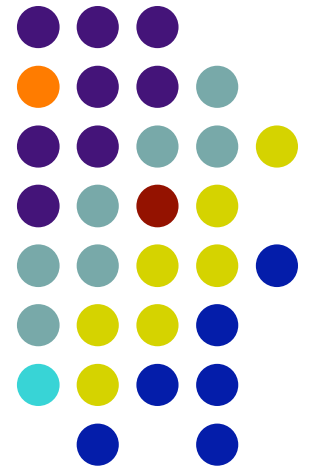


IM @ Mac: where we've been, where we're going

Amanda Etches-Johnson
McMaster University

May 4, 2006
Laurier Library, Wilfred Laurier University



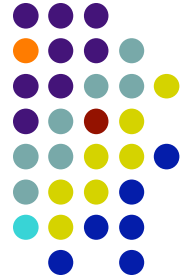
Agenda



- IM: what & how
- Why IM?
- IM @ Mac
- Where we've been...
- Challenges, solutions
- Where we're going...

IM @ Mac: where we've been, where we're going

IM: what is it?



- a real time conversation
- synchronous
- “email on steroids”

IM @ Mac: where we've been, where we're going



IM: how does it work?

- Services (protocols):
 - MSN Messenger
 - AOL Instant Messenger (AIM)
 - Yahoo! Messenger
 - ICQ
 - Google Talk
 - Skype
- none of them can “talk” to each other!

IM @ Mac: where we've been, where we're going

IM: how does it work?



- MSN & Yahoo! Messenger will soon be compatible
- maybe AOL and Google Talk too...

IM @ Mac: where we've been, where we're going

IM: how does it work?

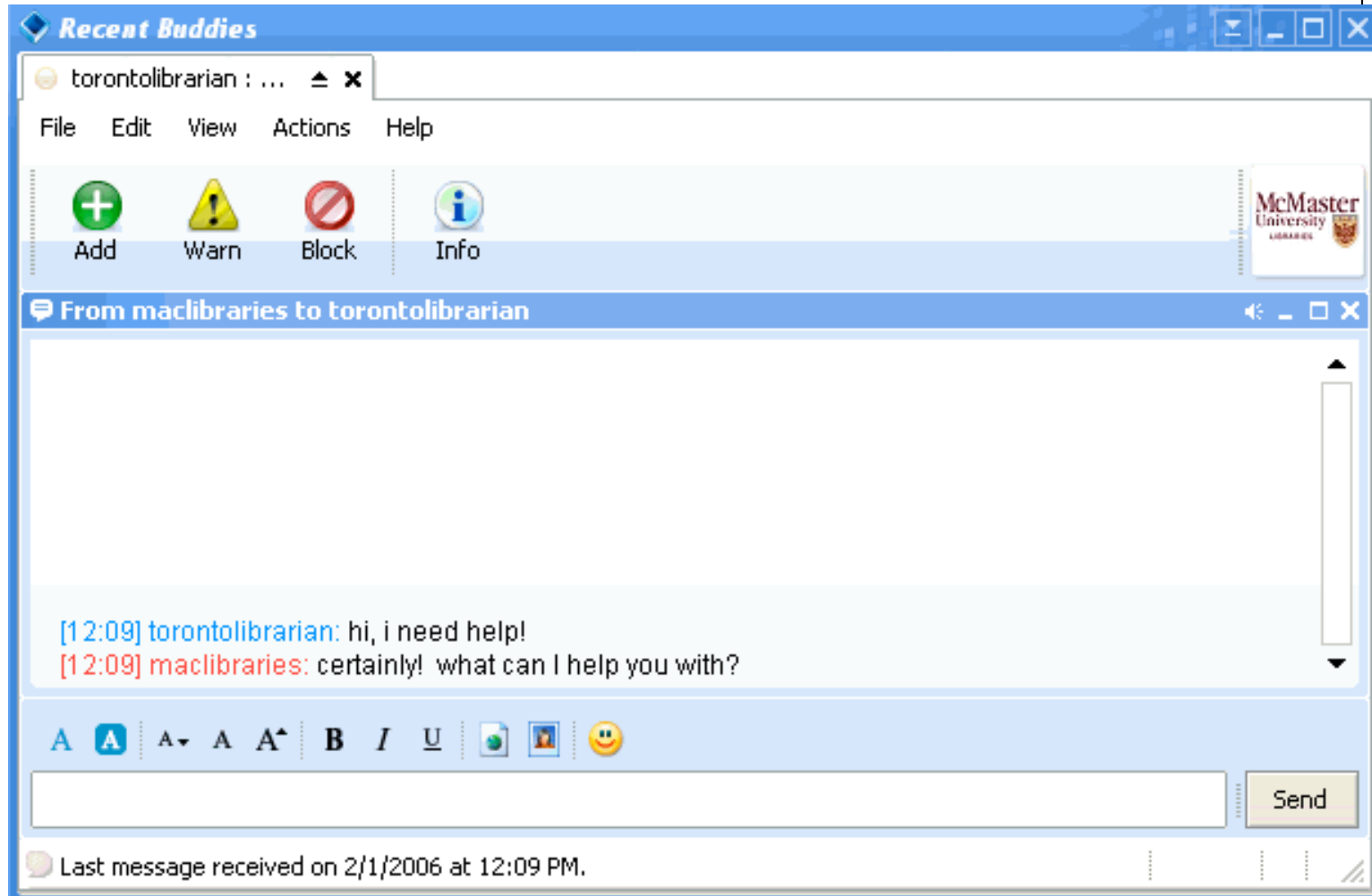


- add a user to your “buddy” list
- click the user you want to chat with
- chat!

IM @ Mac: where we've been, where we're going



IM: how does it work?



IM @ Mac: where we've been, where we're going

Why IM?



- Broad environmental scan:
 - 86% of Canadian students use IM
 - *Young Canadians in a Wired World*
 - 75% of online teens use IM
 - *Teens & Technology*

IM @ Mac: where we've been, where we're going

Why IM?



- Local environmental scan:
 - our students don't all come in to the library
 - use of IM in libraries on the rise
 - shut it down or learn from it...?

IM @ Mac: where we've been, where we're going

Why IM?



- User-centred
- Minimal staff training
- No start-up costs

IM @ Mac: where we've been, where we're going

IM @ Mac: the first steps...



- Prelim user survey:
 - 2 weeks
 - polled everyone who came to the Reference Desk
 - 154 people polled

IM @ Mac: where we've been, where we're going

IM @ Mac: the first steps...



- Prelim user survey:
 - do you use IM?
 - if yes, which service are you on?

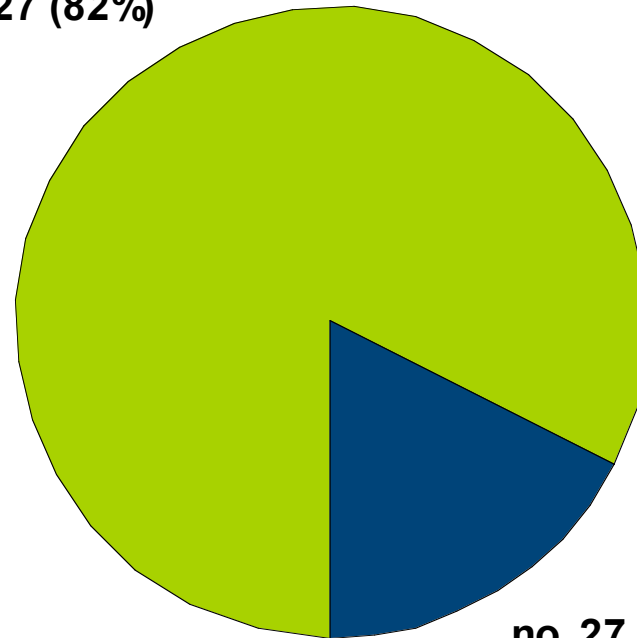
IM @ Mac: where we've been, where we're going

IM @ Mac: the first steps...



Do you use IM?

yes, 127 (82%)



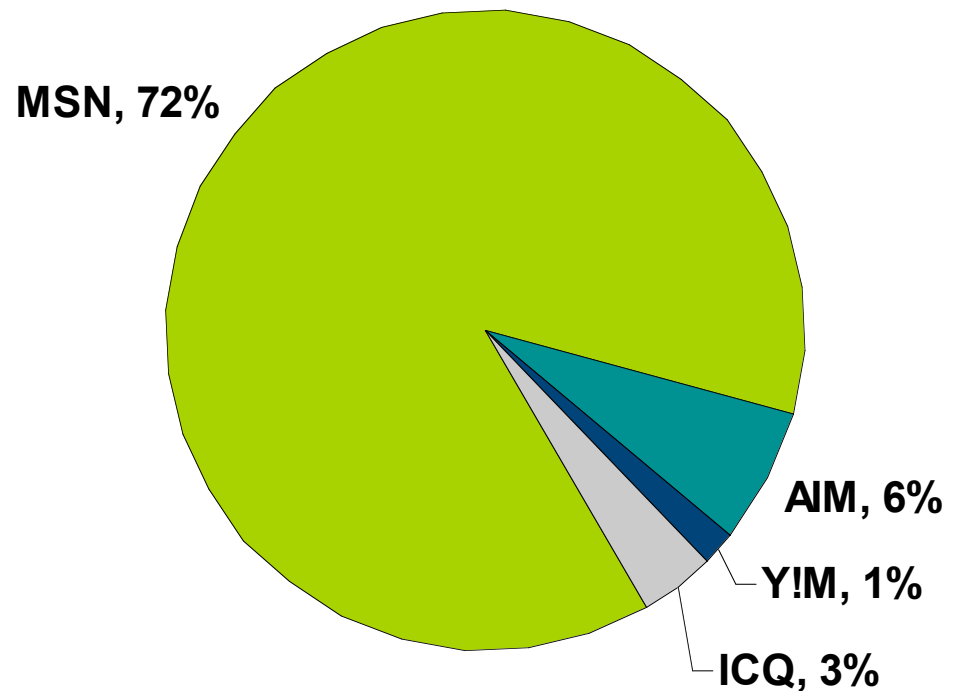
no, 27 (18%)

IM @ Mac: where we've been, where we're going

IM @ Mac: the first steps...



If yes, which service are you on?



IM @ Mac: where we've been, where we're going

IM @ Mac: the first steps...



- So, how do you launch a new service? With a pilot, of course!
 - when do we run the pilot?
 - what hours do we offer IM?
 - who is going to staff it?
 - what are our technology needs?
 - what are the security concerns?

IM @ Mac: where we've been, where we're going

IM @ Mac: the first steps...



- When do we run the pilot?
 - June – August 2005
 - evaluation: feasibility rather than stats

IM @ Mac: where we've been, where we're going

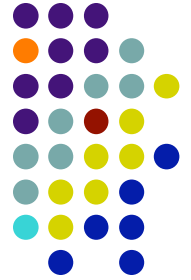
IM @ Mac: the first steps...



- What hours do we offer the service?
 - evidence-based practice
 - when do we have staff?
 - M – F: 11 am – 3 pm

IM @ Mac: where we've been, where we're going

IM @ Mac: the first steps...



- Who will staff it?
 - new technology for most
 - volunteers from Reference staff

IM @ Mac: where we've been, where we're going

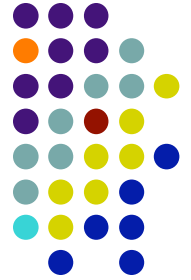
IM @ Mac: the first steps...



- The big question: IM on the desk or not?
 - personal preference
 - signage
 - don't be afraid of success!

IM @ Mac: where we've been, where we're going

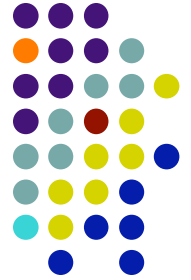
IM @ Mac: the first steps...



- What are our technology needs?
 - staff side:
 - need to chat on multiple networks
 - needs to be cheap or free
 - needs to be on multiple computers
- = Trillian OR GAIM or meebo.com
(multi-protocol clients)

IM @ Mac: where we've been, where we're going

IM @ Mac: the first steps...



- What are our technology needs?
 - download all clients?
 - multi-protocol client?
 - Trillian

IM @ Mac: where we've been, where we're going

IM @ Mac: the first steps...



- What are the security concerns?
 - worms and viruses
 - unencrypted transmission
 - weak authentication
 - spam

IM @ Mac: where we've been, where we're going

IM @ Mac: the first steps...



- Solutions to security concerns...
 - fact: IM is not as secure as email
 - virus protection
 - 3rd party apps are less vulnerable to viruses/worms
 - education, awareness, common sense ([good site](#))

IM @ Mac: where we've been, where we're going

IM @ Mac: the first steps...



- Solutions to security concerns...
 - buddy list? as a service provider, you don't need one
 - password complexity should be common sense too
 - disclaimers: make sure your patrons know about the risks with IM ([*good example*](#))

IM @ Mac: where we've been, where we're going

IM @ Mac: the first steps...



- Staff training
 - get all IM staff volunteers into a training room
 - [overview](#) of the technology & the service
 - handouts: [how to set up an IM account](#) & how to install, set up & configure Trillian
 - chat!

IM @ Mac: where we've been, where we're going

IM @ Mac: the first steps...



- Staff materials
 - [IM tips](#)
 - [canned messages](#)

IM @ Mac: where we've been, where we're going

IM @ Mac: where we've been



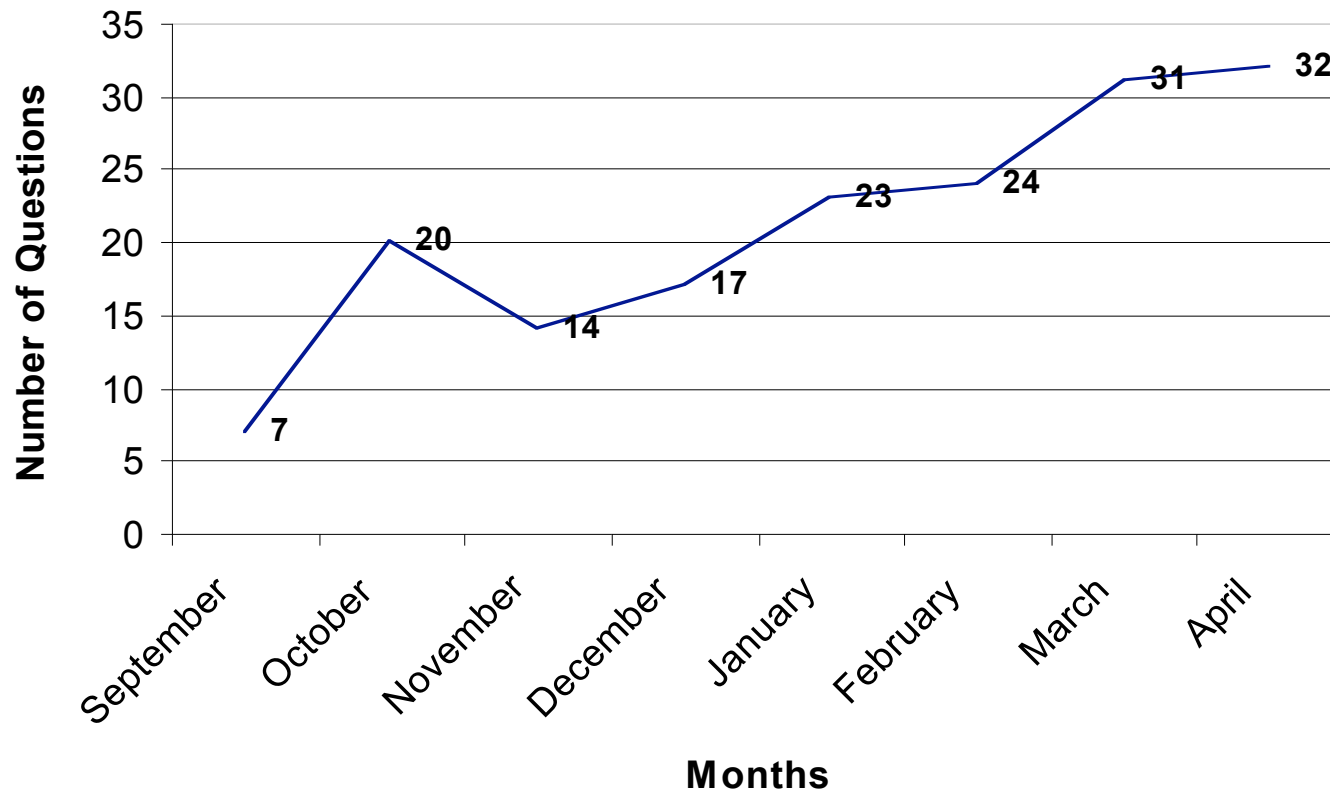
- slow start
- steady increase in use
- not overwhelming

IM @ Mac: where we've been, where we're going

IM @ Mac: where we've been



How many conversations?

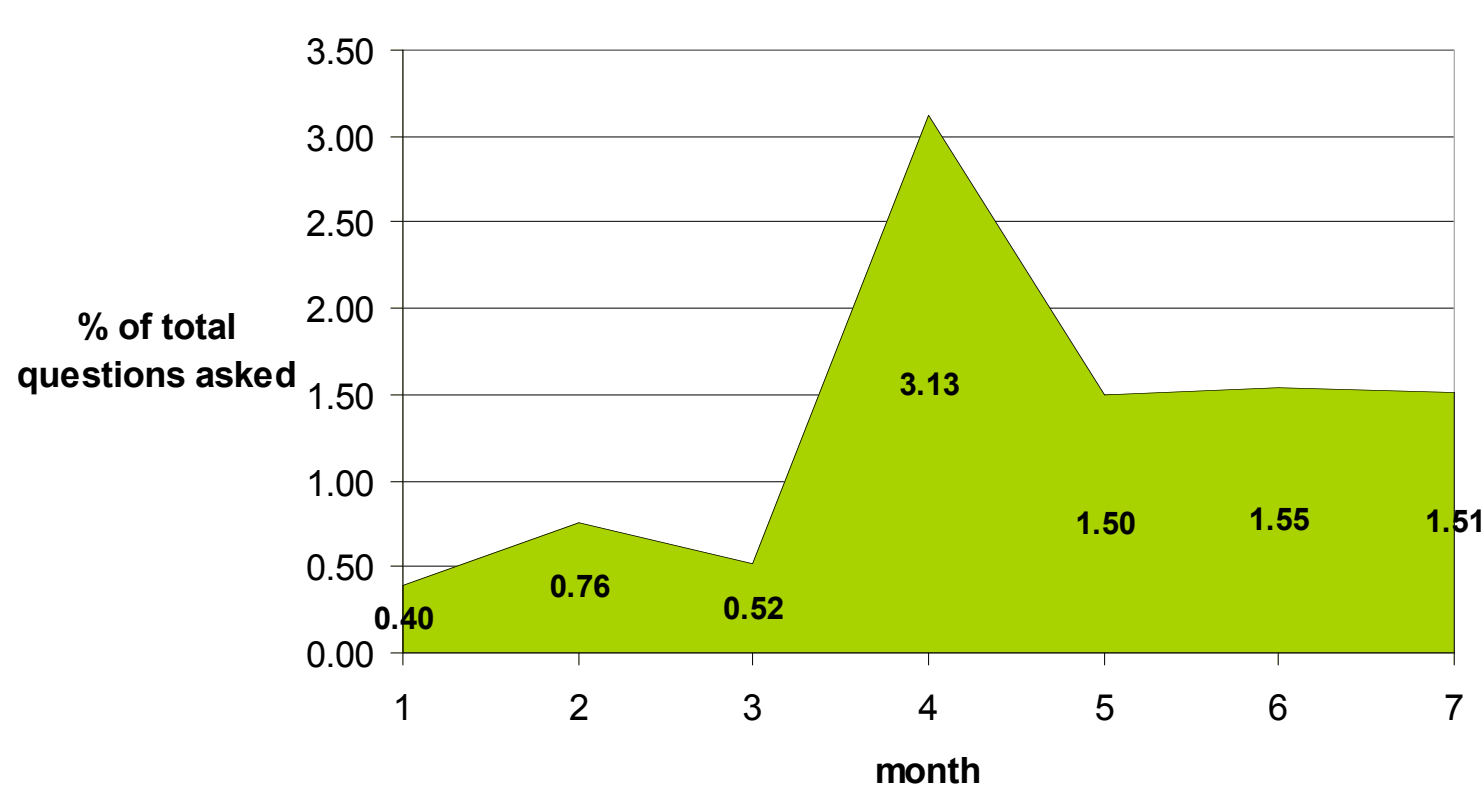


IM @ Mac: where we've been, where we're going



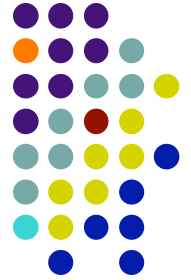
IM @ Mac: where we've been

- Percentage of total questions



IM @ Mac: where we've been, where we're going

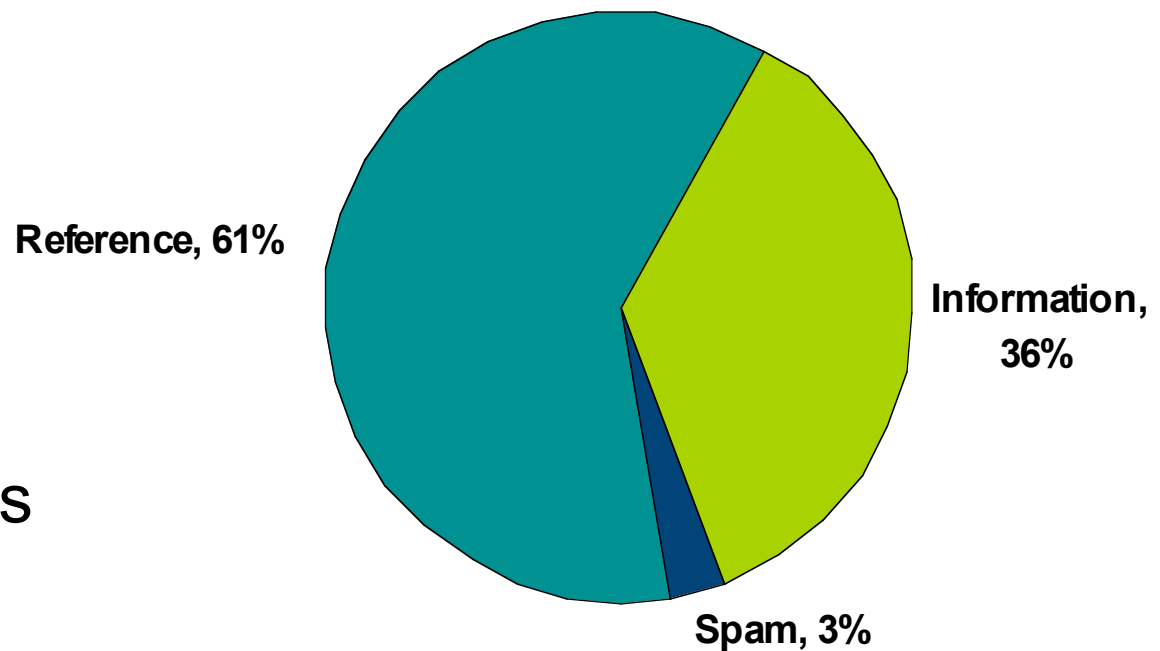
IM @ Mac: where we've been



- types of questions:
 - reference:
 - searching
 - databases
 - information:
 - campus services
 - hours. etc.

IM @ Mac: where we've been, where we're going

IM @ Mac: where we've been



types of questions

IM @ Mac: where we've been, where we're going

IM @ Mac: where we've been



- Yes, I said “spam”!
 - “I M a Turkish man 😊”
 - “Can I tell you a joke?”
 - “wanna hear the quote of the day?”
 - “hey why is the sky blue?”
- a case of mistaken identity
 - “OMG that *guy* is sitting next to me! 😊”
 - “omg I think julie is stuck with christine!”
 - “is that you man?”

IM @ Mac: where we've been, where we're going

IM @ Mac: where we've been (a quick reference question!)



- [11:51] **student@hotmail.com**: hi, can i ask you a qucik question about apa stlye guide
- [11:51] **McMaster University Library**: sure, what do you need to know?
- [11:52] **student@hotmail.com**: i would liek to know how to source a website, just the first page....all that the apa gives you is sources that are articles. i would just like to source the webpage
- [11:52] **McMaster University Library**: ok, give me a sec to look it up
- [11:52] **McMaster University Library**: we have an apa guide on our website, i'll grab the address for you
- [11:52] **student@hotmail.com**: thank you very much
- [11:53] **McMaster University Library**: go to <http://library.mcmaster.ca/guides/apa.htm>
- [11:53] **McMaster University Library**: if you scroll down to the section called "STAND-ALONE DOCUMENT FROM THE INTERNET", that gives you an example
- [11:54] **student@hotmail.com**: ok tahnk you very much
- [11:54] **McMaster University Library**: anytime! :)
- [11:54] **student@hotmail.com**: thanks for your help , bye now
- [11:54] **McMaster University Library**: have a good day
- = 3 minutes!**

IM @ Mac: where we've been, where we're going

IM @ Mac: where we've been



- Long buddy list = good!
 - September: 8
 - November: 55
 - January: 90
 - April: 120

IM @ Mac: where we've been, where we're going

IM @ Mac: challenges, solutions



- The challenge:
 - the “shift change”
- The solution:
 - IM accounts for all staff

IM @ Mac: where we've been, where we're going

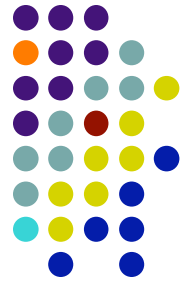
IM @ Mac: challenges, solutions



- The challenge:
 - new technology for most staff (can you type as fast as you can think?)
- The solution:
 - practice!

IM @ Mac: where we've been, where we're going

IM @ Mac: challenges, solutions



- The challenge:
 - being crippled by the tyranny of the “instant” in IM!
- The solution:
 - relax!
 - the “IM mindset”

IM @ Mac: where we've been, where we're going

IM @ Mac: challenges, solutions



- The challenge:
 - IM lingo
- The solution:
 - relax!
 - they know who they're talking to!
 - get help!

IM @ Mac: where we've been, where we're going

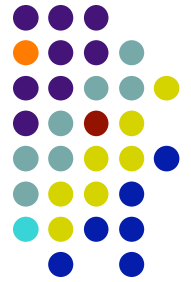
IM @ Mac: challenges, solutions



- The challenge:
 - reference over IM takes ~ x3 longer than F2F
- The solution:
 - be willing to refer
 - pick up that phone!

IM @ Mac: where we've been, where we're going

IM @ Mac: challenges, solutions



- The challenge:
 - if we build it, they might come!
- The solution:
 - don't be afraid of success!

IM @ Mac: where we've been, where we're going

IM @ Mac: challenges, solutions



- The challenge:
 - “IM”
- The solution:
 - Listen to your patrons!
(hint: “MSN” and “chat” are more widely used by Canadian millenials!)

IM @ Mac: where we've been, where we're going

IM @ Mac: where we're going



- The “VR service point”
- Advertising & promotion
- Outreach to distance ed students
- IM office hours
- Information literacy
- Group chats
- Logs, stats, reports

IM @ Mac: where we've been, where we're going

IM @ Mac: where we're going



Stats collection & Reports

Generate Reports

Report Type:

- Month end Report - Hour
- Month end Report - Day of Week

May 2006

- Sampling Report

From: May 2 2006

To: May 2 2006

Limit by:

Faculty All

Status All

Limit by Location:

- All
- Mills Research Help Desk
- Innis Research Help Desk
- Thode Research Help Desk
- Mills IT Help Desk
- Innis IT Help Desk
- IM - Mills Reference

Generate Report

Questions?



This presentation lives at:

<http://www.blogwithoutalibrary.net/talk/laurier/IM.pdf>

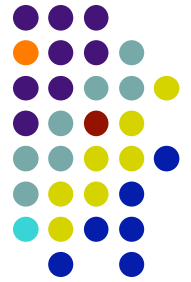
Get in touch:

AIM/Skype: torontolibrarian

MSN/email: amanda@etches-johnson.com

IM @ Mac: where we've been, where we're going

And, if we have time...



Other IM'ing libraries:

- check out the [Library Success Wiki](#)

IM @ Mac: where we've been, where we're going