Implementing Virtual Reference Services: A LITA Guide

Beth Thomsett-Scott

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Social web technologies present an often confusing array of options for answering user reference questions. Applying 20 years experience as a reference librarian working throughthe development of virtual reference and the integration of new tools and technologies into the industry, Thomsett-Scott lays out how libraries are using vendor services such as LibraryH3lp, LibAnswers, and Text a Librarian, as well as free tools like Twitter and Google Voice for their reference needs. Practitioners offer details on virtual reference services such as Twitter Search, instant messaging services such as Google Voice and Chat, and collaborative services such as My Info Quest.

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