What’s **Wrong (and Right!)** with Reference?

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Texas Library Association April 9, 2014

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*aka NFO GUY*

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What’s **Wrong (and Right!)** with Reference?

• What do you think is important about reference service?
What’s \textit{Wrong} (and \textit{Right!}) with Reference?

• How do you explain to the layperson that reference librarians – or any librarians – are not obsolete?

• How do you deal with an MSIS who is ashamed of the words librarians and library?

Audience Questions
What’s *Wrong* (and *Right*) with Reference?

- What is the role of the reference librarian in the concept of the embedded librarian?

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- How should reference adapt to fit mobile technology?

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Audience Questions

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What’s **Wrong** (and **Right**) with Reference?

- How do reference librarians in the business or special library environment prove their research skills against seasoned journalists, public affairs experts, or economists?
- How do you get them to accept help from someone who makes half of what they do?

Why offer reference service?
- Because our users need help
- Because we are the experts
- Because it is very difficult to ask for help
- Because of the human connection that the reference librarian provides

Final Audience Questions