Contents

	erace	xvii
Ac	Acknowledgments	
Pa	rt I Fundamental Concepts	
1	Introdution to Reference and Information Services	3
	Ethical Awareness and Engagement	4
	Kinds of Information Service	5
	Selecting and Evaluating Print and Electronic Information	9
	Creating Finding Tools and Web Sites	10
	Promoting and Marketing Libraries and Reference Service	11
	Evaluating Staff and Services	11
	The Changing Nature of Reference	13
	Recommendations for Further Reading	13
	Bibliography of Works Cited in This Chapter	14
2	Determining the Question: In-person, Telephone, and Virtual	
	Reference Interviews	15
	Why Conduct the Reference Interview?	15
	What We Know about the Reference Interview	16
	Conducting the Reference Interview	17
	Problematic Strategies in the Reference Interview	22
		24
	Virtual Reference—E-mail, Chat, IM, and SMS	25
	Assessment and Accountability	27
	RUSA Guidelines—A New, More Integrated Approach	27
	Understanding and Respecting Cultural Differences	28
	Improving Our Skills	29
	A Look Ahead: Striving for Excellent Service	29
	Recommendations for Further Reading	30
	Bibliography of Works Cited in This Chapter	31
3	Finding the Answer: Basic Search Techniques	35
	Tools of the Answering Trade	36
	Step 1: Categorize an Answer	36

vi REFERENCE AND INFORMATION SERVICES IN THE 21ST CENTURY

	Step 2: Vizualize an Answer	39
	Step 3: Test the Waters	39
	Types of Answers	41
	Common Pitfalls in Reference Answering	44
	Raison d'etre: Finding the Answers	52
	Recommendations for Further Reading	53
	Bibliography of Works Cited in This Chapter	54
Pa	rt II Introduction to Major Reference Sources	
4	Answering Questions about Books, Magazines, Newspapers,	
	Libraries and Publishing, and Bibliographic Networks—	
	Bibliographic Resources	57
	Overview	57
	Major Bibliographic Resources Used in Reference Work	59
	Collection Development and Maintenance	67
	Further Considerations	68
	Reference Resources Discussed in This Chapter	70
	Recommendations for Further Reading	72
	Bibliography of Works Cited in This Chapter	73
5	Answering Questions about Anything and Everything—	75
	Encyclopedias	75
	Overview	75
	Major Encyclopedic Resources Used in Reference Work	80
	Collection Development and Maintenance	92
	Further Considerations	95
	Recommended Resources Discussed in This Chapter	97
	Recommendations for Further Reading	99
	Bibliography of Works Cited in This Chapter	100
6	Answering Questions That Require Handy Facts—	
	Ready Reference Sources	103
	Overview	103
	Major Ready Reference Resources Used in Reference	
	Work	104
	Collection Development and Maintenance	116
	Further Considerations	117
	Recommended Resources Discussed in This Chapter	119
	Recommendations for Further Reading	121
	Bibliography of Works Cited in This Chapter	122
7	Answering Questions about Words—Dictionaries	125
	Overview	125
	Major Dictionaries Used in Reference Work	127
	Collection Development and Maintenance	141

	CONTENTS	vii
--	----------	-----

	Further Considerations	143
	Recommended Resources Discussed in This Chapter	145
	Recommendations for Further Reading	150
	Bibliography of Works Cited in This Chapter	151
8	Answering Questions about Events and Issues,	
	Past and Present—Indexes and Full-Text Databases	153
	Overview	153
	Major Indexes Used in Reference Work	155
	Collection Development and Maintenance	169
	Further Considerations	171
	Final Thoughts	171
	Recommended Resources Discussed in This Chapter	172
	Recommendations for Further Reading	177
	Bibliography of Works Cited in This Chapter	178
9	Answering Questions about Health, Law, and Business—	
	Special Guidelines and Sources	179
	Overview	179
	Major Health Resources Used in Reference Work	183
	Major Legal Resources Used in Reference Work	190
	Major Business Resources Used in Reference Work	194
	Collection Development and Maintenance	200
	Further Considerations	203
	Recommended Resources Discussed in This Chapter	204
	Recommendations for Further Reading	209
	Bibliography of Works Cited in This Chapter	211
10	Answering Questions about Geography, Countries, and Travel—	
	Atlases, Gazetteers, Maps, Geographic Information Systems,	212
	and Travel Guides	213
	Overview Major Geographic Information Resources Used	213
	in Reference Work	214
	Collection Development and Maintenance	223
	Further Considerations	225
	Recommended Resources Discussed in This Chapter	226
	Recommendations for Further Reading	229
	Bibliography of Works Cited in This Chapter	230
11	Answering Questions about the Lives of People—Biographical	
	Information Sources	233
	Overview	233
	Major Biographical Resources Used in Reference Work	234
	Collection Development and Maintenance	242
	Further Considerations	243

viii REFERENCE AND INFORMATION SERVICES IN THE 21ST CENTURY

	Recommended Resources Discussed in This Chapter Recommendations for Further Reading	245 247
	Bibliography of Works Cited in This Chapter	248
12	Answering Questions about Governments—Government	
	Information Sources	249
	Overview	249
	Major Government Publication Resources Used	
	in Reference Work	251
	Collection Development and Maintenance	262
	Further Considerations	263
	Recommended Resources Discussed in This Chapter	264
	Recommendations for Further Reading Bibliography of Works Cited in This Chapter	266
	Bibliography of Works Cited in This Chapter	268
Pa	rt III Special Topics in Reference and Information Work	
13	When and How to Use the Internet as a Reference Tool	271
	The Facts	271
	The Puzzle	271
	The Solution	272
	Nature of Internet Reference	273
	Five Steps to Successful Internet Reference	278
	Recommendations for Further Reading Bibliography of Works Cited in This Chapter	287 291
	bibliography of works ched in this chapter	291
14	Reader's Advisory Work	293
	Mary K. Chelton	
	Reader's Advisory and Reference: A Marriage of Convenience	293
	Common RA Questions	295
	The Reader's Advisory Interview	296
	Common Mistakes in the RA Encounter	298
	Reader's Advisory Reference Tools	300
	The Top Ten RA Tools	301
	Keeping Current Bibliography of Works Cited in This Chapter	304 305
	~	
15	Reference Work with Children and Young Adults Mary K. Chelton	307
	Introduction: Challenges of Working with Young Audiences	307
	Special Topics in Reference and Information Work with Youth	308
	Research and Assignment Topics	311
	Solutions to Common Problems in Reference Work with Youth	311
	Reader's Advisory Questions in Youth Reference Services	315
	Conclusion	315
	Bibliography of Works Cited in This Chapter	315

16	Information Literacy in the Reference Department	319
	Standards for Information Literacy	320
	Approaches to Information Literacy	321
	Information Literacy by Type of Library	322
	Social and Ethical Uses of Information	323
	One-on-One Instruction	324
	Information Literacy in a Classroom Setting	326
	Impact of New Technology on the Teaching	
	of Information Literacy	327
	Assessment and Evaluation of Information Literacy	328
	Information-Seeking Behavior	329
	Further Considerations	329
	Recommendations for Further Reading	330
	Bibliography of Works Cited in This Chapter	333
	rt IV Developing and Managing Reference Collections d Services	
17	Selecting and Evaluating Reference Materials	337
	Identifying, Selecting, and Evaluating New Reference Materials	339
	Management of the Reference Budget	344
	Ongoing Assessment of Reference Collections	344
	Writing a Reference Collection Development Policy	346
	Promoting and Marketing Reference Materials to Library Users	348
	Recommendations for Further Reading	348
	Resources Discussed in This Chapter	349
	Bibliography of Works Cited in This Chapter	350
18	Managing Reference Departments	351
	Of Car Designs and Learning Styles	351
	Organizing Reference Departments	352
	Organizing Staff	353
	Management of Service Delivery	354
	New Roles	357
	Further Considerations	360
	Recommendations for Further Reading	361
	Bibliography of Works Cited in This Chapter	363
19	Assessing and Improving Reference Services	367
	Why Assess	367
	What to Assess	368
	How to Assess	369
	Acting on Assessments	382
	Ongoing Assessments: An Imperative	384
	Recommendations for Further Reading	385
	Bibliography of Works Cited in This Chapter	387

* REFERENCE AND INFORMATION SERVICES IN THE 21ST CENTURY

20	Reference 2.0	389
	Changing Vocabulary Attests to Changing Times	389
	What Is the 2.0 Universe?	390
	Cooperative Content Creation	391
	Social Networking	402
	Customization	404
	Seamlessness	408
	Concluding Remarks: The Tree of 2.0 Knowledge	412
	Recommendations for Further Reading	413
	Bibliography of Works Cited in This Chapter	415
21	The Future of Information Service	419
	New Ways of Doing Business—Reference 2.0	420
	Providing New Materials and Formats	421
	Providing New Service Models	422
	What Will Librarians Do? Competencies Needed	423
	Planning the Future	425
	What Will the Future of Reference Look Like?	426
	Does Reference Have a Future?	426
	Recommendations for Future Reading	427
	Bibliography of Works Cited in This Chapter	428
Ap	pendix: RUSA Outstanding Reference Sources 2005–2009	431
	oject Index	435
Index of Reference Resources Described		447
About the Authors		461