

Academic Year: (2023 / 2024)

Review date: 25-05-2023

Department assigned to the subject: Library and Information Sciences Department

Coordinating teacher: ORTIZ-REPISO JIMENEZ, VIRGINIA

Type: Electives ECTS Credits : 6.0

Year : 1 Semester : 2

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

No one

OBJECTIVES**SPECIFIC COMPETENCES**

1. Understand the evolution experienced by the reference services in centers and information units in the last decades.
2. Know and apply the main existing technologies in the field of digital reference.
3. Analyze the main experiences, both individual and collective, national and international, in the implementation of digital reference services.
4. Plan and develop a digital Reference project in a real environment.
5. Know the necessary parameters to carry out the evaluation of reference services.

DESCRIPTION OF CONTENTS: PROGRAMME

The digital reference service is defined as the set of technologies and digital resources available in a library or information service, necessary to provide a direct professional support mechanisms for users with information needs, regardless of their location and the time of the request.

Digital reference services are an evolution of traditional reference services, where the intermediary between the user and information resources is done through electronic means with the help of various computing devices and the use of tools and Internet applications .

However, the dynamic nature of the Internet creates ever-changing information environments, constantly changing the ways in which digital information is supplied and, consequently, accessed by the end user.

Given these considerations, the course contents are:

Unit 1. Concept and definition of digital reference

- 1.1 Origin and evolution
- 1.2 The virtual reference versus other reference
- 1.3 Definition and essential functions of a digital reference service
- 1.4 Criteria of quality: recommendations of the IFLA

Unit 2. Models and cooperation

- 2.1 Models of digital reference
- 2.2 Individual Environments
- 2.3 Collaborative Environments
- 2.4 Ethics and reference service policies

Unit 3. Staff of the Reference Service

- 3.1 Professionals
- 3.2 Defining competencies:
- 3.3 Identify training needs

Unit 4. Elements of technology: e-mail to video conferencing

- 4.1 Basic Software
- 4.2 Advanced Software
- 4.3 Groupware
- 4.4 Criteria for selection

Unit 5. Planning and management
 5.1 Getting information from the environment
 5.2 Design service policy
 5.3 Select Software
 5.4 Working Group
 5.5 Marketing

Unit 6. Sources for reference service
 6.1 User Needs
 6.2 General Sources
 6.3 Specialized sources
 6.4 The industry databases

Unit 7. Evaluating the digital reference service
 7.1 Purpose and objectives of the evaluation
 7.2 Models of assessment
 7.3 Assessment of resources
 7.4 Assessment of transactions
 7.5 Evaluation of services
 7.6 Technology Assessment

LEARNING ACTIVITIES AND METHODOLOGY

TRAINING ACTIVITIES OF THE STUDY PLAN RELATED TO SUBJECTS

AF1 Individual work for the study of theoretical and practical materials developed and contributed by the teacher
 AF2 Individual work for problem solving and case studies
 AF3 Theoretical-practical classes
 AF4 Tutorials
 AF5 Group work
 AF6 Active participation in forums enabled by the teacher in the virtual educational platform
 AF7 Perform self-assessment test for content review.

Code Activity	Nº Total hours	Nº Hours Presencial	% Presencialidad Student
AF1	240(60)	0	0
AF2	180(45)	0	0
AF3	24(6)	24(6)	100%
AF4	20(5)	0	0
AF5	240(60)	0	0
AF6	8(2)	0	0
AF7	8(2)	0	0
TOTAL SUBJECT(COURSE)	720(180)	24(6)	3,3%

TEACHING METHODOLOGIES

MD1 Presentations in the teacher's class with support of computer and audiovisual media, in which the main concepts of the subject are developed and the bibliography is provided to complement the students' learning.
 MD2 Critical reading of texts recommended by the teacher of the subject: Press articles, reports, manuals and / or academic articles, either for later discussion in class, or to broaden and consolidate the knowledge of the subject.
 MD4 Exposition and discussion in class, under the moderation of the professor of subjects related to the Content of the subject, as well as practical cases
 MD3 Resolution of practical cases, problems, etc., raised by the teacher individually or in a group
 MD5 Preparation of individual and group work and reports
 MD6 Reading of theoretical and practical teaching materials.

TUTORING SCHEME

The schedules of the tutorials, adjusted to the provisions of the University, may be consulted in the space of the subject in the teaching and learning platform (Global Classroom). They will include at least two sections, one for face-to-face care and the other for online care. In addition to these officially fixed tutorials for the subject, students can request and arrange with the teacher tutorials online or offline outside of those schedules.

ASSESSMENT SYSTEM

- SE1 Participation in class and forums in virtual educational platform
- SE2 Individual or group work done during the course
- SE3 Carrying out evaluable and scoring questionnaires
- SE4 Exam or Final Work *
- SE5 Presentation, content and public defense of TFM

* The final exam or work will be done in face-to-face mode, at the Carlos III university or at a center arranged by the university that guarantees the student's identity, and must surpass it in order to be able to approve the corresponding subject / subject.

System of Evaluation	Maximum Weighting (%)
SE1 Participation in forums and physical sessions grade	Up to 1 extra point in the final
SE2 Practices in pairs	
- Evaluation of the staff of the reference service (item 3)	5%
- Software evaluation (topic 4)	10%
- Use of reference sources (item 6)	5%
SE3 Questionnaires	
- 2 self-assessment tests of the subject	10%
- 4 Reading questionnaires	20%
SE4 Exam and final paper	
- Final work in group	30%
- Final exam in person	20%

The final grade is summative, but the final exam has to be surpassed to surpass the subject.

In this subject, in the absence of specific university regulations for postgraduate studies, if the student has not followed the continuous assessment, he will be entitled to a test that will allow him to obtain 60% of the final maximum qualification in the exam Ordinary In the extraordinary, the exam will allow you to get up to 75% of the final maximum score.

Continuous evaluation: 50%
Percentage of final work: 30%
Percent Final Exam: 20%

% end-of-term-examination:	50
% of continuous assessment (assignments, laboratory, practicals...):	50

BASIC BIBLIOGRAPHY

- null New directions in reference (2006)., Nueva York: The Haworth Information Press..
- null New directions in reference (2006)., Nueva York: The Haworth Information Press..
- Bopp, R. E., & Smith, L. C. (2001). Reference and information services: An introduction (3rd ed.), Englewood: Libraries Unlimited..
- Farmer, L. S. J. (2007). The human side of reference and information services in academic libraries : Adding value in the digital world., Oxford: Chandos.
- Federación Internacional de Asociaciones de Bibliotecarios y Bibliotecas. (2004). Recomendaciones para el servicio de referencia digital., Madrid: Anabad.
- Ford, C. (2008). Crash course in reference., Westport: Libraries Unlimited..
- Fourie, I. (2006). How LIS professionals can use alerting services., Oxford: Chandos Publishing..
- García, I. L., & Portugal, M. (2008). Servicio de referencia : Una propuesta integradora., Buenos Aires: Alfagrama..
- Herson, P., & Whitman, J. R. (2001). Delivering satisfaction and service quality : A customer-based approach for libraries, Chicago ; London: ALA Editions.
- Janes, J. (2003). Introduction to reference work in the digital age., New York: Neal-Schuman Publishers..
- Katz, W. A. (2002). Introduction to reference work (8th ed.), Boston etc.: McGraw-Hill.
- Kovacs, D. (2000). Building electronic library collections : The essential guide to selection criteria and core subject collections., New York ; London: Neal-Schuman.
- Lankes, R. D. (2000). Digital reference service in the new millennium : Planning, management, and evaluation., New York ; London: Neal-Schuman Publishers..

- Meola, M., & Stormont, S. (2002). Starting and operating live virtual reference services : A how-to-do-it manual for librarians., New York etc.: Neal Schuman.
- Miller, J. (2009). Internet technologies and information services., Wesport: Unlimited..
- Rodríguez Briz, F. (2005). Los servicios de referencia virtual : Surgimiento, desarrollo y perspectivas a futuro., Buenos Aires: Alfagrama..
- Ross, Celia (2013). Making Sense of Business Reference: a Guide for Librarians and Research Professionals, American Library Association Editions.
- Thomsen, E. (1999). Rethinking reference : The reference librarian's practical guide for surviving constant change., New York etc.: Neal-Schuman Publishers..
- Whitlatch, J. B., & American Library Association. (2000). Evaluating reference services : A practical guide., Chicago: American Library Association..
- null The virtual reference desk : Creating a reference future(2006)., London: Facet..
- null The virtual reference desk : Creating a reference future(2006)., London: Facet..
- Kern, M.Kathlen. (2009). Virtual reference best practices., Chicago: ALA..
- Kovacs, D. (2007). I reference handbook : Interview and information delivery techniques for the chat and E-mail environments., London: Facet..
- Lankes, R. D. (2008). Virtual reference service from competencies to assessment., London: Facet..
- Lipow, A. G. (2003). The virtual reference librarian's handbook., New York; Berkley: Neal-Schuman Publishers; Library Solutions Press..