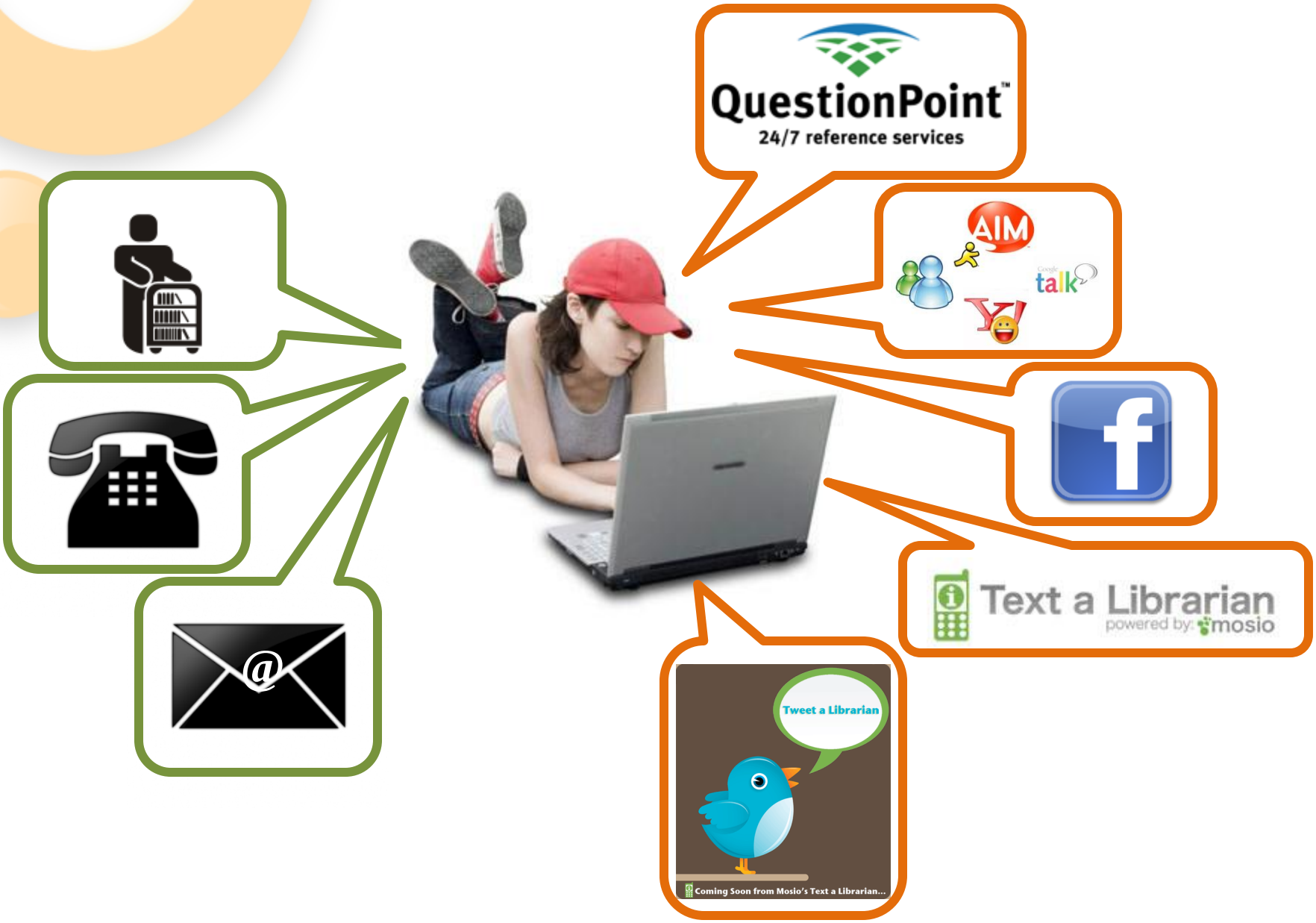
Chat widgets as a student/librarian communication tool

Danielle Dennie
Concordia University Libraries'
8th Annual Poster Forum
May 5, 2010

Introduction: library reference services



Chemistry and Biochemistry Research Guide

SUBJECT LIBRARIAN

Danielle Dennie
Vanier Library, Room 127.03
848-2424 ex. 5237
danielle.dennie@concordia.ca
IM: dend01
dend014
danielle.dennie

Chat with Danielle, (if she's online)
If OFFLINE, please leave email where I can contact you..

Chat
Danielle is online
Type **here** and hit enter to send a private message.
edit nick: meeboguest24791
get meebo

ARTICLES AND MORE...

Major databases:

- SciFinder Scholar (Chemical Abstracts)
  - SciFinder Web how-to videos (*beta*)
- Web of Science
- PubMed (Medline)
- More...

Major resources for:

- Articles & Patents
- Encyclopedias
- Theses
- Spectra & Properties
- The Elements
- Enzymes
- Syntheses, Reactions & Methods
- Toxicology (including MSDS)

ENCYCLOPEDIAS, HANDBOOKS...

- Chemistry & Biochemistry

TIPS FOR COURSES

- CHEM 208: Chemistry in our Lives
- CHEM 235: Physical Chemistry II
- CHEM 241: Inorganic Chemistry I
- CHEM 324: Organic Chemistry III
- CHEM 327: Organic Chemistry of Polymers
- CHEM 470: Environmental Biochemistry
- CHEM 477: Advanced Laboratory in Biochemistry

CHEMISTRY WEBSITES

Recent sites found surfing:

- Nature Milestones: Key discoveries that shaped science
- WatchKnow - Videos for kids to learn from.
- Chemical Nomenclature: A Guide to Naming and Indexing Chemical Compounds

NEW CHEMISTRY BOOKS

in library

Introduction: widgets vs VR

Table III.
Virtual reference transaction during the pilot and previous two semesters

Semester	QuestionPoint	Meebo	Total virtual reference questions
Spring 2007	750	n/a	750
Fall 2007	837	n/a	837
Spring 2008	531	833	1,364

(Breitbach, Mallard & Sage 2009)

Novanet Live Help Usage Statistics Fall 2007 & Fall 2008

	Total Sessions	Total Service Hours	Avg. Sessions/Hour
Fall 2007 (without chat widgets)	340	674	0.50
Fall 2008 (with chat widgets)	1,885	722	2.61

(Bedwell 2009)

Methodology: survey

Who is offering subject chat reference?

- Age groups
- Subject responsibilities

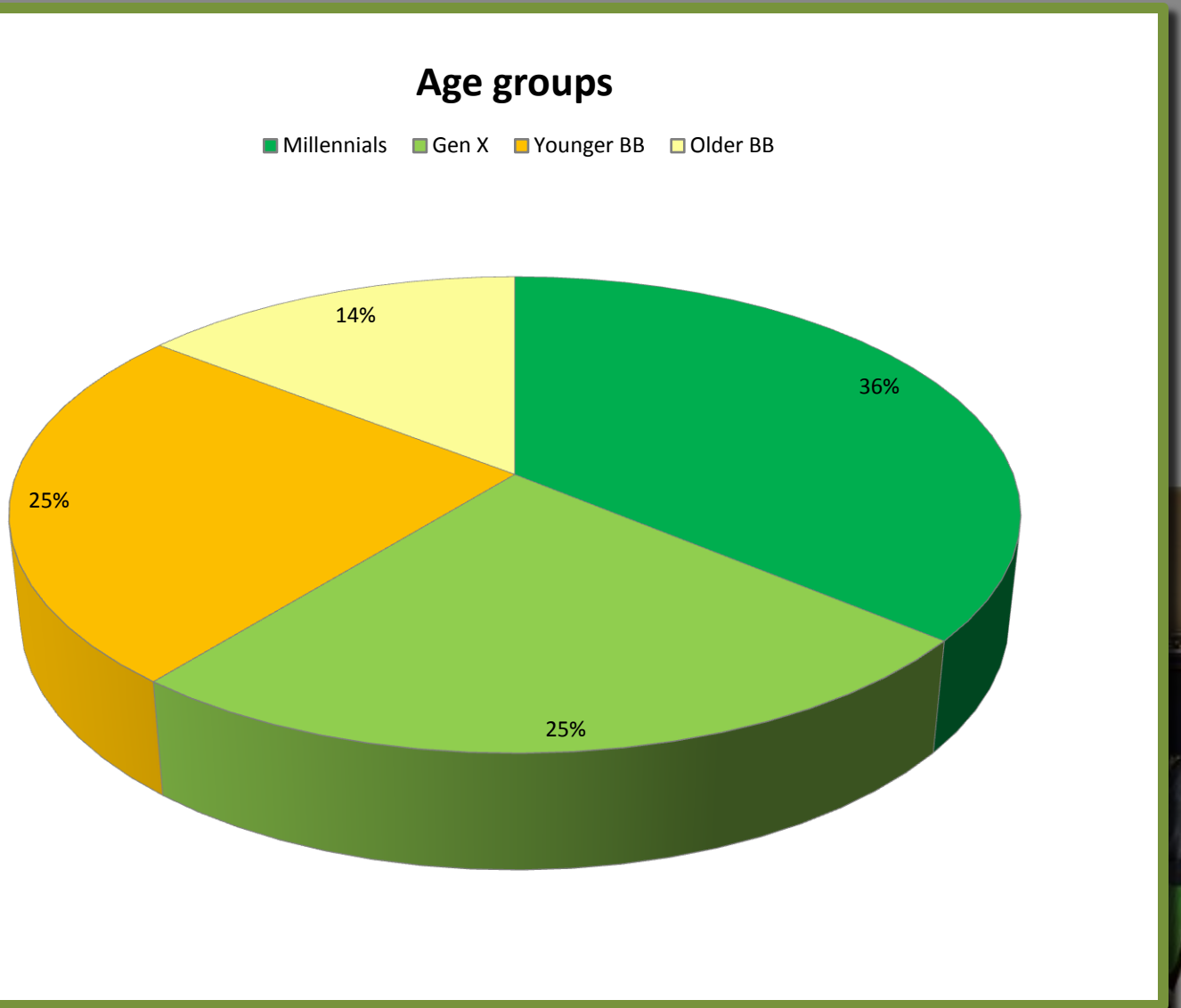
How much time is spent connected to the chat per week?

Are librarians advertising the subject chat reference option?

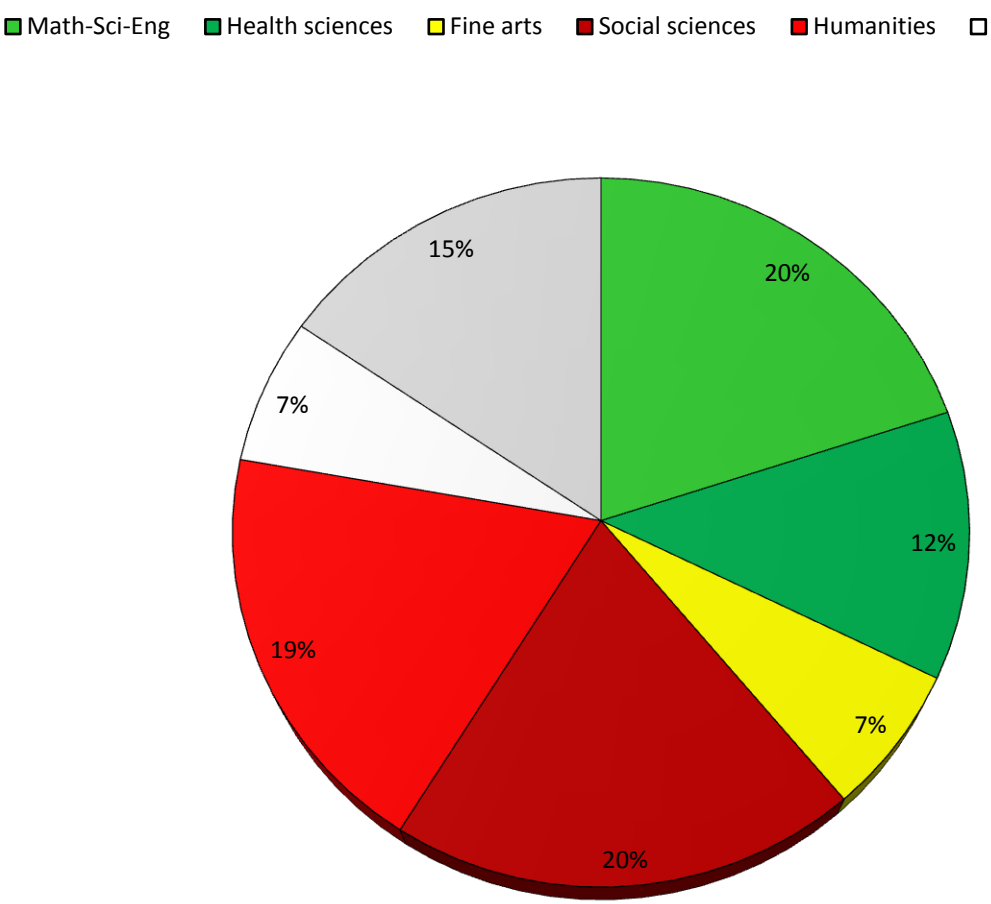
How does the frequency of chat questions differ from other methods of individual consultations?

Results: general findings

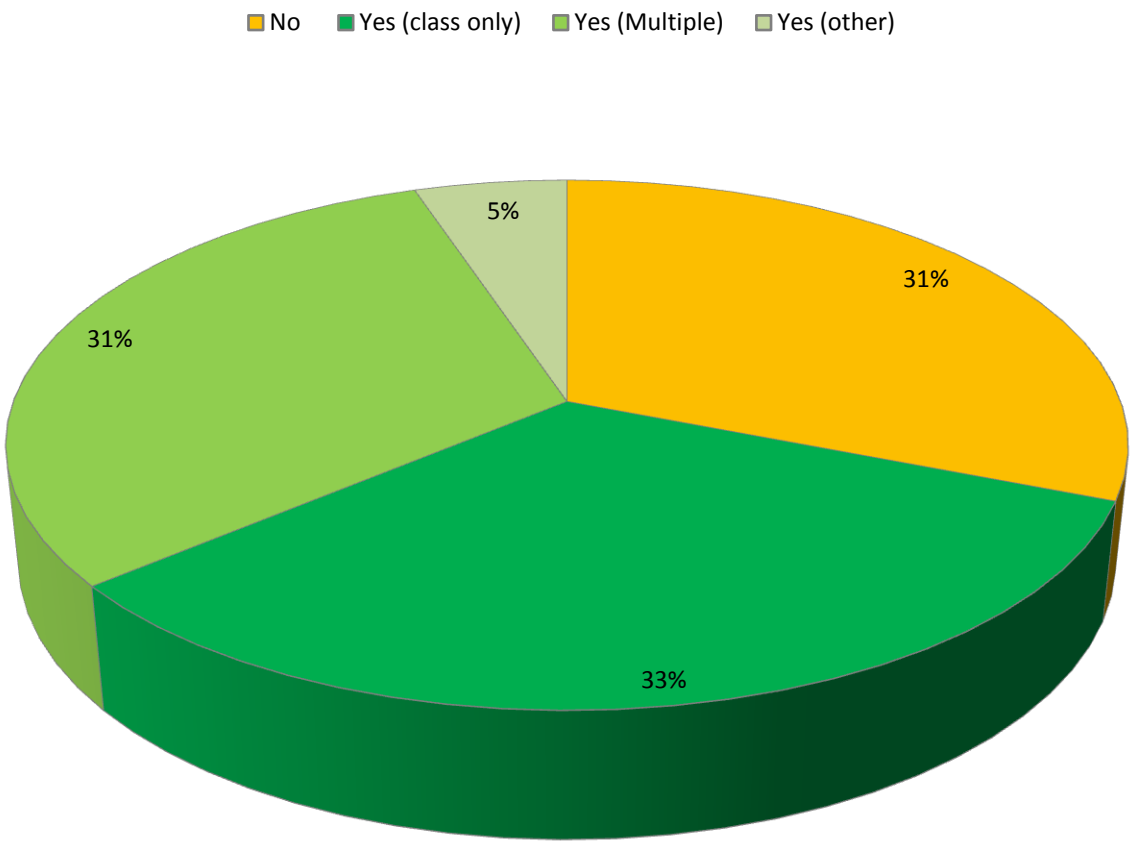
- 61% of chat widget users are Millennials or Gen X
- 60% of chat widgets are equally distributed among Math/Sci/Eng, Humanities, & Social Sciences
- ~70% of librarians advertised the chat widget using one or more methods
- ~70% of librarians are are connected to the chat widget more than 20 hours / week
- In person or email consultations are frequent
- Chat or phone consultations are infrequent.

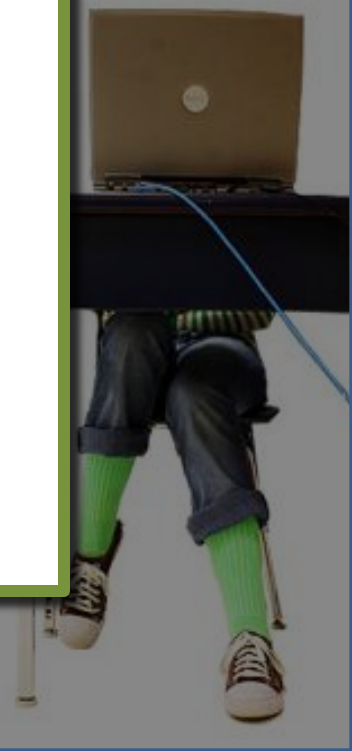

Age groups
Millennials
Gen X
Younger BB
Older BB
14%
36%
25%
25%

Subject guide breakdown

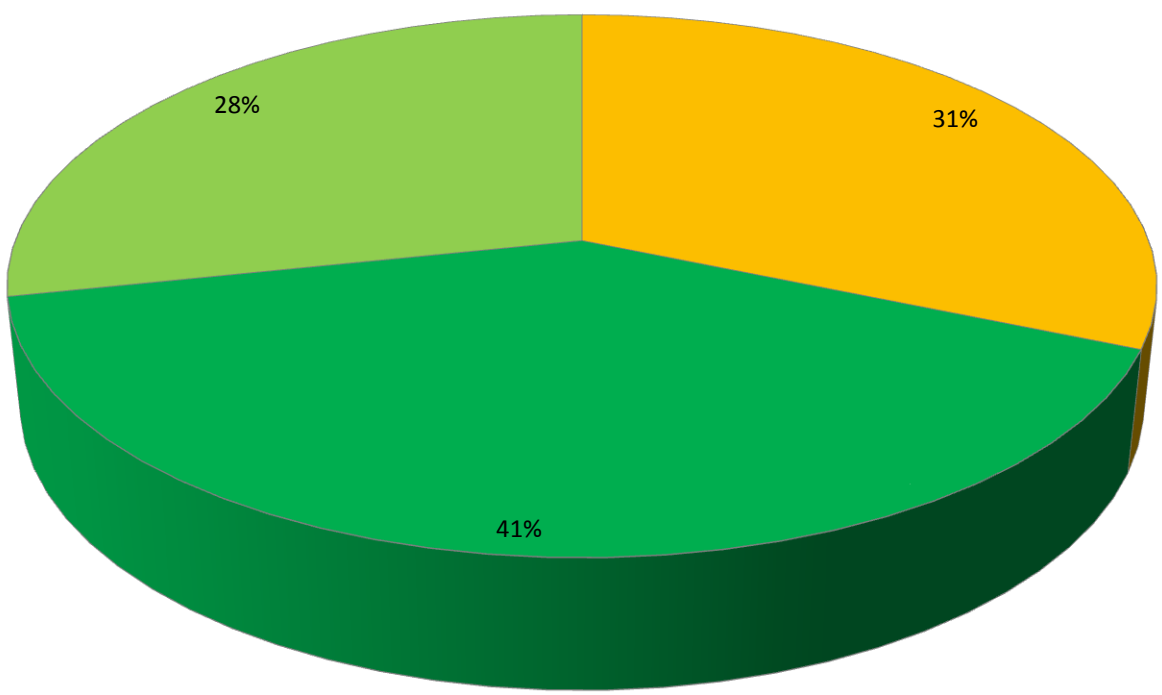


Did you advertise the chat widget?

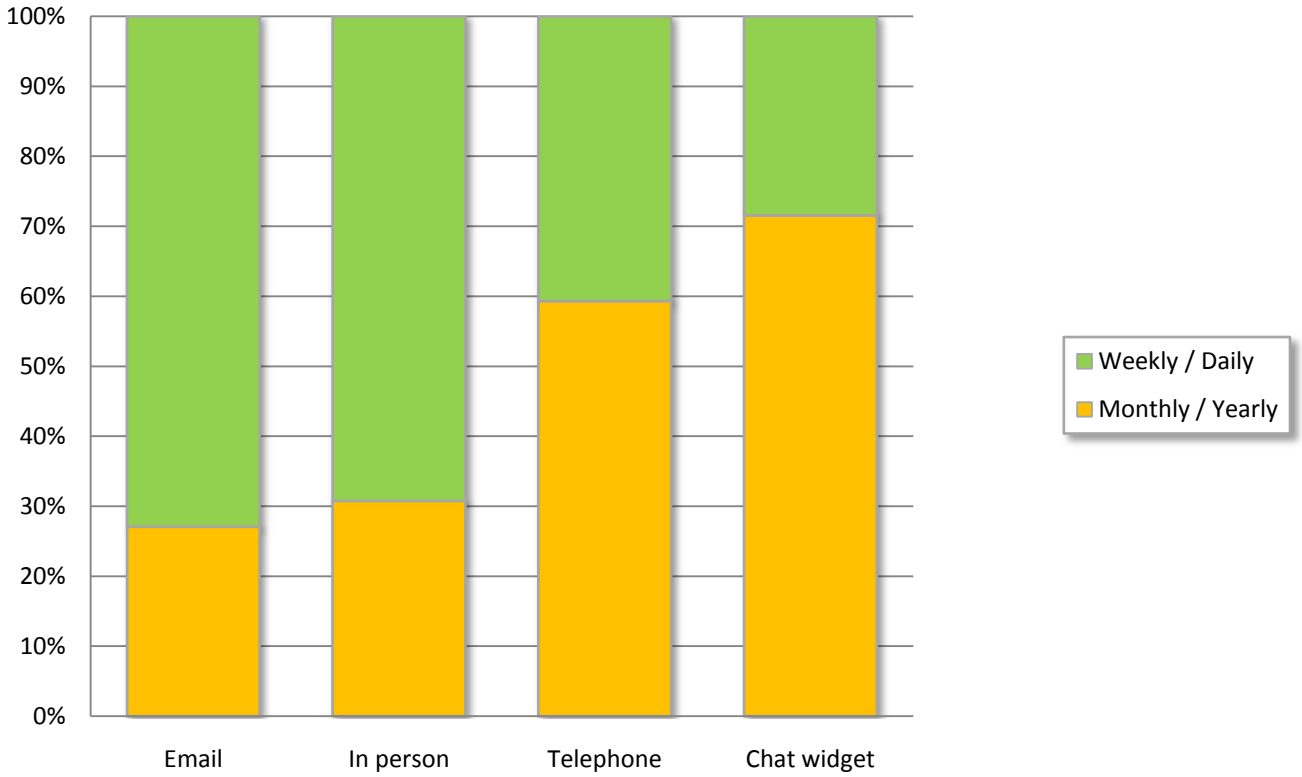


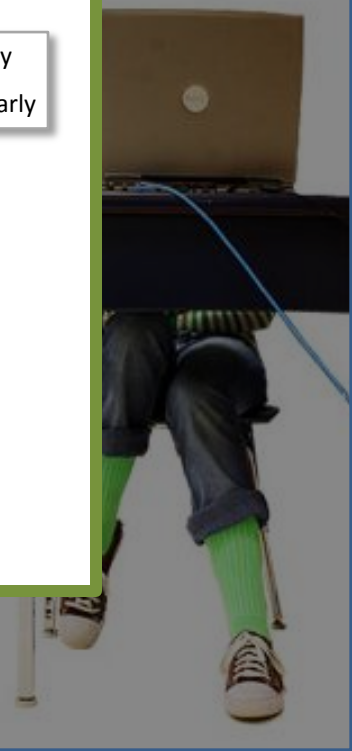


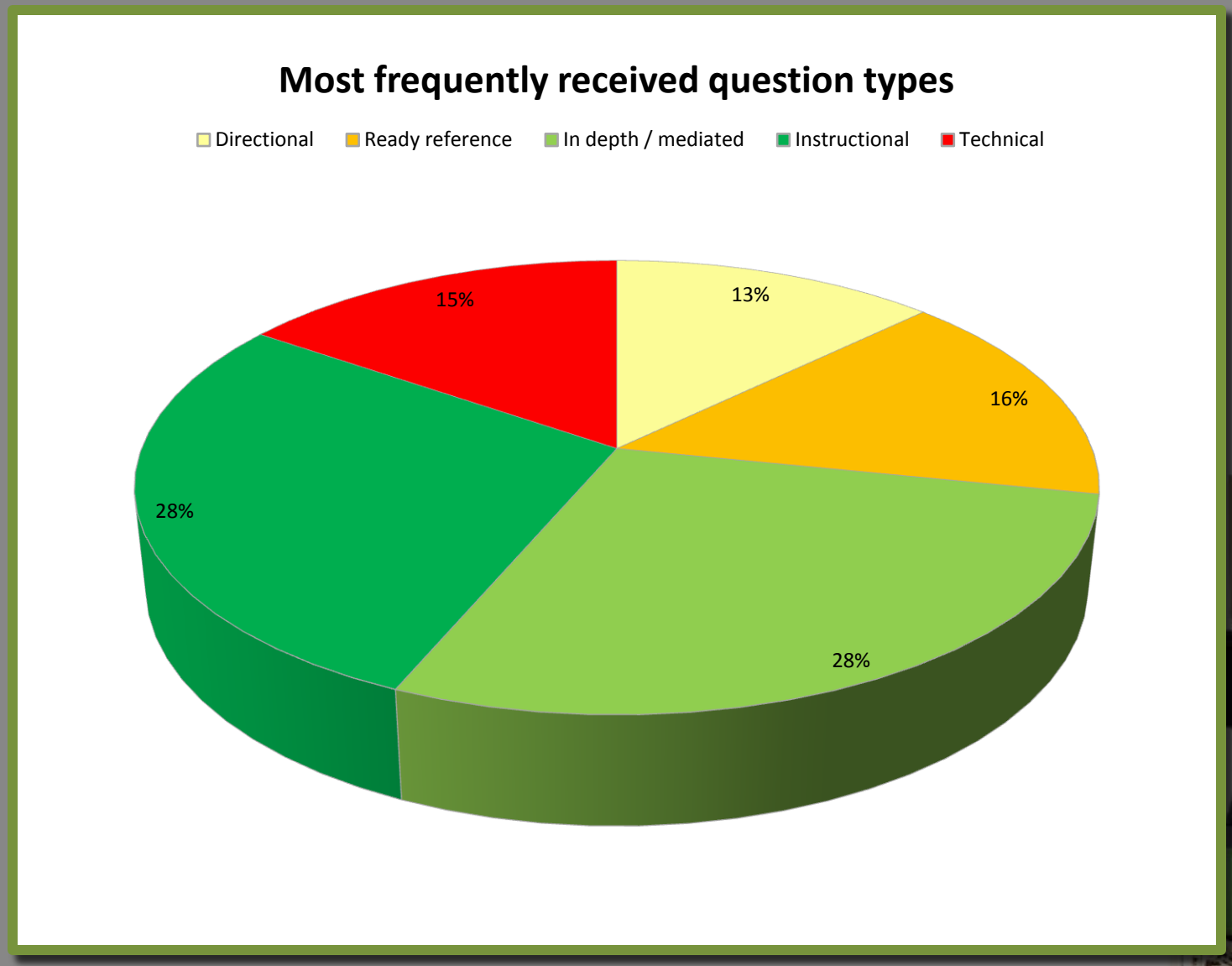
Number of hours connected to chat widget per week



Frequency of consultations






Most frequently received question types
Directional
Ready reference
In depth / mediated
Instructional
Technical
13%
16%
28%
28%
15%

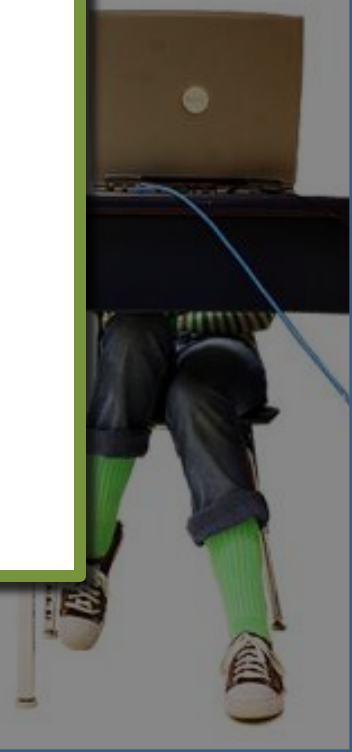
Results: connection time analysis

- Librarians who are connected longer to their chat widgets receive more chat and in person consultations.

- Librarians who are connected less to their chat widgets receive more email consultations.

Weekly or Daily consultations *vs* number of hours connected to chat widget

	0-19 hours	20-29 hours	30+ hours
In person	62%	68%	79%
Chat	**8%**	**25%**	**54%**
Email	86%	70%	64%
Phone	52%	37%	35%

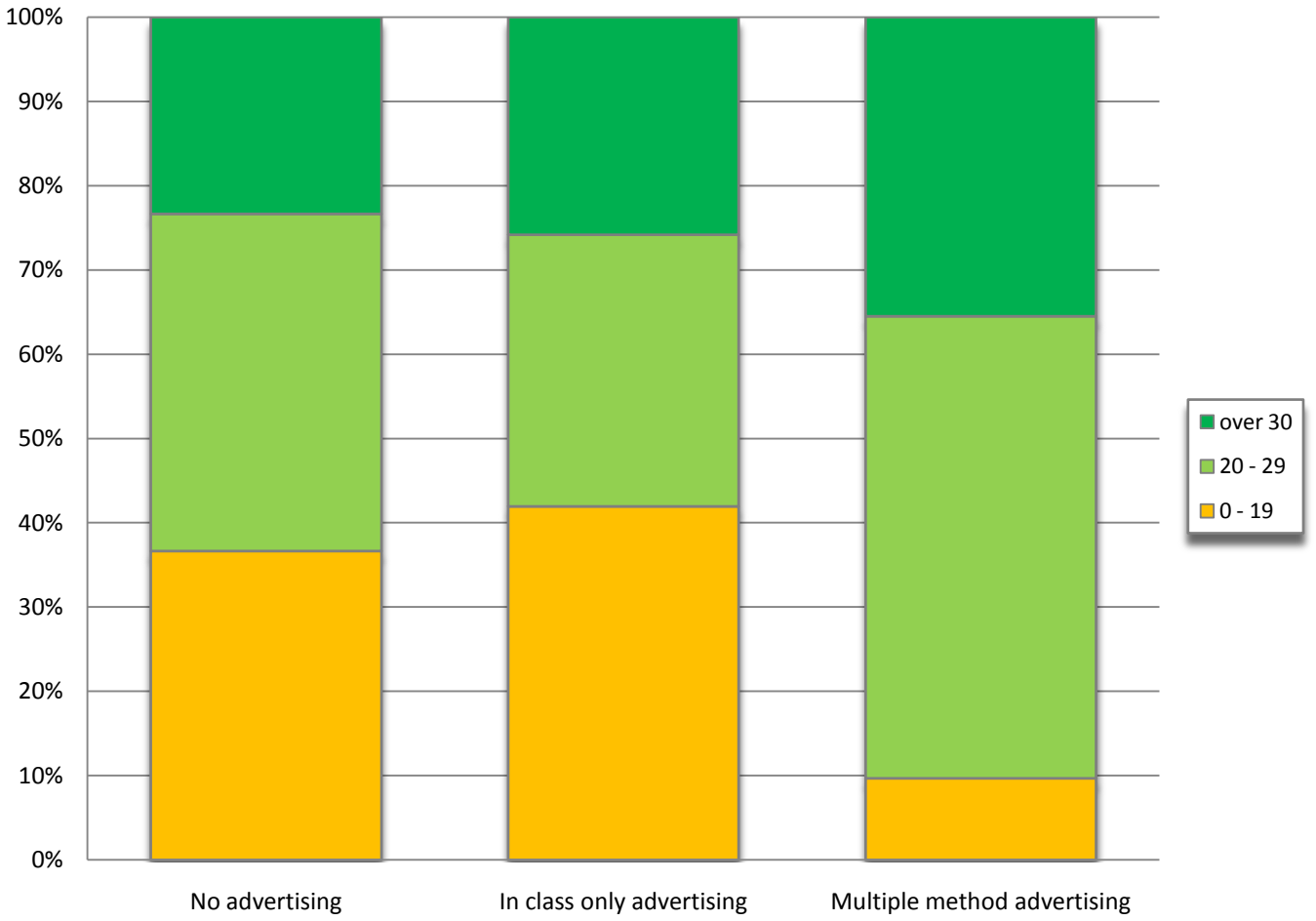


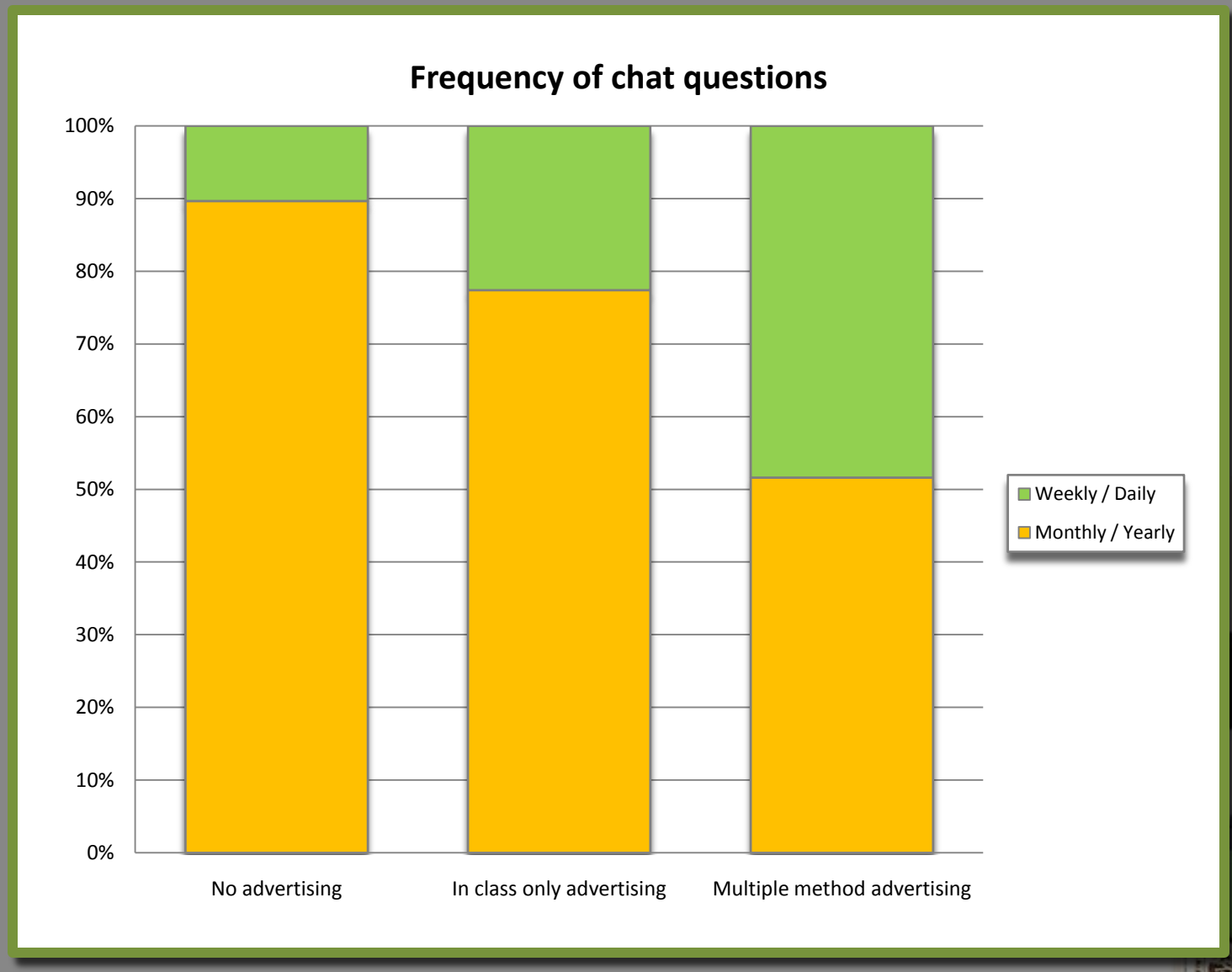
Results: advertisement analysis

- 64% of librarians advertised the chat widget in a workshop.

- Librarians who used multiple ways of advertising:
  - spent more time connected to the chat widget
  - received chats questions more frequently

Number of hours connected to chat per week

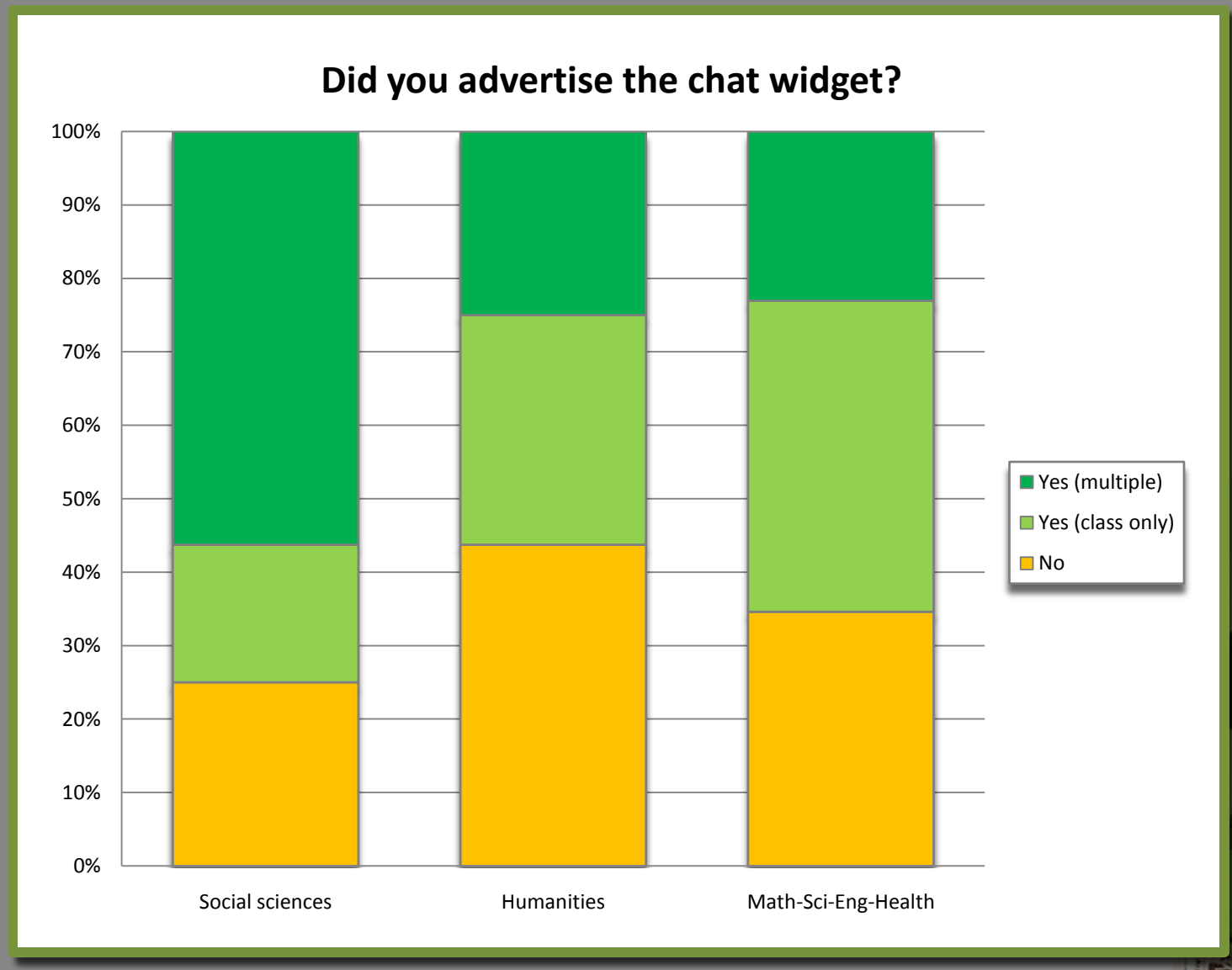



Frequency of chat questions
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
No advertising
In class only advertising
Multiple method advertising
Weekly / Daily
Monthly / Yearly

Results: subject guide analysis

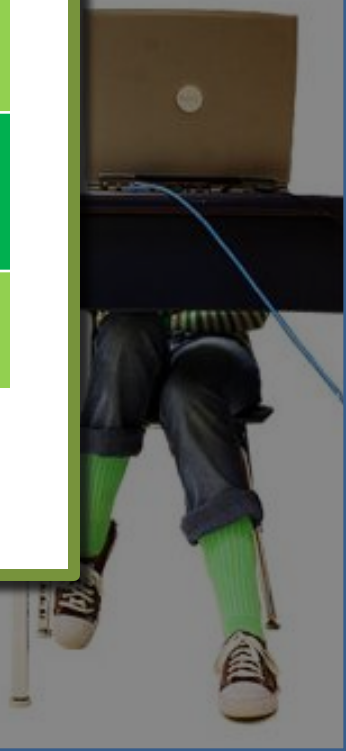
- Social sciences librarians advertise more and favour multiple ways of advertising.

- Social sciences & Humanities librarians receive more daily or weekly chats than Science / Engineering / Health sciences librarians.


Did you advertise the chat widget?
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
Social sciences
Humanities
Math-Sci-Eng-Health
Yes (multiple)
Yes (class only)
No

Consultations performed weekly or daily

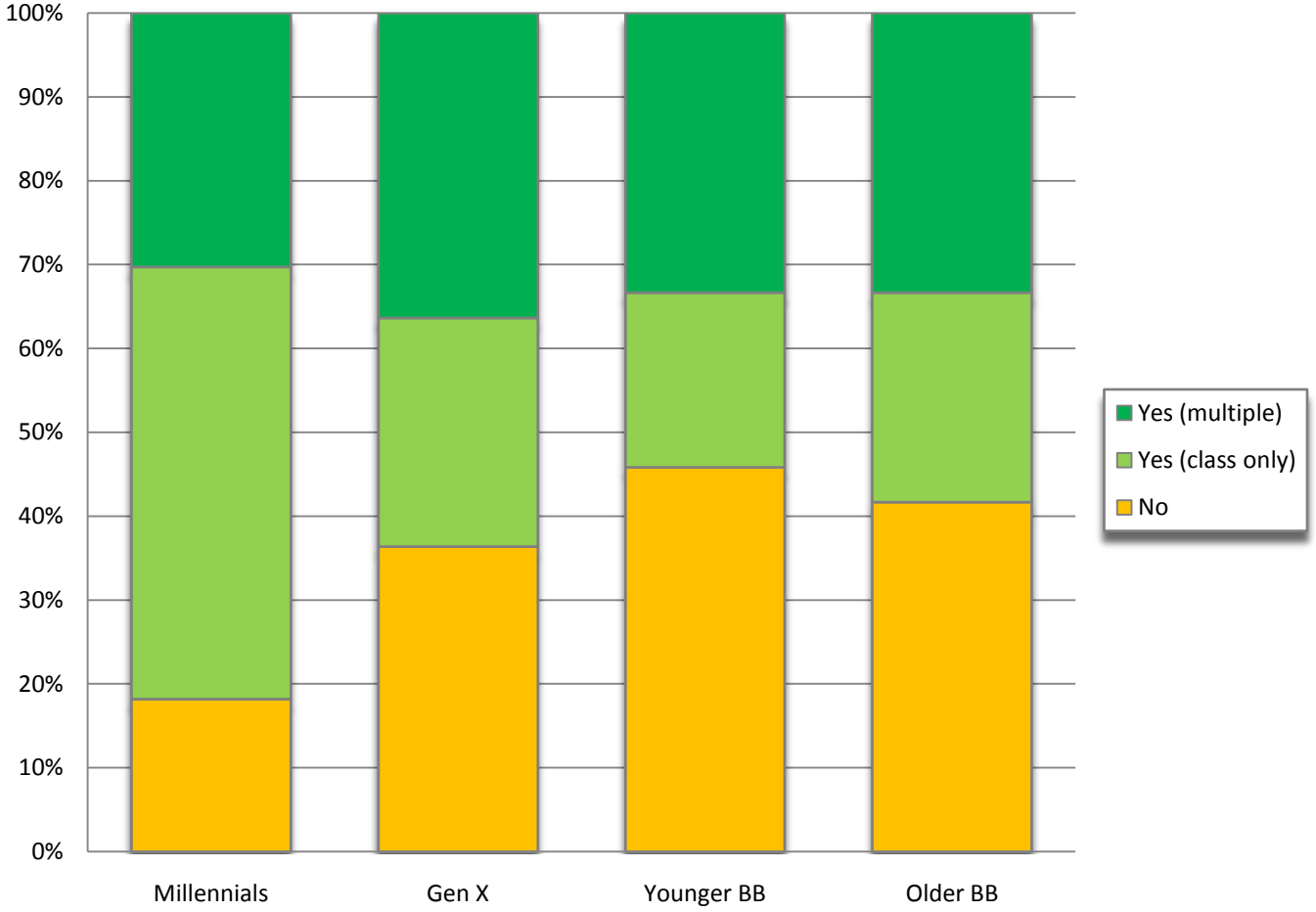
	Math-Sci-Eng-Health	Social Sciences-Humanities
In person	63%	73%
Email	63%	86%
Chat	**12%**	**43%**
Phone	52%	37%

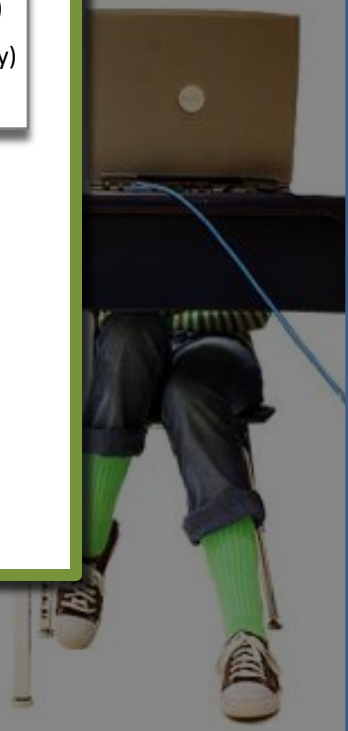


Results: age group analysis

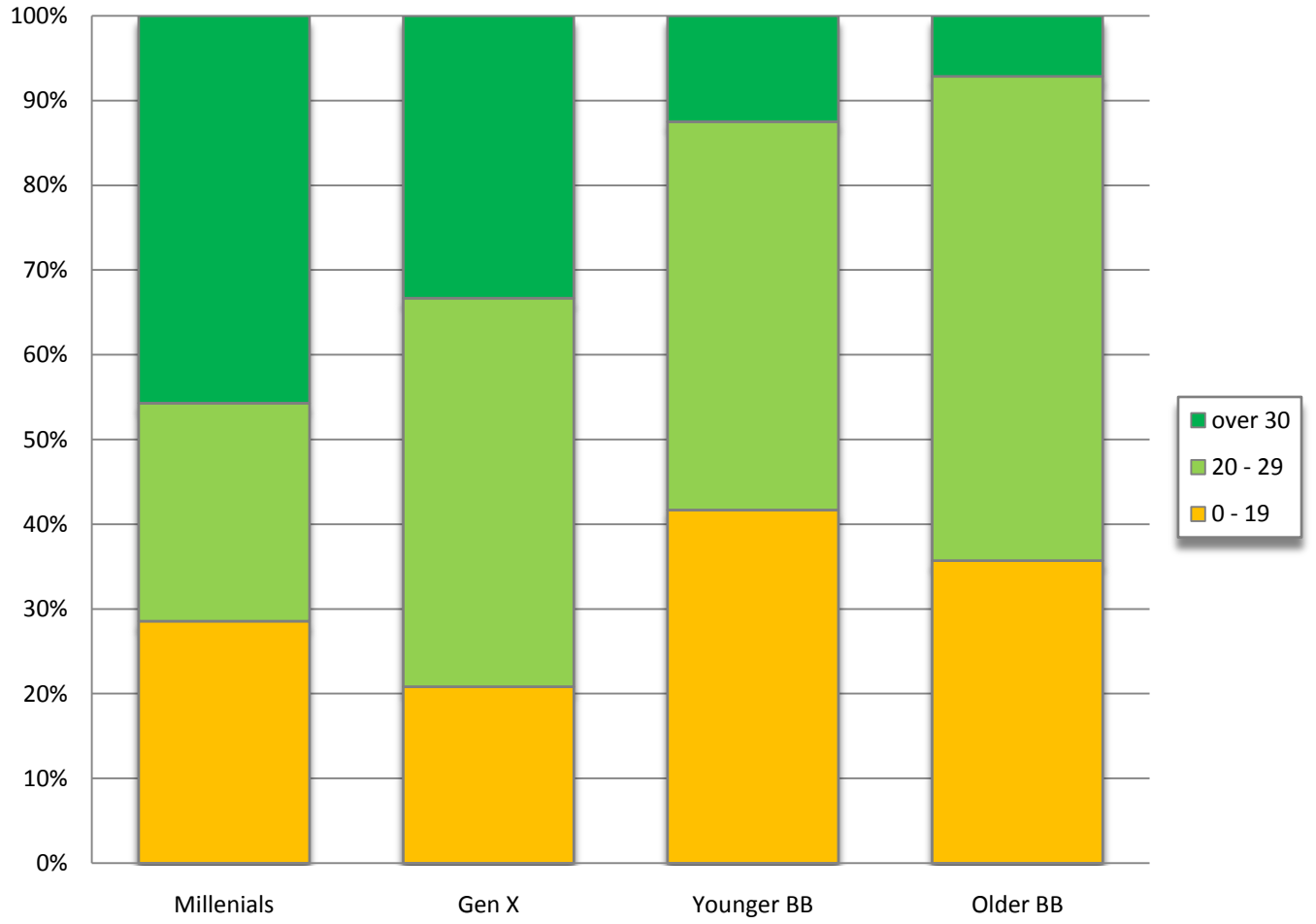
- Millennials advertise more than other age groups
- Millennials and Gen X are connected longer hours to the chat widget than Baby Boomer.
- Millennials and Gen X more frequently received weekly or daily chats than Baby Boomers.
- Older Baby Boomers reported more consultations through traditional means (email, phone, in person).

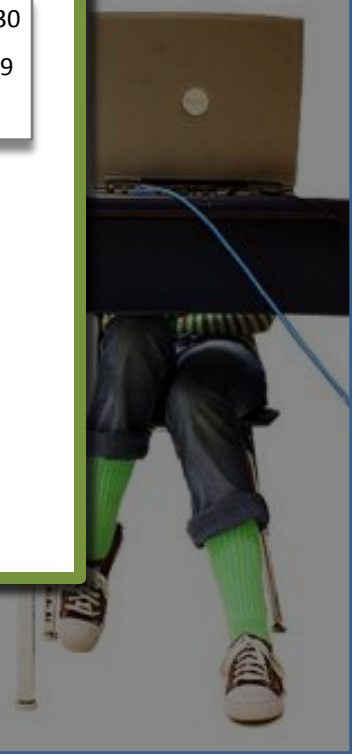
Did you advertise the chat widget?





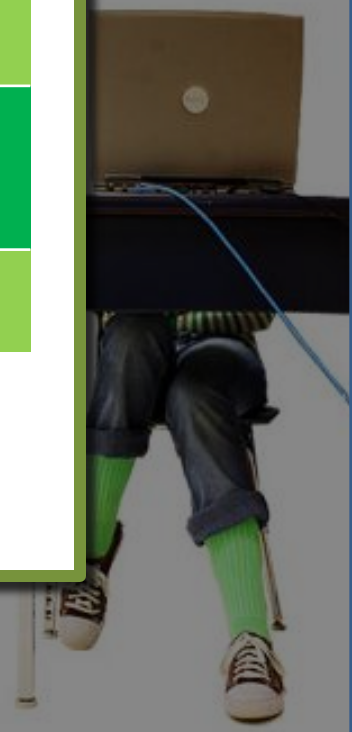
Number of hours connected to chat widget per week





Consultations performed weekly or daily

	Millennials	Gen X	Young BB	Older BB
In person	74%	54%	63%	92%
Email	70%	56%	65%	93%
Chat	**39%**	**33%**	**13%**	**15%**
Phone	9%	41%	48%	57%



Conclusions: should you have a chat widget?

Are you aged 24 - 39?

Do you work long hours in your office?

Are you a social person who advertises your services in as many venues as possible?

Are you a social sciences librarian?

Conclusion: positive effects of OCC

Out-of-class communication (OCC)

"student-faculty communication in the instructor's office, informally on campus, or before and after class."

(Balayeva and Quan-Haase 2009)

"OCC between students and faculty is associated with considerable positive student effects, including motivation, career direction, or pursuit of more advanced education, satisfaction with university, retention, personal and academic growth and achievement, and persistence"

(Balayeva and Quan-Haase 2009)

Thank you!