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REINVENTING REFERENCE

How libraries deliver value in the age of Google

edited by Katie Elson Anderson and Vibiana Bowman Cvetkovic

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Uniquely positioned to connect library users to the information they seek, and thus to the wider world, library staff who serve on the front lines of reference have both the power and responsibility to position the library as an institution that remains relevant and responsive. This collection takes a critical look at the overarching trends that affect current library policy and practice regarding the process of delivering information services, and how factors such as public policy, economics, and popular culture will continue to affect those trends in the future. Library leaders and visionaries from across the spectrum of institutions address such topics as -The history of reference librarianship and how it relates to the current landscape -Privacy, censorship, and reference ethics -The effects of the born digital library user on the purpose and function of reference -Strategic challenges for reference in the coming decade -A reference forecast for 2025 Placing these issues in historical and cultural context, this book offers practical solutions for new paradigms of reference service for all users.

The book offers an array of ideas about coming challenges and how reference librarians might respond ... Librarians at all types of libraries will find this book engaging for its discussion of previous and current challenges to reference. Its individual examinations of academic, public, school and special libraries make it a versatile and inclusive work. It also presents excellent new scholarship on the history of reference librarianship, an area in need of such contributions. -- Journal of Library Innovation The variety of intelligent opinions and practical experience shows that the editors selected their contributors well. Change is happening fast, and it behooves all of us to step back, as these essayists do, to survey where we are and how we can find ways, as we have always done, to help our customers to navigate the exploding universe of information in order to locate exactly what is needed and not just what Google hurls at them." -- Catholic Library World This is a perfect guide to the past, present, and near future of reference for library students or new librarians." -- Booklist About the Author Katie Elson Anderson is a reference and instruction librarian at the Paul Robeson Library, Rutgers University, Camden, New Jersey, and the coeditor of *Stop Plagiarism: A Guide to Understanding and Prevention*. Publications include chapters in *Teaching Generation M: A Handbook for Librarians and Educators*, Sage's *21st Century Anthropology: A Reference Handbook*, and *Portrayals of Children in Popular Culture, A Handbook*. Vibiana Bowman Cvetkovic is reference librarian and web administrator at the Paul Robeson Library, Rutgers University, Camden, New Jersey. Her other books include *Stop Plagiarism: A Guide to Understanding and Prevention* and *Scholarly Resources for Children and Childhood Studies: A Research Guide and Annotated Bibliography*. She has also published in various refereed journals and library and information science publications. In 2005 she was named a Library Journal Mover Shaker.