Service Expertise**, edited by Bill Katz (No. 40, 1993). This important volume presents a wealth of practical ideas for improving the art of reference librarianship.

**Modern Library Technology and Reference Services**, edited by Samuel T. Huang, MLS, MS (No. 39, 1993). "This book packs a surprising amount of information into a relatively few number of pages. . . . This book will answer many questions." (*Science Books and Films*)

**Assessment and Accountability in Reference Work**, edited by Susan Griswold Blandy, Lyn M. Martin, and Mary L. Strife (No. 38, 1992). "An important collection of well-written, real-world chapters addressing the central questions that surround performance and services in all libraries." (*Library Times International*)

**The Reference Librarian and Implications of Mediation**, edited by M. Keith Ewing, MLS, and Robert Hauptman, MLS (No. 37, 1992). "An excellent and thorough analysis of reference mediation. . . . well worth reading by anyone involved in the delivery of reference services." (Fred Batt, MLS, Associate University Librarian for Public Services, California State University, Sacramento)

**Library Services for Career Planning, Job Searching and Employment Opportunities**, edited by Byron Anderson, MA, MLS (No. 36, 1992). "An interesting book which tells professional libraries how to set up career information centers. . . . Clearly valuable reading for anyone establishing a career library." (*Career Opportunities News*)

**In the Spirit of 1992: Access to Western European Libraries and Literature**, edited by Mary M. Huston, PhD, and Maureen Pastine, MLS (No. 35, 1992). "A valuable and practical [collection] which every subject specialist in the field would do well to consult." (*Western European Specialists Section Newsletter*)

**Access Services: The Convergence of Reference and Technical Services**, edited by Gillian M. McCombs, ALA (No. 34, 1992). "Deserves a wide readership among both technical and public services librarians. . . . highly recommended for any librarian interested in how reference and technical services roles may be combined." (*Library Resources & Technical Services*)

**Opportunities for Reference Services: The Bright Side of Reference Services in the 1990s**, edited by Bill Katz (No. 33, 1991). "A well-deserved look at the brighter side of reference services. . . . Should be read by reference librarians and their administrators in all types of libraries." (*Library Times International*)

**Government Documents and Reference Services**, edited by Robin Kinder, MLS (No. 32, 1991). Discusses access possibilities and policies with regard to government information, covering such important topics as new and impending legislation, information on most frequently used and requested sources, and grant writing.

**The Reference Library User: Problems and Solutions**, edited by Bill Katz (No. 31, 1991). "Valuable information and tangible suggestions that will help us as a profession look critically at our users and decide how they are best served." (*Information Technology and Libraries*)

**Continuing Education of Reference Librarians**, edited by Bill Katz (No. 30/31, 1990). "Has something for everyone interested in this field. . . . Library trainers and library school teachers may well find stimulus in some of the programs outlined here." (*Library Association Record*)

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**Rothstein on Reference: . . . with some help from friends**, edited by Bill Katz and Charles Bunge, PhD, MLS (No. 25/26, 1990). "An important and stimulating collection of essays on reference librarianship. . . . Highly recommended!" (Richard W. Grefrath, MA, MLS, Reference Librarian, University of Nevada Library) Dedicated to the work of Sam Rothstein, one of the world's most respected teachers of reference librarians, this special volume features his writings as well as articles written about him and his teachings by other professionals in the field.

- Integrating Library Use Skills Into the General Education Curriculum***, edited by Maureen Pastine, MLS, and Bill Katz (No. 24, 1989). "All contributions are written and presented to a high standard with excellent references at the end of each. . . . One of the best summaries I have seen on this topic." (*Australian Library Review*)
- Expert Systems in Reference Services***, edited by Christine Roysdon, MLS, and Howard D. White, PhD, MLS (No. 23, 1989). "The single most comprehensive work on the subject of expert systems in reference service." (*Information Processing and Management*)
- Information Brokers and Reference Services***, edited by Bill Katz, and Robin Kinder, MLS (No. 22, 1989). "An excellent tool for reference librarians and indispensable for anyone seriously considering their own information-brokering service." (*Booklist*)
- Information and Referral in Reference Services***, edited by Marcia Stucklen Middleton, MLS and Bill Katz (No. 21, 1988). Investigates a wide variety of situations and models which fall under the umbrella of information and referral.
- Reference Services and Public Policy***, edited by Richard Irving, MLS, and Bill Katz (No. 20, 1988). Looks at the relationship between public policy and information and reports ways in which libraries respond to the need for public policy information.
- Finance, Budget, and Management for Reference Services***, edited by Ruth A. Fraley, MLS, MBA, and Bill Katz (No. 19, 1989). "Interesting and relevant to the current state of financial needs in reference service. . . . A must for anyone new to or already working in the reference service area." (*Riverina Library Review*)
- Current Trends in Information: Research and Theory***, edited by Bill Katz, and Robin Kinder, MLS (No. 18, 1984). "Practical direction to improve reference services and does so in a variety of ways ranging from humorous and clever metaphoric comparisons to systematic and practical methodological descriptions." (*American Reference Books Annual*)
- International Aspects of Reference and Information Services***, edited by Bill Katz, and Ruth A. Fraley, MLS, MBA (No. 17, 1987). "An informative collection of essays written by eminent librarians, library school staff, and others concerned with the international aspects of information work." (*Library Association Record*)
- Reference Services Today: From Interview to Burnout***, edited by Bill Katz, and Ruth A. Fraley, MLS, MBA (No. 16, 1987). Authorities present important advice to all reference librarians on the improvement of service and the enhancement of the public image of reference services.
- The Publishing and Review of Reference Sources***, edited by Bill Katz, and Robin Kinder, MLS (No. 15, 1987). "A good review of current reference reviewing and publishing trends in the United States . . . will be of interest to intending reviewers, reference librarians, and students." (*Australasian College Libraries*)
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- Conflicts in Reference Services***, edited by Bill Katz, and Ruth A. Fraley, MLS, MBA (No. 12, 1985). This collection examines issues pertinent to the reference department.
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- Library Instruction and Reference Services***, edited by Bill Katz, and Ruth A. Fraley, MLS, MBA (No. 10, 1984). "Well written, clear, and exciting to read. This is an important work recommended for all librarians, particularly those involved in, interested in, or considering bibliographic instruction. . . . A milestone in library literature." (*RQ*)

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**Video to Online: Reference Services in the New Technology**, edited by Bill Katz, and Ruth A. Fraley, MLS, MBA (No. 5/6, 1983). *"A good reference manual to have on hand. . . well-written, concise, provide[s] a wealth of information."* (Online)

**Ethics and Reference Services**, edited by Bill Katz, and Ruth A. Fraley, MLS, MBA (No. 4, 1982). *Library experts discuss the major ethical and legal implications that reference librarians must take into consideration when handling sensitive inquiries about confidential material.*

**Reference Services Administration and Management**, edited by Bill Katz and Ruth A. Fraley, MLS, MBA (No. 3, 1982). *Librarianship experts discuss the management of the reference function in libraries and information centers, outlining the responsibilities and qualifications of reference heads.*

**Reference Services in the 1980s**, edited by Bill Katz (No. 1/2, 1982). *Here is a thought-provoking volume on the future of reference services in libraries, with an emphasis on the challenges and needs that have come about as a result of automation.*

# Reference Services and Media

Martha Merrill  
Editor

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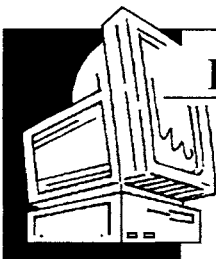
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