

IN YOUR FACE: OUR EXPERIENCE WITH PROACTIVE CHAT REFERENCE



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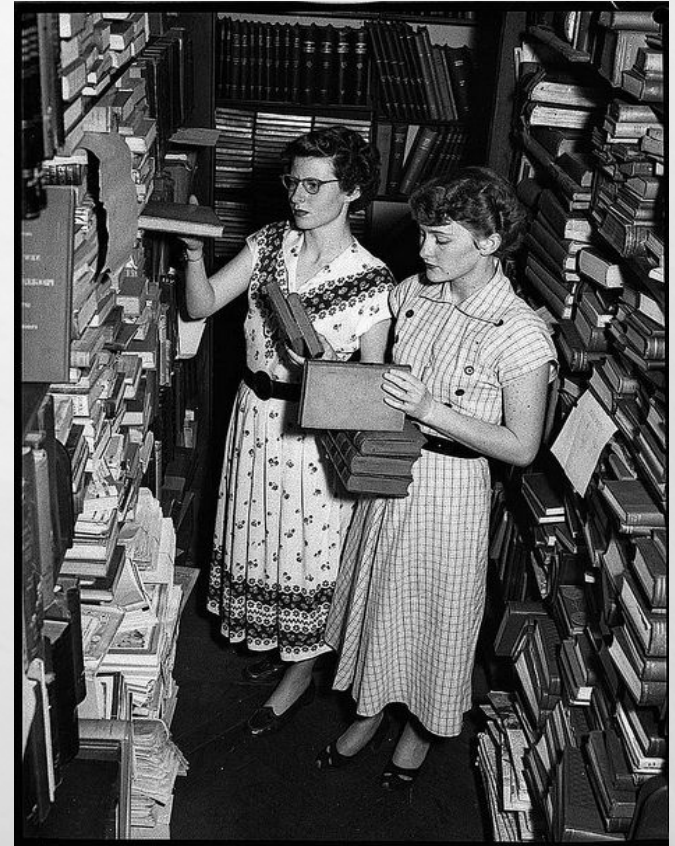
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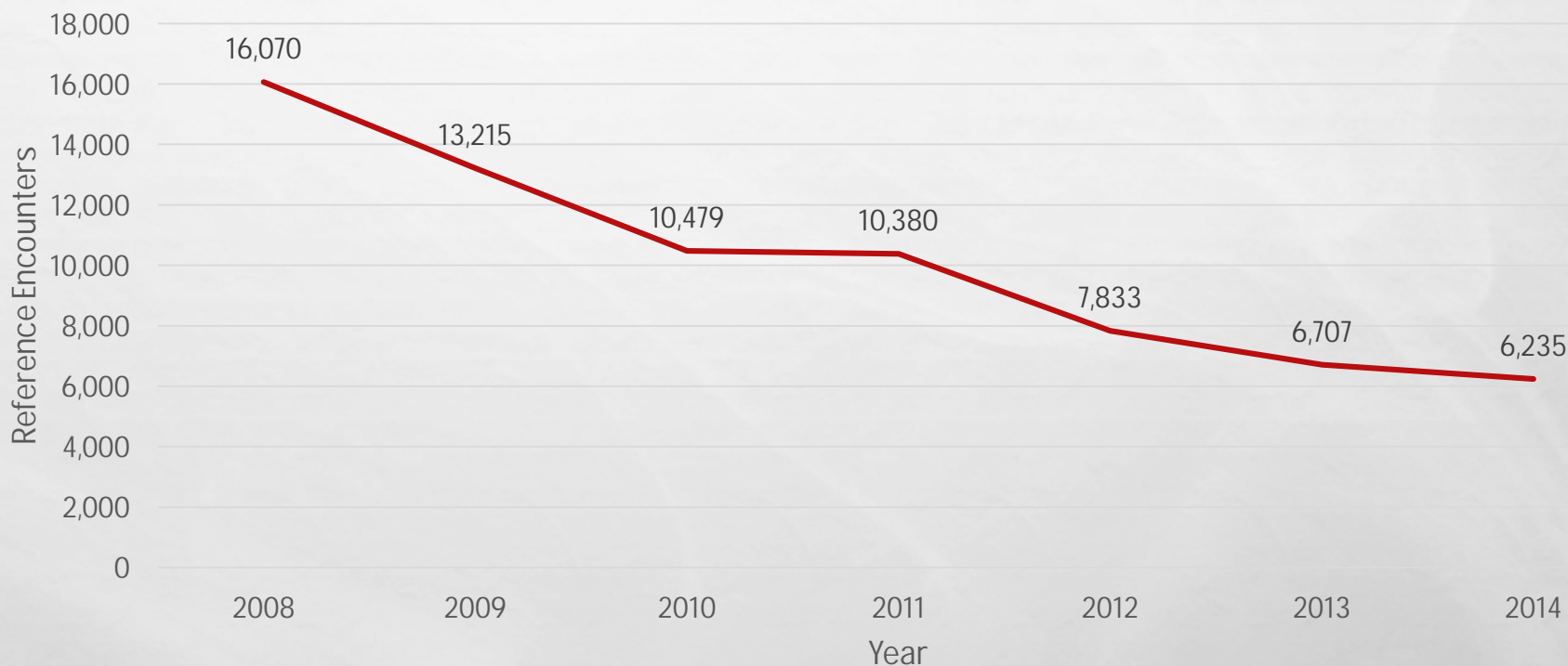
REFERENCE OF THE PAST

- PATRONS TO SEEK OUT HELP
- REFERENCE ENCOUNTERS SUFFERED A STEADY DECLINE
- "ROVING REFERENCE"
- SATELLITE REFERENCE LOCATIONS



CSULB WAS NO EXCEPTION!

Total Reference Encounters*



*In-person, telephone, email, and QuestionPoint. LibChat introduced in 2015.

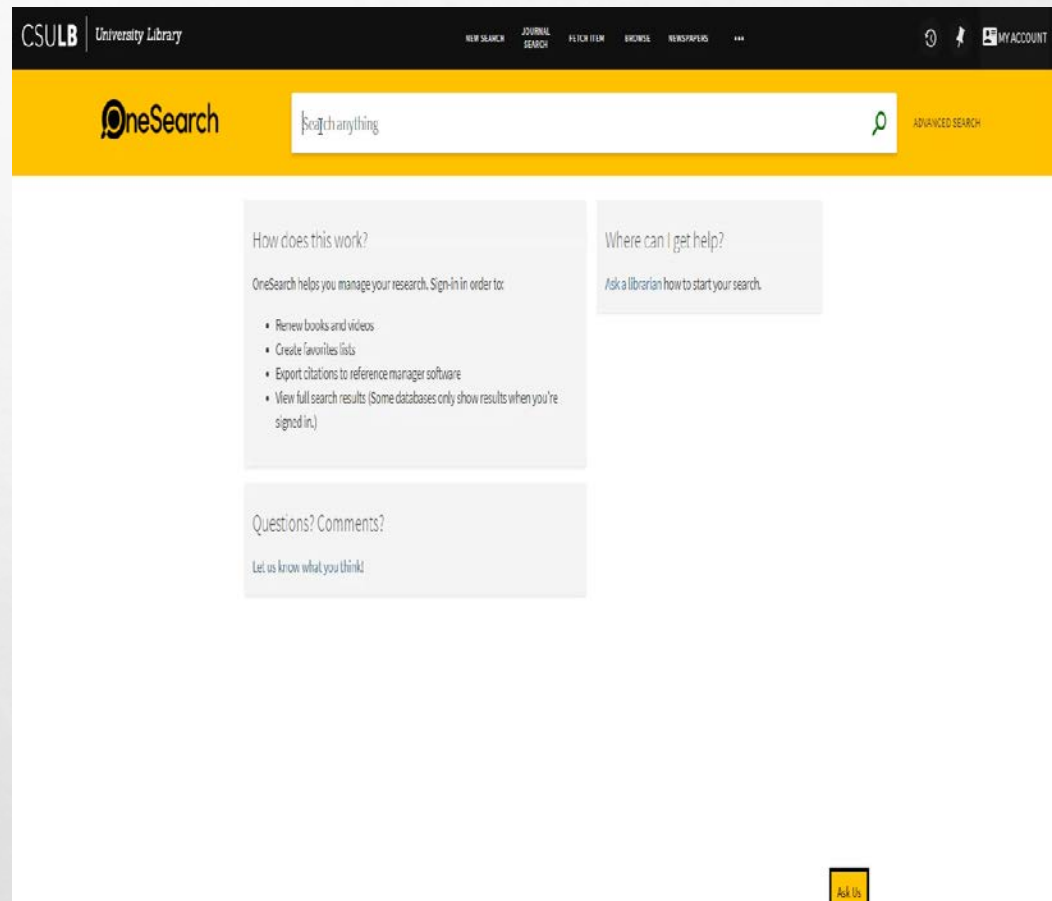
Previous Chat Format

- LIBRARY HOMEPAGE
- SELECTED RESEARCH GUIDES
- EVERY LIBANSWERS PAGE
- EBSCO DATABASES

The screenshot shows the homepage of the University Library at California State University Long Beach. The header includes the university logo and name, navigation links (MyCSULB, BeachBoard, Email, Maps, Directory, Help), and a search bar. Below the header is a banner with three images: a library interior, a computer workstation, and a bookshelf. The main content area features a navigation menu on the left, a welcome message, and a search bar labeled 'OneSearch @ CSULB'. Below the search bar are links for 'Library catalog', 'Databases by topic', 'Databases by title', 'Research guides', and 'More'. The page is divided into three columns: 'Research Tools' with links to 'Databases by topic', 'Reserves', 'Specific journals by title', and 'More'; 'Library Services' with links to 'Interlibrary services', 'Account/password', 'Workshops', and 'More'; and 'Announcements' featuring a video journal titled 'NEW VIDEOS OF LAB TECHNIQUES!' and 'The First Scientific Video Journal'. A 'Help With Research' section includes links to 'Research Guides', 'Reference Desk', 'Contact a Librarian', and 'Online Help'. A red starburst graphic contains the text 'Ask a CSULB Librarian' and 'Follow Us' with social media icons.

PROACTIVE CHAT WIDGET

- *NOT* ON HOMEPAGE
- EVERY CATALOG PAGE
- EVERY LIBCAL PAGE
- EVERY LIBANSWERS PAGE
- LIBGUIDES A-Z DATABASES LIST



The screenshot displays the CSULB University Library OneSearch interface. At the top, the navigation bar includes the CSULB logo, "University Library", and links for "NEW SEARCH", "JOURNAL SEARCH", "FETCH ITEM", "SERVICES", "NEWSPAPERS", and "MY ACCOUNT". Below this is a yellow header with the "OneSearch" logo and a search bar containing the text "Search anything". To the right of the search bar is a magnifying glass icon and the text "ADVANCED SEARCH".

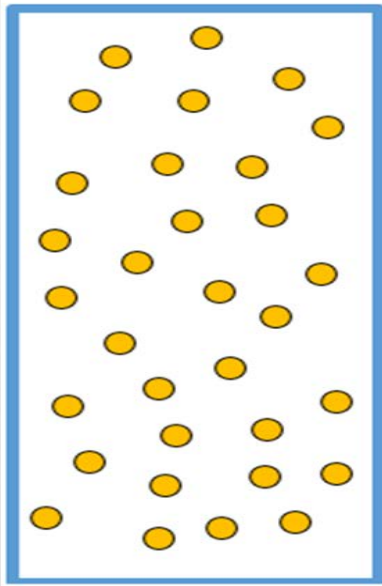
The main content area features three help sections:

- How does this work?**
OneSearch helps you manage your research. Sign-in in order to:
 - Renew books and videos
 - Create favorites lists
 - Export citations to reference manager software
 - View full search results (Some databases only show results when you're signed in.)
- Where can I get help?**
[Ask a librarian how to start your search.](#)
- Questions? Comments?**
Let us know what you think!

A small yellow "Ask Us" button is located in the bottom right corner of the page.

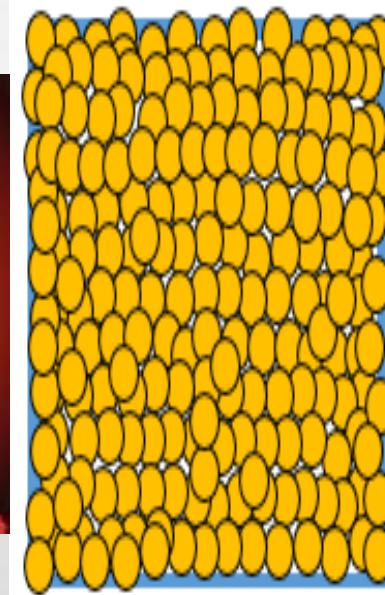
Number of Chats: Passive versus Proactive

The First 900 Days



699 Chats

The Next 338 Days

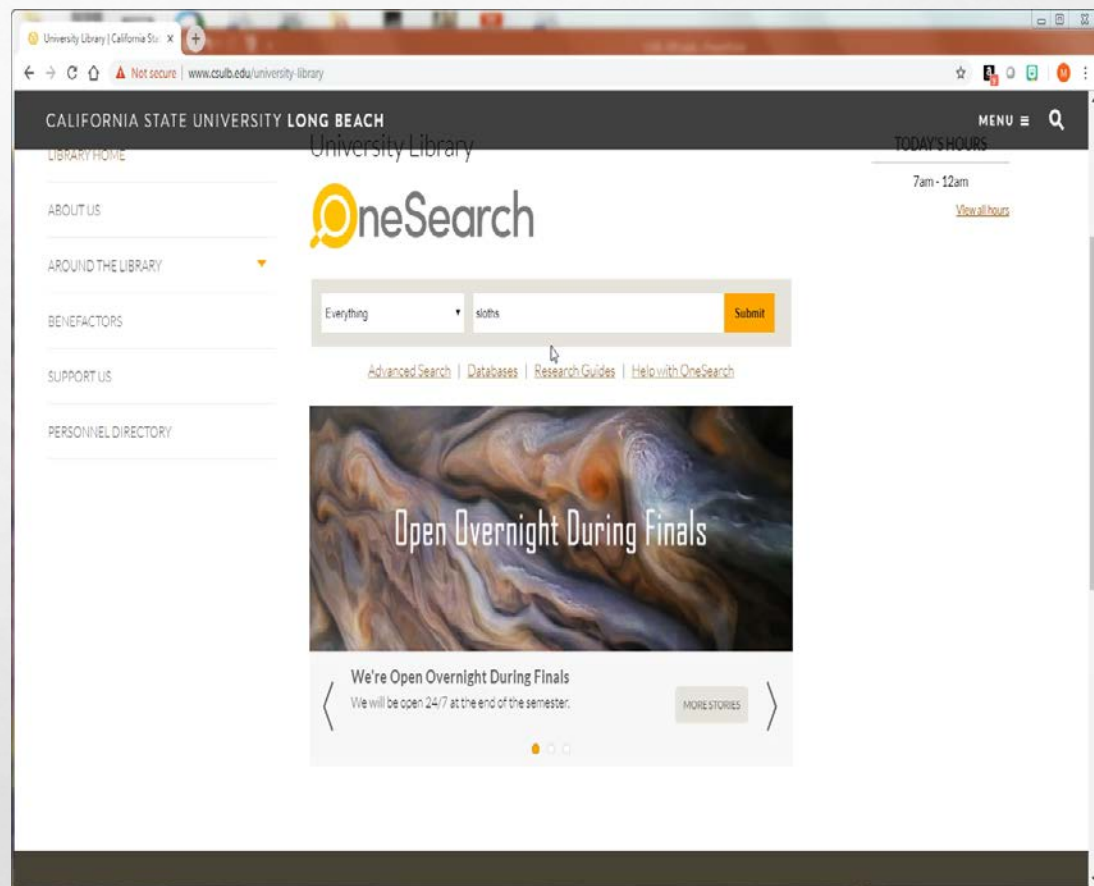


3,948 Chats

 Equals 20 chat reference encounters

CURRENT CONFIGURATION

- NOT ON HOMEPAGE
- EVERY CATALOG PAGE
- EVERY LIBANSWERS PAGE
- EVERY LIBCAL PAGE
- A-Z DATABASES LIST
- SELECTED RESEARCH GUIDES
- EBSCO DATABASES



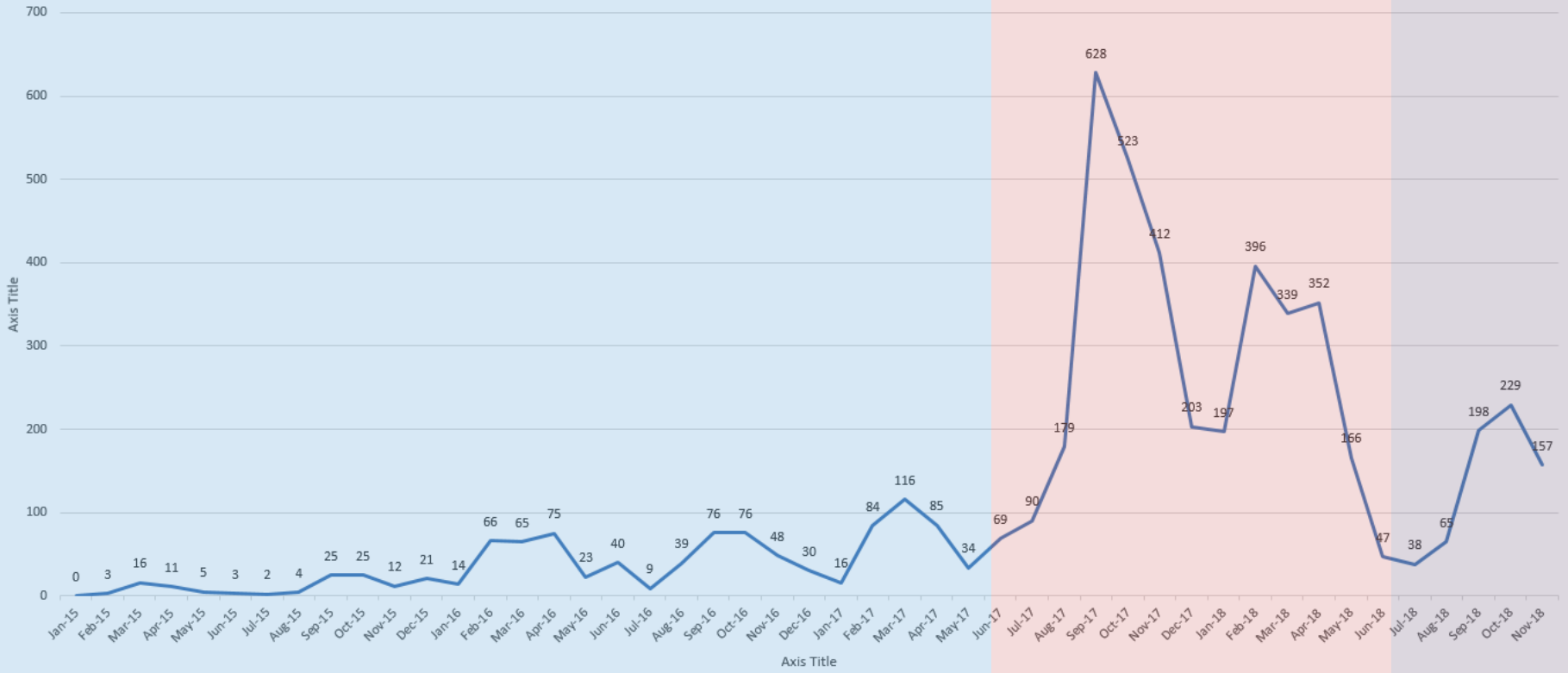
COMPARISON OF THREE CHAT CONFIGURATIONS



CHAT EVOLUTION



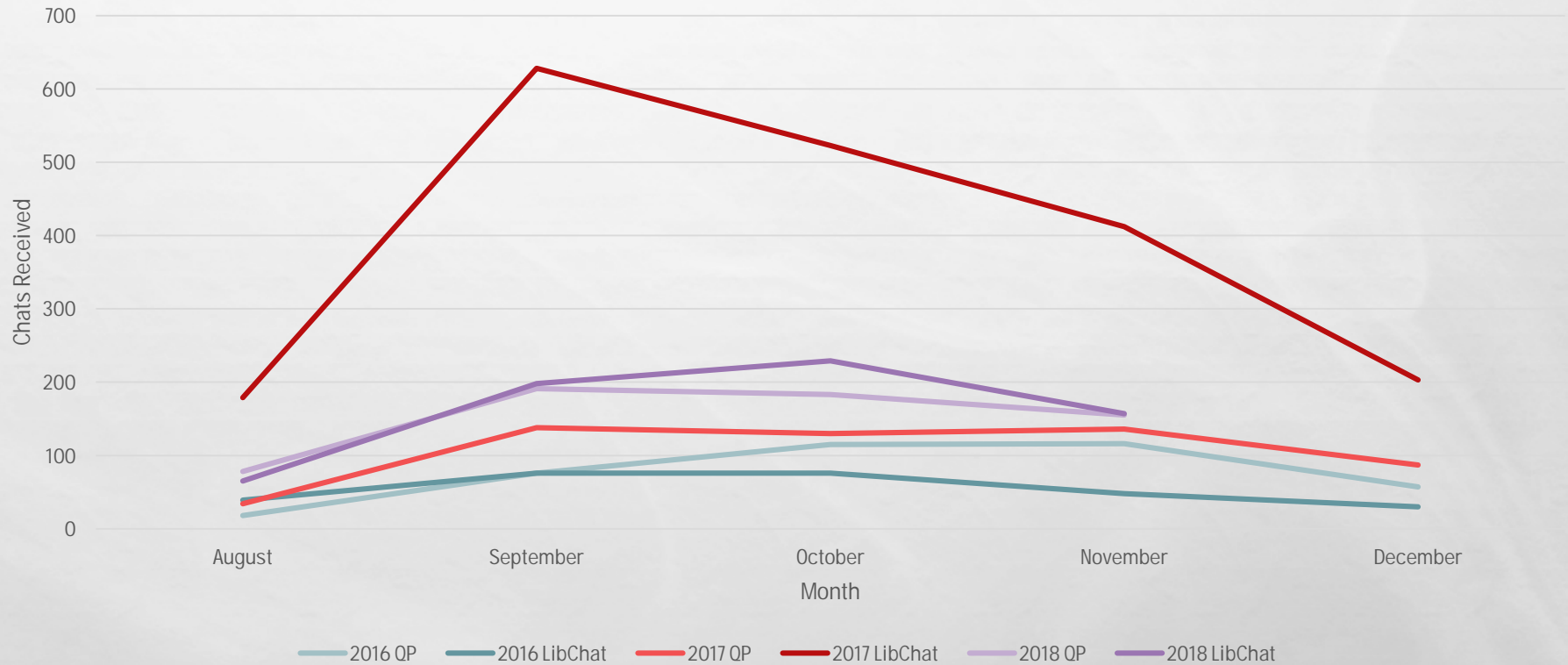
Chat





THREE FALL SEMESTERS

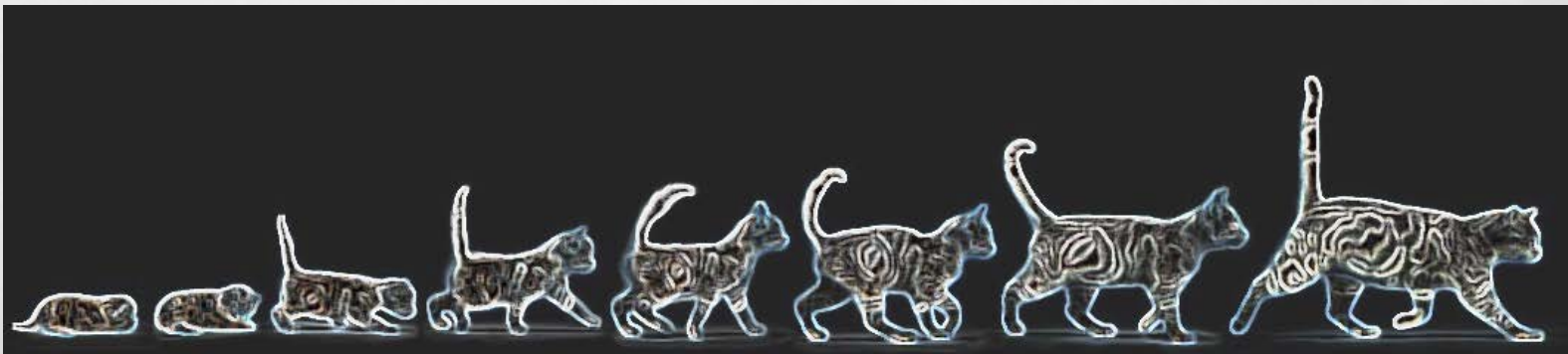
Chats Over Three Semesters: Three Configurations



Note: Pop up chat only activated (i.e. popped up) when a CSULB librarian was monitoring the queue; thus the disparity between 2017 QP and 2017 LibChat.



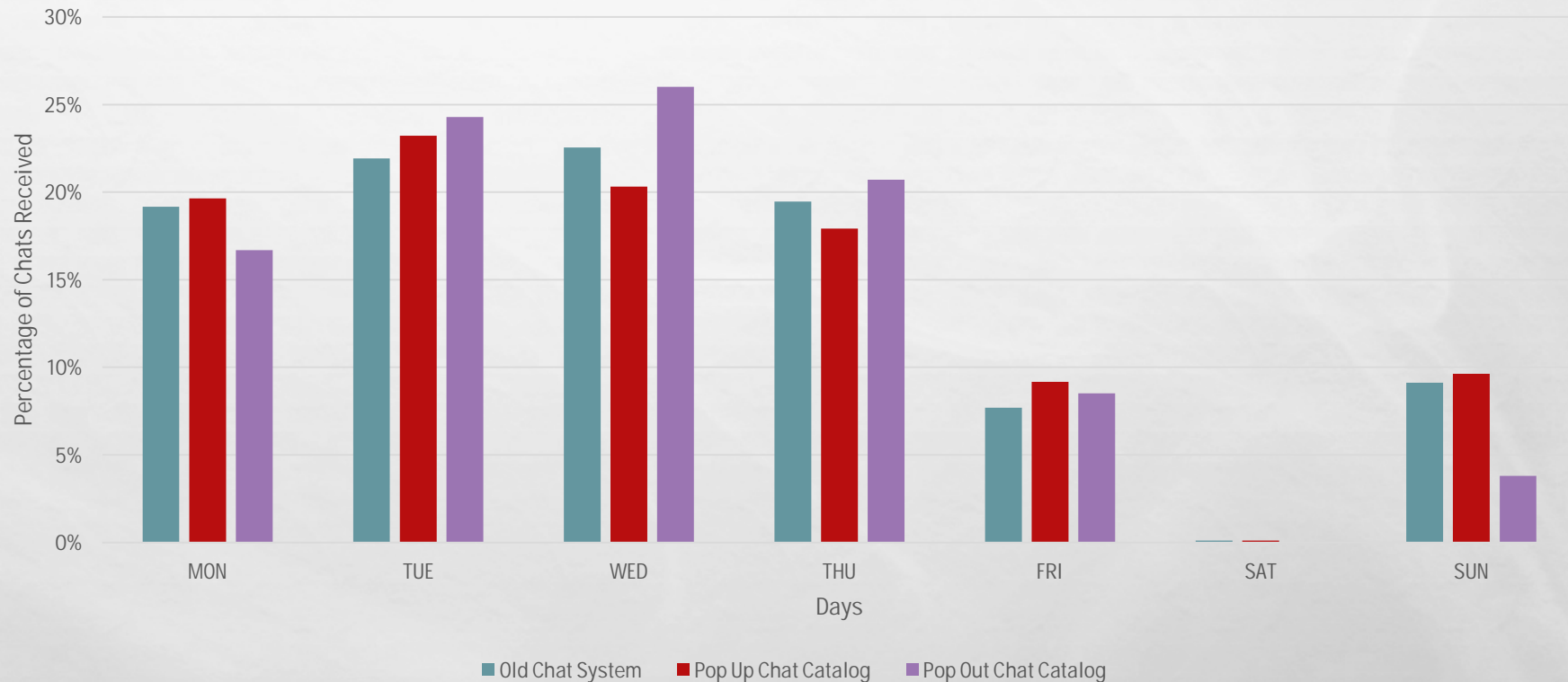
QUALITATIVE CHANGES





DAY OF THE WEEK

Daily Percentage of Chats: Three Configurations

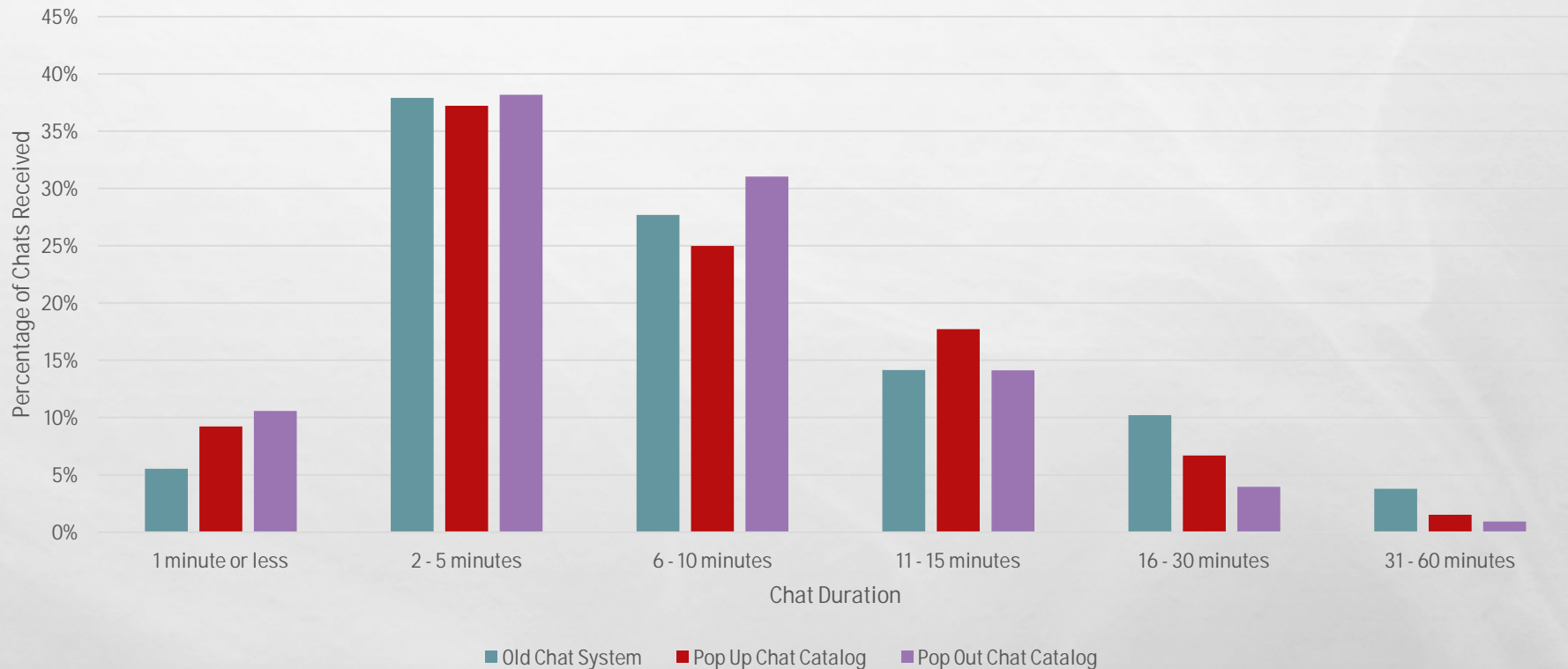


Change from 'old chat' to 'pop up chat' statistically significant at $p=0.01$; LibChat data only, this analysis excludes Questionpoint data.



CHAT LENGTH

Percentage of Chats Per Duration: Three Configurations

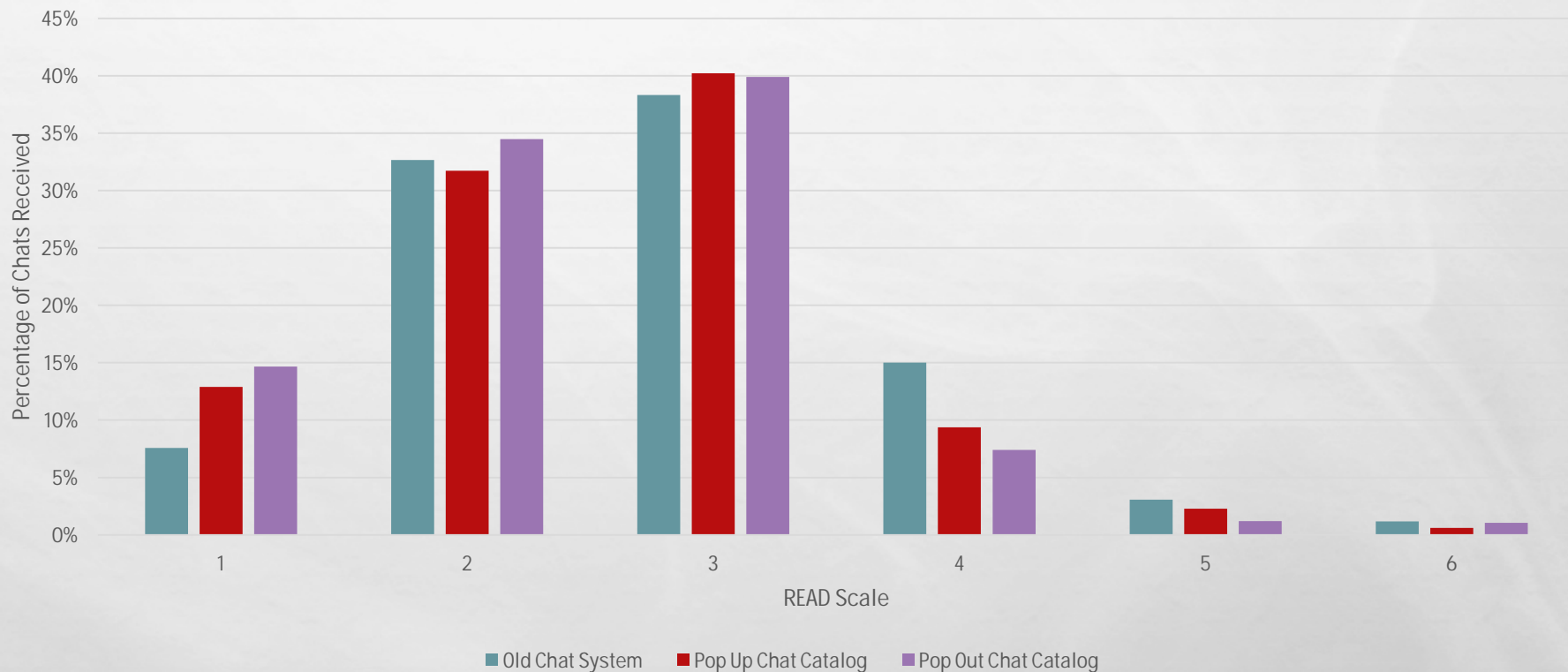


Change from 'old chat' to 'pop up chat' statistically significant at $p=0.003$; LibChat data only, this analysis excludes Questionpoint data.



READ SCALE

Percentage of Chats Per READ Value: Three Configurations



Change from 'old chat' to 'pop up chat' statistically significant at $p < 0.00$; LibChat data only, this analysis excludes Questionpoint data.

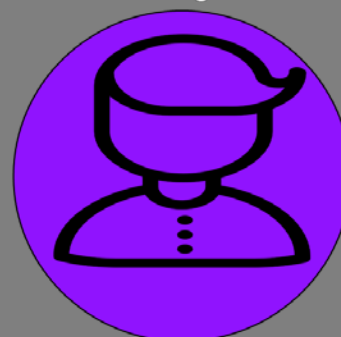
LIBRARIAN WORKLOAD CONCERNS

"Sending them a link does not teach them the process."

"Chat requires more patience."

"More chances to help off-campus students."

"It is impossible to carry on multiple chats and help in-person."



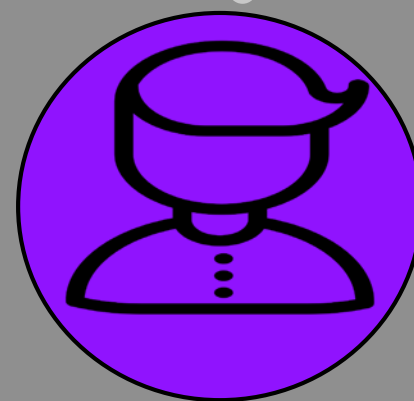
LIBRARIAN RESPONSE TO CHANGES

"I prefer the reference desk now ...but I feel chat should be a separate task ...allowing for one encounter at a time without distraction."

"Clicking on the proactive chat was too easy. There wasn't enough thought given before asking for help."

"Even though I prefer a slower pace, I am concerned that students are now less aware of chat as an option."

"I feel less rushed – last fall we were doing 2 or 3 chats at the same time... this semester, I'm spending more time with each chat, and providing a better quality of service."





FURTHER READING SUGGESTIONS

- EPSTEIN, MICHAEL. "THAT THING IS SO ANNOYING: HOW PROACTIVE CHAT HELPS US REACH MORE USERS." *COLLEGE & RESEARCH LIBRARIES NEWS*, VOL. 79, NO. 8, 2018, PP. 436–437. [HTTPS://DOI.ORG/10.5860/CRLN.79.8.436](https://doi.org/10.5860/CRLN.79.8.436)
- KEMP, ET AL. "STANDING BY TO HELP: TRANSFORMING ONLINE REFERENCE WITH A PROACTIVE CHAT SYSTEM." *THE JOURNAL OF ACADEMIC LIBRARIANSHIP*, VOL. 41, NO. 6, 2015, PP. 764–770. [HTTPS://DOI.ORG/10.1016/J.ACALIB.2015.08.018](https://doi.org/10.1016/J.ACALIB.2015.08.018)

Any Questions?



Thanks for listening!

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