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## Content Management and Virtual Reference Services

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# Content Management and Virtual Reference Services

Poster presented by

**Yuhfen Diana Wu**

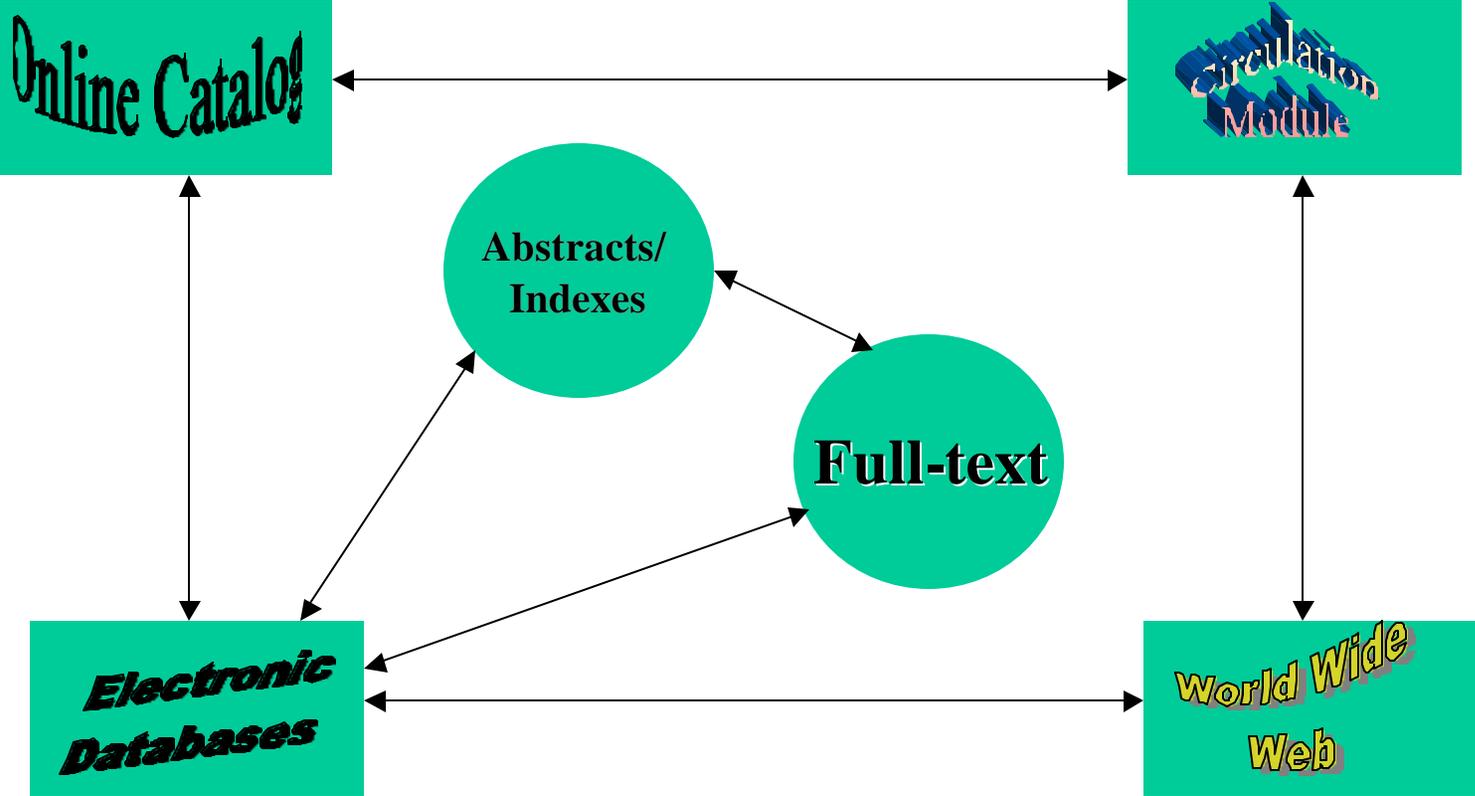
[dwu@email.sjsu.edu](mailto:dwu@email.sjsu.edu)

# **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.**



# **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/~CYBERST  
ACKS/LiveRef.htm](http://www.public.iastate.edu/~CYBERST<br/>ACKS/LiveRef.htm)

[http://pages.prodigy.net/tab01/chatsoftware  
.htm](http://pages.prodigy.net/tab01/chatsoftware<br/>.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)

Virtual Reference Desk

Choose a Topic

**LSSI**

This is a demo site for LSSI's new **Virtual Reference Desk**

Select a topic from the menu to the right. You can navigate any of the preselected sites you find there or click the Need Help icon below for **live, real-time assistance** from a senior reference librarian.

Reference Librarian

Bibliography  
Here is a small, but rapidly growing list ....

FAQ  
Frequently asked questions...

Presentations  
Upcoming and Archive of Recent Talks....

Listserve  
There are three important list serves for keeping up with development in the...

? What is it?

How it's used

Networking

Planning

More about it

Home

Done

Start | Kunming200... | San Jose St... | Re: Practice... | Virtual Refe... | Internet

11:46 AM

# A Librarian's Interactive Screen

The screenshot shows a Microsoft Internet Explorer browser window titled "Customer Entry - Microsoft Internet Explorer". The address bar shows "DeeDee - Microsoft Internet Explorer". The page content is as follows:

## Record for DeeDee

Category: [LSSI Training A](#)

Profile	
Full Name	DeeDee
Email Address	dwu@email.sjsu.edu
Phone Number	924-2799
Question	Just curious to test out how this service works?

Previous Session	
Full Name	diana wu
End Time	2001-05-03 14:01:15
Call Resolution Code	<a href="#">WCS-GONE</a>
Rep ID	shaman
	<a href="#">Get Full Transcript</a>
	<a href="#">Get All Previous Sessions</a>

## Tracking History

There is no tracking history for this customer.

Attendees		
Name	Time	
DeeDee	1 min	■ B
Diana-SJSU	1 min	■
• - csr		

**Messages** | Screens | Slideshows

**Diana-SJSU:** It's an interactive real online reference service provided by experienced librarians free of charge.

^ NEWEST ^

**Diana-SJSU:** DeeDee, welcome to your QandAcafe reference session. I'm looking at your question right

**Suggestions** + | -

**Send** ➔

The taskbar at the bottom shows the Start button, several open applications (Kunning..., Summer..., Referenc..., Session I..., Customer..., DeeDe...), and the system clock showing 10:20 AM.

# A Patron's Screen

**Customer Entry - Microsoft Internet Explorer**

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print Discuss Dell Home

Address <http://www.virtualreference.net/virtual/training.html> Go Links >>

## Virtual Reference Desk

These training sessions are for LSSI customers, if you want a demo of the Virtual Reference Desk click on Home, then click on Talk to a Librarian.

**Training Session A**

**Training Session B**

- **Share Ref. Work**  
Perhaps the best feature of the Virtual Reference Desk Software is all the other libraries using..
- **Pos. Applications**  
It is not hard to imagine the potential applications for this network...
- **CDRS**  
LSSI is developing.. in conjunction with the Collaborative Digital Reference Service..
- **Virtual Ref. Net.**

### Virtual Reference

Your representative will be with you shortly.  
Please wait for a greeting.

**Diana-SJSU:** Most of the time if the question is straightward and doesn't require in-depth searches.

^ NEWEST ^

**Rooster H.:** Can I expect an instant answer?

**Diana-SJSU:** It's an interactive real time online reference service free of charge.

**Diana-SJSU:** Rooster H., welcome to your QandAcafe reference session. I'm looking at your question right now; it will just be a moment.

*[Diana-SJSU - A representative is coming online...please wait.]*

Respond and click the "Send" button

**Send** **End Call**

Done Internet

Start Kunming... Summer... Referenc... Custom... Session I... Rooster... 10:36 AM

# A Patron's Screen

The screenshot shows a Microsoft Internet Explorer browser window titled "\*\*New Message\*\* - Microsoft Internet Explorer". The address bar contains the URL: `exe?SS_COMMAND=CUST_SUP&Category=LSSITRAINING&referer=http%3A//www.virtualreference.net/virtual/training.html`. The main content area displays a website for SJSU Continuing Education Summer Session. The page features a navigation menu with links for "Open University", "Summer Session", "Online Campus", "Winter Session", "Special Session", "Studies in American Language", and "Professional Development". A central banner reads "Classes Start May 9, July 30" and "Classes Meet in The Twelve-Week Session". Below this, text states: "San José State University has s Summer Term 2001. If you already summer courses at regular fees now. Get a free schedule of clas <http://info.sjsu.edu/schedules.ht>

On the right side of the browser, a "Virtual Reference" chat window is open. It displays a list of messages:

- Diana-SJSU:** I just sent you the SJSU summer session web page, how do you think?
- ^ NEWEST ^**
- Diana-SJSU:** [Item sent - SummerSession]
- Diana-SJSU:** Take a look at the San Jose State University summer session via Continuing Education. I will send you the web page.
- Rooster H.:** I need some information about summer schools in Silicon Valley area.
- Diana-SJSU:** Most of the time if the question is straightward and doesn't require in-depth searches.
- Rooster H.:** Can I expect an instant answer?
- Diana-SJSU:** We are interactive and also offer

At the bottom of the chat window, there is a text input field, a "Send" button, and an "End Call" button. The status bar at the bottom of the browser shows "Done", "Internet", and the date and time: "Thursday, May 17, 2001 10:46 AM". The taskbar at the very bottom shows several open applications, including "Kunming...", "Summer...", "SummerS...", "\*\*New ...", "Session l...", and "Rooster ...".

# More Interactive Screen

**A WWW page**

**Session Status**

**Exchanging message**

RQ825 - Microsoft Internet Explorer

Send Page Escort

Google™

Search 1,346,966,000 web pages

Advanced Search Preferences

Google Search I'm Feeling Lucky

Google Web Directory  
the web organized by topic

Do-it-yourself keyword advertising. [Google AdWords works.](#)

**Attendees** Key RQ825

Name	Time	
Diana-SJSU	0 min	■
Taylor	11685 min	■
• - csr		

Diana-SJSU: , welcome to the Virtual Reference Service demonstration site. We are here to show you how virtual reference can work for your library. But we cannot answer specific reference questions. If you have a specific reference

Messages Screens Slideshows

Web Address or File  
http://www.google.com/

Suggestions + | -  
Google

Start Microsoft PowerPoint - [Lib... Meetings - Microsoft Intern... RQ825 - Microsoft Int... 5:02 PM

# Q&A Café Home Page

The image shows a screenshot of a Netscape browser window displaying the QandAcafe website. The browser's title bar reads "QandAcafe - Netscape". The address bar shows the URL "http://qandacafe.org/". The website's header features a green banner with the text "A LIVE, ONLINE REFERENCE SERVICE OF YOUR LIBRARY" and a globe icon. On the left side, there is a logo for "QandA CAFE" with a lightbulb icon and the text "The Authoritative Source For Expert Information! Powered by your Library". Below the logo is a vertical menu with buttons for "ABOUT US", "WHAT TO EXPECT", "LOCAL LIBRARIES", "CONTACT US", and "TECHNICAL PROBLEMS?". The main content area includes the "QANDACAFE" logo, a "Librarians Inside" icon, and a paragraph describing the service: "A live, online reference service of the Bay Area libraries. Discover how easy getting the right answer can be." Below this is another paragraph: "Designed to provide fast answers to short questions, the **QandAcafe** combines the speed and convenience of the Internet with the information smarts of a librarian." At the bottom of the main content area, it states "Hours: Monday-Friday, 3-9 p.m.". The browser's status bar at the bottom shows "Document: Done" and the Windows taskbar with the time "10:10 AM".

# 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**

