

ZMATH 2003a.00175

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The virtual librarian and the electronic reference interview.

Internet Ref. Serv. Q. 7, No. 3, 3-14 (2002).

For many students, the World Wide Web is their main access point for library research and, therefore, libraries need to find a venue for the virtual reference interview. This paper discusses the use of the library home page as a reference tool and its importance in the online reference interview process. This article also discusses some of the research that went into the creation of a home page for a large, urban, academic institution, how this research was utilized, and how the resulting page serves as an online surrogate for the in-person reference interview.

Classification: R50