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**The reference interview through asynchronous e-mail and synchronous interactive reference:
Does it save the time of the interviewee?**

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The technique used by librarians to determine a user's information question is called the reference interview. It has migrated from the physical reference desk to an e-mail based platform, and thence to a live, or synchronous, interactive mode. By adding this interactive feature to their reference services, libraries are directly reaching users who may have shield away from asking the same question at the traditional reference desk. This paper analyzes the Web-based reference interview and raises a significant question: 'Does it save the time of the interviewee?' This question is analyzed in the context of Ranganathan's Five Laws of Library Science. Areas that require a full-length study are highlighted.

Classification: R50