## **CONTENTS**

	Preface Linda C. Smith	ix
	Acknowledgments	xi
	Introduction Diane Zabel	xiii
	I OUR CHANGING USERS	
1	Who Are Our Users? Scanning the Environment to Detect Trends  Ellysa Stern Cahoy	3
	II NEW AND IMPROVED SERVICE MODELS	
2	Demystifying Virtual Reference Daniel Hickey	19
3	Going beyond the Desk: 21st-Century Reference, Outreach, and Teaching Services Elizabeth McKeigue and Laura Farwell Blake	29
4	The Integrated Services Model: Information Commons in Libraries  Juliet Rumble	43

## CONTENTS

5	Librarians in Second Life and Future Virtual Worlds Alexia Hudson	61
6	An Exploration of the Hybrid Reference Service Model: Keeping What Works Marie L. Radford and Scott Vine	79
	III NEW AND REVISED ROLES FOR REFERENCE LIBRARIANS	
7	The Embedded Academic Librarian Susan Sharpless Smith and Lynn Sutton	93
8	Community Reference Work  James LaRue	105
9	Contemporary and Future Roles for Readers' Advisory in Public Libraries Barry Trott and Neil Hollands	117
10	Leisure Reading Collections in College and University Libraries: Have Academic Librarians Rediscovered Readers' Advisory?  Anne Behler	133
11	Librarian as Marketer: Learning to Promote Reference and Outreach Services Elisabeth Leonard	143
12	Reference Quality: A Primer on Methods and Tools for Assessing Reference Services <i>Julie A. Gedeon and Joseph A. Salem, Jr.</i>	155
	IV OLD TOOLS/NEW TOOLS: THE ROLE OF TECHNOLOGY IN REFERENCE SERVICE	
13	Telephone Reference as the Past and the Future of Library Service  M. Kathleen Kern	173
14	Reconfiguring Reference Services for Mobile Devices  Jim Hahn	181
15	Using Online Social Networking Tools for Reference and Outreach  Emily Rimland	193

## COPYRIGHTED MATERIAL

	CONTENTS	vii
16	What's Next? Tracking Tech Trends  Michael Stephens	203
	V REFERENCE COLLECTION DEVELOPMENT	
17	From Print to E-Reference David A. Tyckoson	217
18	Digital Visibility: Creating Usable Interfaces So Users Can Find Resources Jody Condit Fagan and Meris A. Mandernach	237
19	Scholarly Communication: Library as Content Provider—Digital Projects to Support Reference and User Services Linda Friend	257
	VI STAFFING 21ST-CENTURY LIBRARIES	
20	What Skills Are Needed for the Next Generation of Librarians?  Sally W. Kalin	281
21	Retirements in Reference: Passing the Torch to the Next Generation of Reference Librarians Charlotte Ford and Lili Luo	299
	VII THE EDUCATION AND TRAINING OF REFERENCE LIBRARIANS	
22	The Education of Reference Librarians: A Detailed Survey and Analysis Lisa G. O'Connor	317
23	The <i>Guide to Reference</i> and Learning Reference Librarianship <i>Robert H. Kieft</i>	339
24	Practitioners as Adjunct Teachers Christopher LeBeau	355
25	Outside the School Doors: Lessons Learned after Library School <i>Amber A. Prentiss</i>	373
	Index About the Editor and Contributors	379 393