

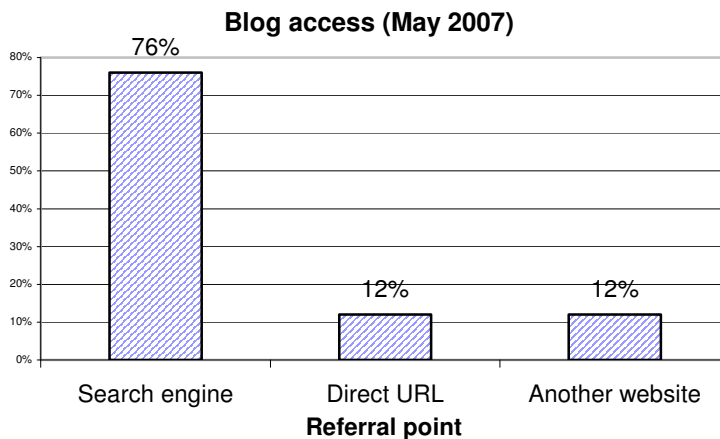
Blogs for Anticipatory Reference and User Awareness

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Blog: Government News for Montana
<http://mt-govinfo.blogspot.com>

Anticipatory Reference

- ❑ OCLC Perceptions: 84% of library users begin their research with search engines
- ❑ Search engines index blog content; by blogging and creating other web-based tools, librarians are placing important information within the preferred search path of users.
- ❑ If a library user finds needed reports or data via a librarian blog, we have anticipated the reference need before they call or visit in person.
- ❑ Data shows primary blog access comes from search engine referrals.



Awareness and Alerting Service

Who are we alerting?

1. Members of the public
 - ❑ Raise awareness of new, locally relevant resources
 - ❑ Strong interest in alerting websites
2. Local and regional colleagues
 - ❑ Tool for keeping up with new resources
 - ❑ Blog also serves as a faster knowledgebase for likely questions
3. Practitioner
 - ❑ Constant practice and awareness speeds response to questions
 - ❑ Improves familiarity with agency publication practices and websites

Preferred Alerting Methods (multi-response)		
	Percent of Responses	Percent of Cases
Websites	26.87%	50.47%
Email alerts	21.39%	40.19%
Newsletters	15.92%	29.91%
In-person library sessions	7.46%	14.02%
Podcasts	5.97%	11.21%
Blogs	5.72%	10.75%
RSS feeds	4.73%	8.88%
None of these	11.94%	22.43%
Total	100.00%	187.85%

Survey conducted on the University of Montana campus, Spring 2006

Anticipatory reference and alerting addressed further in:

Burroughs, Jennie, and Kirsten Clark. "News You Can Use: Contemporary SDI and Anticipatory Reference for Government Information." *The Reference Librarian* 47(98): In press.