

國立交通大學課程綱要

開課單位	圖書館	授課教師	柯皓仁、蘇小鳳	授課學期	95 學年度 2 學期
課程名稱	數位參考服務			人數上限	無
英文名稱	Digital Reference Service				
學分數	3	上課時數	3 hrs	先修課程	無
<p>課程目標：</p> <p>修完這門課程，學生將對於數位參考服務相關知識與應用課題有深入的瞭解，包括：</p> <ol style="list-style-type: none"> 1. 認識數位參考服務的內涵、功能、架構以及與傳統圖書館參考服務之間的差異。 2. 目前世界各國發展數位參考服務的現況與未來發展方向。 3. 建置數位參考服務的相關技術與研究課題。 4. 關數位參考服務的管理課題。 5. 規劃數位參考服務系統功能。 					
<p>課程綱要：</p> <ol style="list-style-type: none"> 1. Introduction (數位參考服務導論) 2. Synchronous and asynchronous digital reference services (同步與非同步數位參考服務特質與應用) 3. Staffing (人員) 4. Users (使用者) 5. Digital Reference Interview (數位參考晤談) 6. Collaboration (合作式數位參考服務) 7. Training, Policy and Privacy (教育訓練，政策與隱私權) 8. Marketing (行銷) 9. Evaluation (評鑑) 10. Technology (技術) 11. Digital Reference Services in the Web 2.0 Era (Web 2.0 時代的數位參考服務) 12. Trend and Future (評鑑與未來發展) 					
<p>參考書目：</p> <p>一、專書：</p> <p>Coffman, Steve. <u>Going Live: Starting & Running a Virtual Reference Service</u>. Chicago, IL: American Library Association, 2003.</p> <p>Lankes, R. David, John W. Collins III, and Abby S. Kasowitz. Ed., <u>Digital Reference Service in the New Millennium: Planning, Management, and Evaluation</u>. New York: Neal-Schuman, 2000.</p> <p>Lankes, R. David, Scott Nicholson, and Abby Goodrum. Ed., <u>The Digital Reference Research Agenda</u> Chicago, IL: ALA, 2003.</p> <p>Ronan, Jana Smith. <u>Chat Reference: A Guide to Live Virtual Reference Services</u>. Westport, CT: Libraries Unlimited, 2003.</p>					



二、期刊文獻：

Overview

簡玉菱、柯皓仁。「網際網路時代的參考諮詢服務-線上合作參考諮詢服務」。 國家圖書館館訊 91 (民 91 年 8 月) : 7-13。

West, J. Digital versus non-digital reference: Ask a librarian online and offline. *College & Research Libraries*, 66, no. 4 (2005), 386-388.

The Digital Reference Culture: Traits and Trends

Lam, Kwan-Yau. (2001), "Exploring Virtual Reference: What It Is and What It May Be." p. 31. In Lankes, R. David, Charles R. McClure, Melissa Gross, and Jeffrey Pomerantz. Ed., Implementing Digital Reference Services: Setting Standards and Making It Real. Neal-Schuman Publishers. pp. 31-39.

Asynchronous Digital Reference

Abels, Eileen G. "The E-Mail Reference Interview." *RQ* 35, no. 3 (Spring 1996): 345-58.

Clark, Juleigh Muirhead. "Analyzing E-Mail Reference Service in a Museum Library: The Experience of Colonial Williamsburg's John D. Rockefeller, Jr. Library." P. 12. In Implementing pp. 9-19.

Chang, H. R., & Holland, M. P. "User satisfaction survey of ask-a-question service at the internet public library." *Internet Reference Services Quarterly*, 10, no. 2 (2005), 61-73.

Live Virtual Reference (Digital Reference)

Porter, Susan. "Chat: From the Desk of a Subject Librarian." *Reference Services Review* 31, no. 1 (2003): 57-67.

Lee, I. J. "Do virtual reference librarians dream of digital reference questions? A qualitative and quantitative analysis of email and chat reference." *Australian Academic and Research Libraries*, 35, no. 2 (2004), 95-110.

Staffing

Janes, J. "Digital Reference: Reference Librarians' Experiences and Attitudes." *Journal of the American Society for Information Science and Technology* 53, no.7 (2002): 549-566.

Coffman, Steve and Matthew L. Saxton. "Staffing the reference desk in the largely-digital library." *Reference Librarian* 66 (1999): 141-63.

蘇小鳳。「淺談即時數位參考諮詢服務中的人：參考館員之角色、工作模式與態度」。 中國圖書館學會會報 73 (民 93 年 12 月) : 109-123。

Users

Ronan, pp. 53-64.

Wang, Rui. "Discovering a Defined Path: Information-Seeking Behavior of Users and Online Reference Services." In Implementing ... pp. 159-168.

Reference Interview and Chatting Techniques

Fagan, Jody Condit and Christina M. Desai. "Communication Strategies for Instant Messaging and Chat Reference Services." *Reference Librarian* 79/80 (2002/2003): 121-155.

Collaborative Digital Reference Service

Kresh, Diane Nester. "Libraries Meet the World Wide Web: The Collaborative Digital Reference Service." *ARL Bimonthly Report* 219 (December 2001)

<http://www.arl.org/newsltr/219/cdrs.html>

蘇小鳳。「大學圖書館合作式即時數位參考諮詢服務」。《圖書資訊學刊》1卷4期(民93年3月):頁1-19。

Pomerantz, Jeffrey et al.. "Digital Reference Triage: Factors Influencing Question Routing and Assignment." *The Library Quarterly* 73, no. 2 (April 2003): 103-20.

Coffman, Steve. "What's Wrong with Collaborative Digital Reference?" *American Libraries* 33, no. 11 (December 2002): 56-59.

蘇小鳳。「即時數位參考服務之數位參考資源合作發展」, 國立中興大學圖書資訊學研究所、國立中興大學圖書主辦, 數位時代圖書館館藏發展研討會論文集。2006年1月17日, 國立中興大學圖書館國際會議廳, 頁369-389。

De Groote, S. L., Dorsch, J. L., Collard, S., & Scherrer, C. Quantifying cooperation: Collaborative digital reference service in the large academic library. *College & Research Libraries*, 66, no. 5 (2005), 436-454.

Modigh, B. Cooperation: A way to survive for public libraries? *Scandinavian Public Library Quarterly*, 3 (2005), 3.

Training

Ronan, pp. 141-162.

Ronan, pp. 79-91.

Ronan, pp. 93-108.

Westbrook, L. Virtual reference training: The second generation. *College & Research Libraries*, vol.67, no.3 (2006): 249-259.

Policy and Privacy

蘇小鳳。「大學圖書館即時數位參考諮詢服務使用者隱私權政策初探」。《大學圖書館》8卷1期(民94年3月): 35-48。

Marketing Digital Reference.

蘇小鳳。「即時數位參考諮詢服務」。附錄C。

Evaluation

Kibbee, Jo, David Ward, and Wei Ma. Virtual Reference, Real Data: Results of a Pilot Study. *Reference Services Review*, 30(1), 25-36. 2002.

McClure, C. R., David Lankes, Melissa Gross, and B. Choltco-Devlin. (2002), *Statistics, Measures and Quality Standards for Assessing Digital Reference Library Services: Guidelines and Procedures*. Syracuse, NY: Information Institute of Syracuse, School of Information Studies, Syracuse University. <http://quartz.syr.edu/quality/Quality.pdf>

Future, IM Reference and beyond

Coffman, Ch. 5

* 如需本課程綱要表格之電子檔, 請至課務組網頁 -> 各類申請表下載。

* 請用電腦打字成檔案, 於每學期末、初選前(1月初及6月初), 利用選課系統 (<http://cos.adm.nctu.edu.tw/>) 之「課程綱要上傳」將課程綱要 update 上網。

* 學生在選課時間, 點選當期課號, 即可查看課程綱要。