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Content Management and Virtual Reference Services

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Content Management and Virtual Reference Services
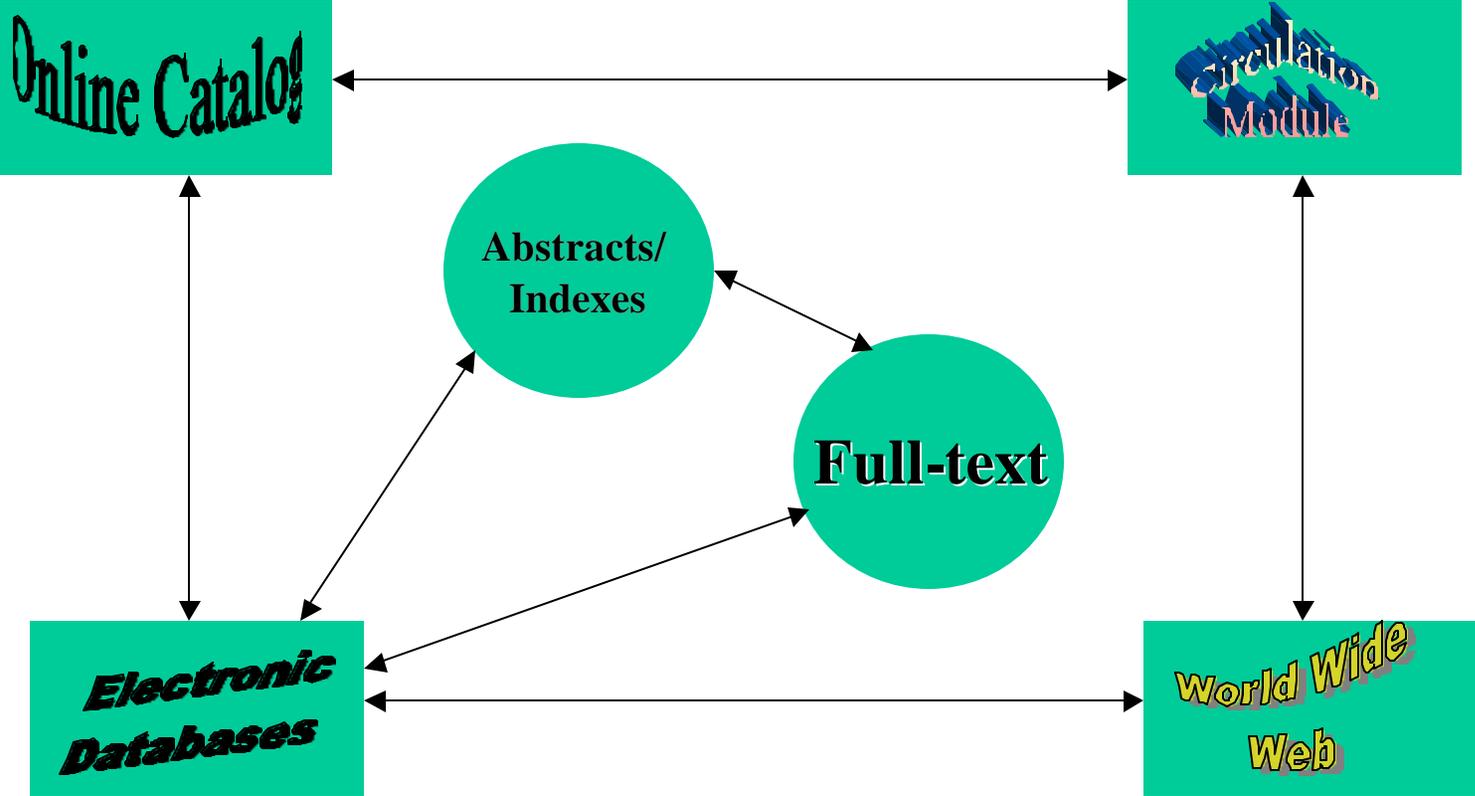
Poster presented by

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Background

- **Trends for Library**
  - **Digital Library: resources are portable**
  - **Internet: Access anywhere, anytime**
- **Trends for Internet**
  - **Broadband for quick access**
  - **Wireless for access anywhere**
  - **Content management for simultaneously real-time access and delivery**

Digital Library

- **Advantages**
  - **Computerized for storage, distribution, and retrieval**
  - **Real-time access, search, and reference**
- **Domains**
  - **Include data in all formats, such as text, graph, image, audio, and video**
  - **Metadata such as title, abstract, keywords, link, web pages, etc.**

Online Catalog

Circulation Module

Abstracts/ Indexes

Full-text

Electronic Databases

World Wide Web

Content Management Systems (CMS)

- **Major Users**
  - **Library**
  - **Museum**
  - **Archive**
  - **Enterprise**

CMS Technology

- **Tools support for content creation, checking, editing, management, input, presentation, retrieval, and delivery**

■Critical Areas

–Administration: Tools and interfaces for simple admin. Support options for different criteria (such as auto, manual control/interfaces, versioning of contents, etc)

–Authoring: platforms, and tools such as templates, tutorials

–Publishing: Support for own server or others as well. Auto deployment with scheduler support.

–Security: Tools for control and flexibility

–Scalability: Support for growth, expansion

–Workflow: Support for events, logs, alarms, email alerts. Ease of adoption and usability.

–XML: Standard and reuse support.

Common CMS Features

- Content repository and collaboration server
- XML support for content standards and reuse
- Web support for content delivery
- Multiple Language support with framework for multi-lingual publishing

CMS that Support Multilingual Environment

- **Documentum**: complies with standards and regulatory rulings (http://www.documentum.com)

- **InterWoven**: support metadata dictionary, personalization, scripts (http://www.interwoven.com)

- **Poet Software**: Use template for content publishing, support European and major Asian languages (http://www.poet.com)

- **Sanderson CMI**: Spydus library system supports multiple textual and image databases both (MARC and non-MARC); complies with major industry standards, such as Z39.50.

http://www.sanderson.com/LIBRARIES.HTM

Libraries that Implemented CMS

- **Stanford University (Artesia Tech.)**
- **Florida International Univ. - University of Miami (Glides UniSite)**
- **U of Pennsylvania Health System (InterWoven)**

Virtual On-line Reference Services

- **Active Libraries:**
  - **Academic** - Cornell, MIT, and Syracuse, UC Irvine
  - **Public** – Metropolitan Corporative (L.A. and Orange Counties)
  - **Government** – Library of Congress

Other:

http://www.public.iastate.edu/~CYBERSTACKS/LiveRef.htm

http://pages.prodigy.net/tabo1/chatsoftware.htm

•Software Applications:

AOL Instant Messenger, eGainLive, eGainVoice, HumanClick Pro, LiveAssistance, LivePerson Chat LSSI, LiveHelper,, VirtualRef Desk, WebLine, and 24/7 References, and other

Log-on Screen for Virtual Reference Desk (LSSI)

A Librarian's Interactive Screen

A Patron's Screen

A Patron's Screen

More Interactive Screen

A WWW page

Session Status

Exchanging message

Q&A Café Home Page

Challenges:

- **Technology Impacts**
- **Staffing and Staff Training**
- **Privacy**
- **Intellectual Property**
- **Quality Control and Assessment**
- **Policies**

Participation & Survival

- Theme of LITA 2000 National Forum-
  High Tech/High Touch: the Human
  Aspects of Technology (Librarians)

- Collaboration with the Campus Community -
  Teaching and Research Faculty

CMS

VIRTUAL REALITY