



# *University of* **HUDDERSFIELD**

## **University of Huddersfield Repository**

Walsh, Andrew

Setting Reference Free: Reference services for the mobile age

### **Original Citation**

Walsh, Andrew (2010) Setting Reference Free: Reference services for the mobile age. In: A Reference Renaissance 2010: Inventing the Future, 9th - 10th August 2010, Denver, Colorado. (Unpublished)

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# Setting Reference Free

Reference services for the mobile age

Andrew Walsh,  
Reference Renaissance 2010: Inventing the Future.  
August 8th-10th, 2010.

Turn on your mobile phones...



Where I'm from...

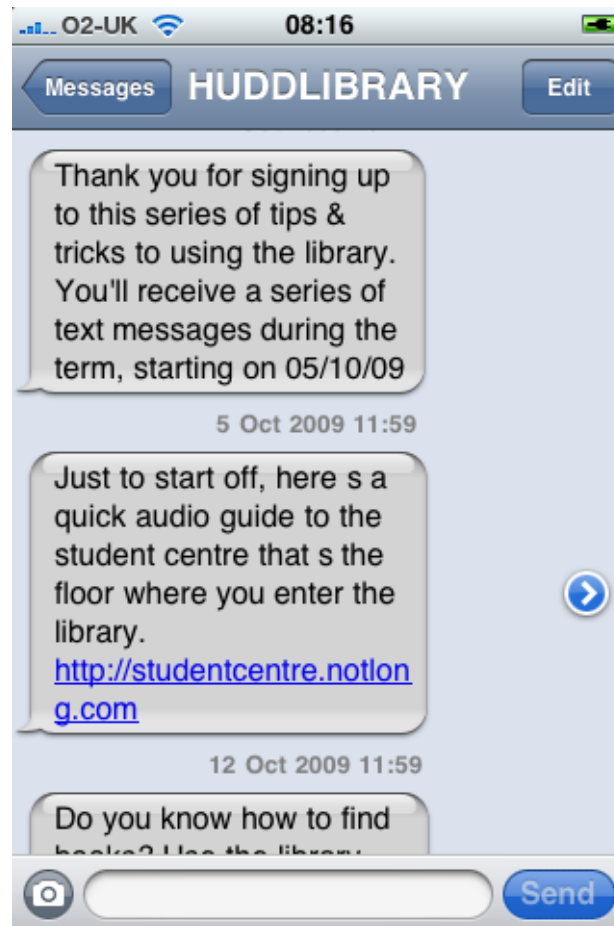




# Back to mobiles

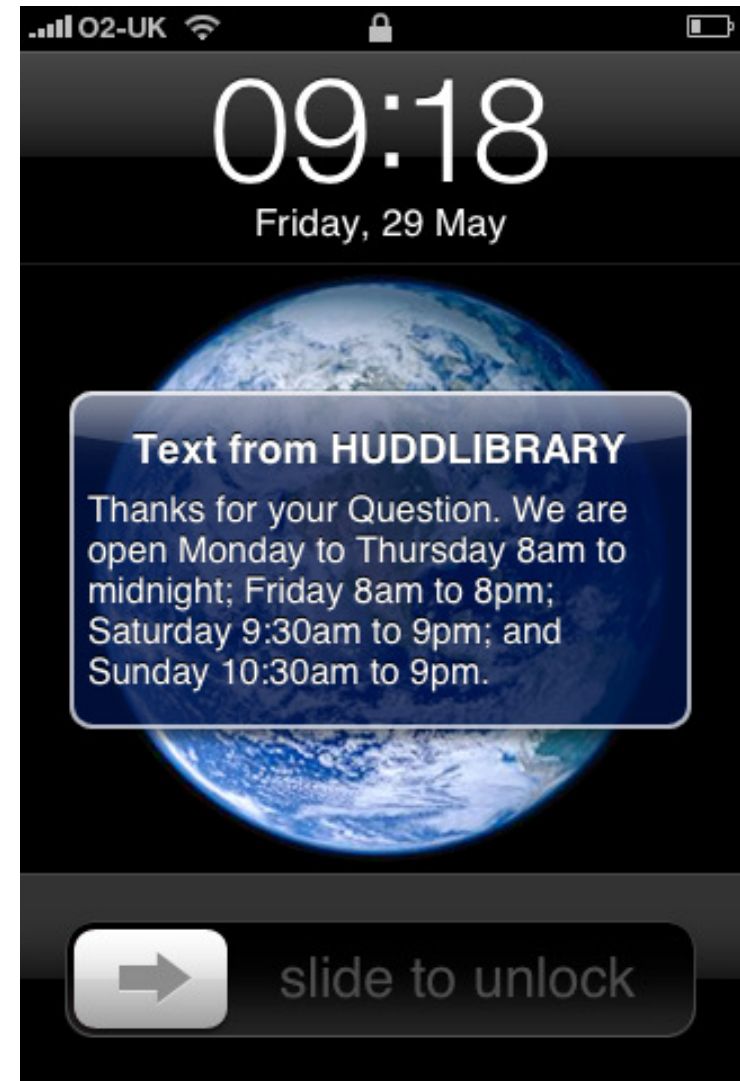


# Text messaging (SMS)



# First Challenge!

- If you don't accept SMS to your reference service, start doing so now!





# Join in with the social networks



**OrkneyLibrary**

Dear Twitter, why have you started telling us who to follow? We don't tell you which books to read. Oh well, we do sort of. As you were.

about 16 hours ago via web

Thanks to @lanJTyrer @clanwilliam for last-minute #ff s

12:47 AM Jul 31st via web

@joergensendavid Ah! Now your tweet makes more sense to me, thought I had missed another news story...

12:43 AM Jul 31st via web in reply to joergensendavid

Name Orkney Library  
Location Orkney  
Web <http://www.orkney...>

185 1,108 81  
following followers listed

Tweets 1,482

Favorites

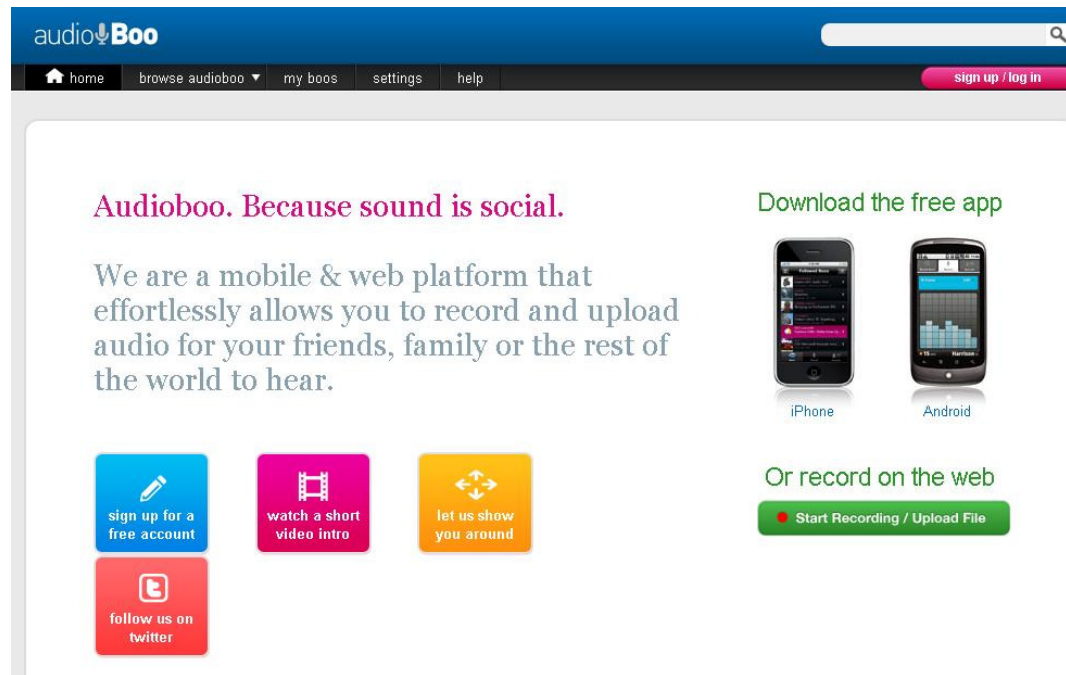
Following



[View all...](#)



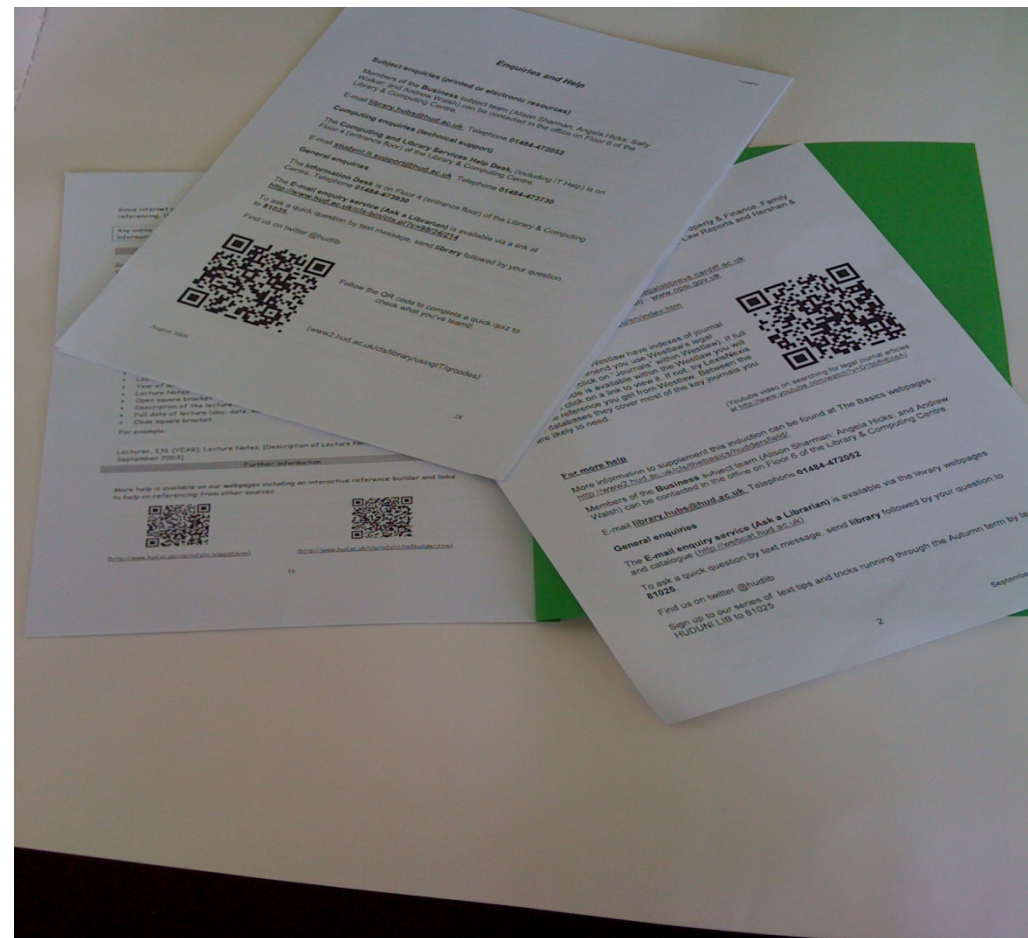
# Quick & dirty broadcasting?



The screenshot shows the Audioboo website. At the top is a blue header with the 'audioBoo' logo and a search bar. Below the header is a navigation bar with links: home, browse audioboo, my boos, settings, and help. A 'sign up / log in' button is on the right. The main content area has a headline 'Audioboo. Because sound is social.' followed by a paragraph: 'We are a mobile & web platform that effortlessly allows you to record and upload audio for your friends, family or the rest of the world to hear.' To the right, it says 'Download the free app' with images of an iPhone and an Android phone. Below this is a green button that says 'Or record on the web' and 'Start Recording / Upload File'. On the left side of the main area, there are four buttons: 'sign up for a free account' (blue), 'watch a short video intro' (pink), 'let us show you around' (orange), and 'follow us on twitter' (red).



# QR Codes



# Mobiles know where they are...

Join foursquare to meet up with friends and discover new places!

You're near **Huddersfield**

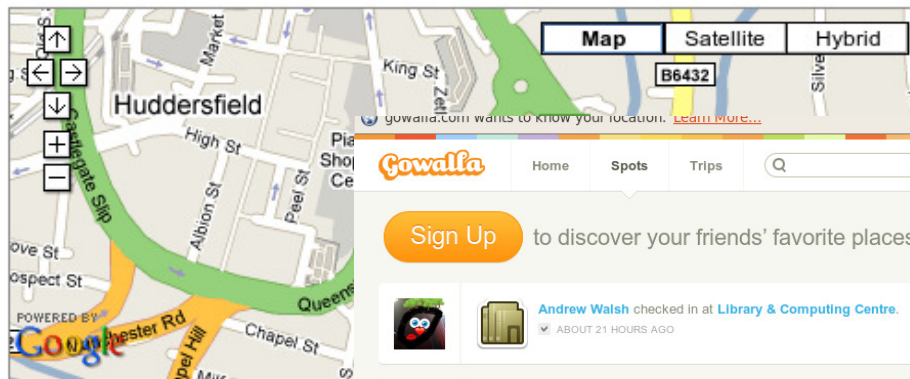
## Library & Computing Centre

University of Huddersfield  
Huddersfield, Kirklees HD1 3DH  
On Twitter: @@hudlib

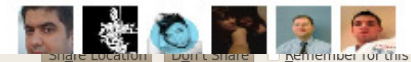
 Like

[Are you the manager of this business?](#)


|               |                 |   |
|---------------|-----------------|---|
| CHECKINS HERE | UNIQUE VISITORS | MAYOR   |
| 76            | 10              |  |




## WHO'S BEEN HERE



**Sign Up** to discover your friends' favorite places.

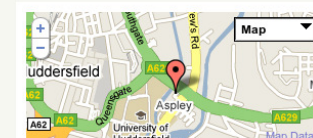
 **Andrew Walsh** checked in at **Library & Computing Centre**.  
ABOUT 21 HOURS AGO

 **Iman Moradi** checked in at **Library & Computing Centre**.  
ABOUT 1 MONTH AGO

**Library & Computing Centre**

2 people 9 check-ins 1 photos

University of Huddersfield.



FROM THE TOP

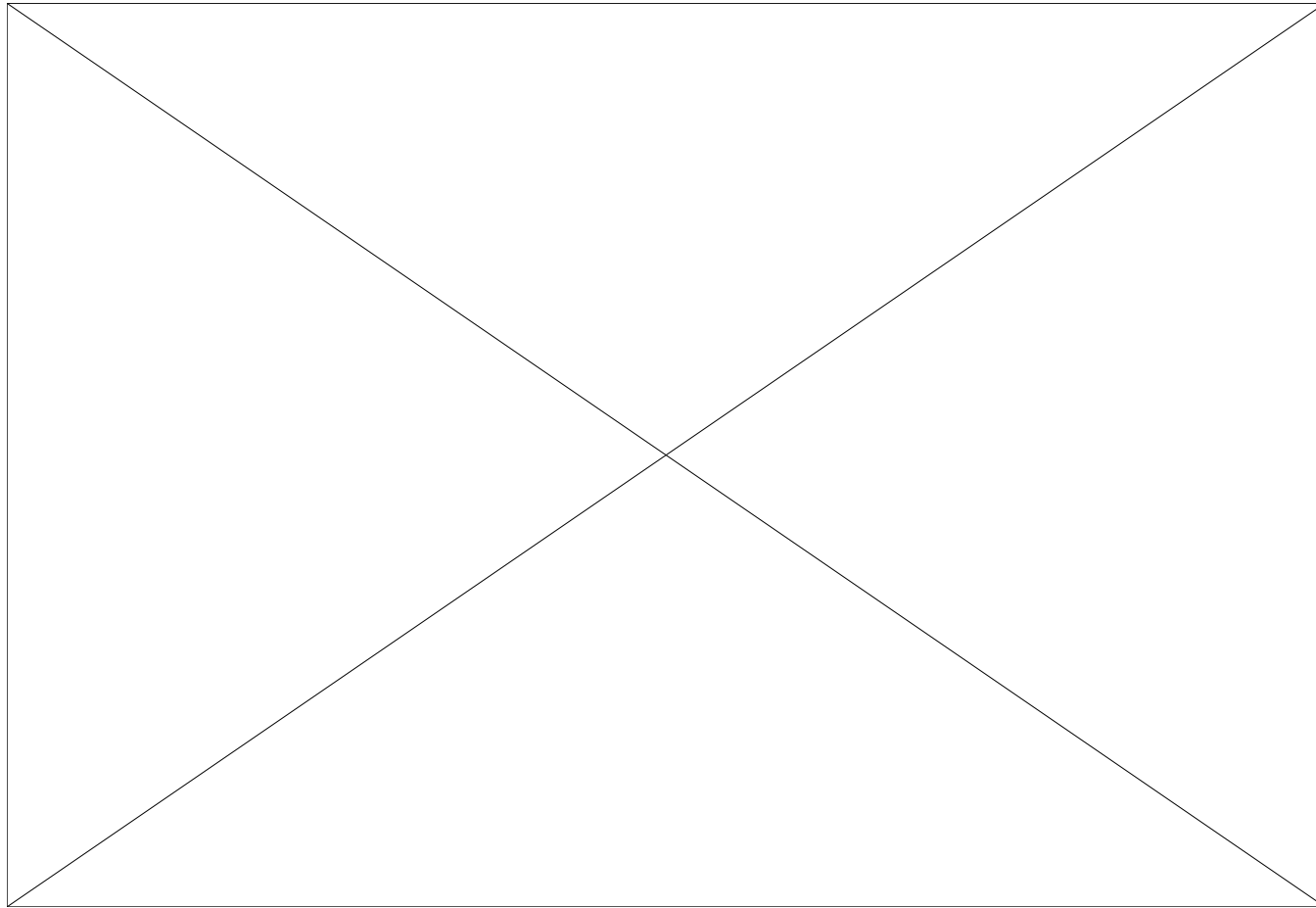


# Getting competitive?



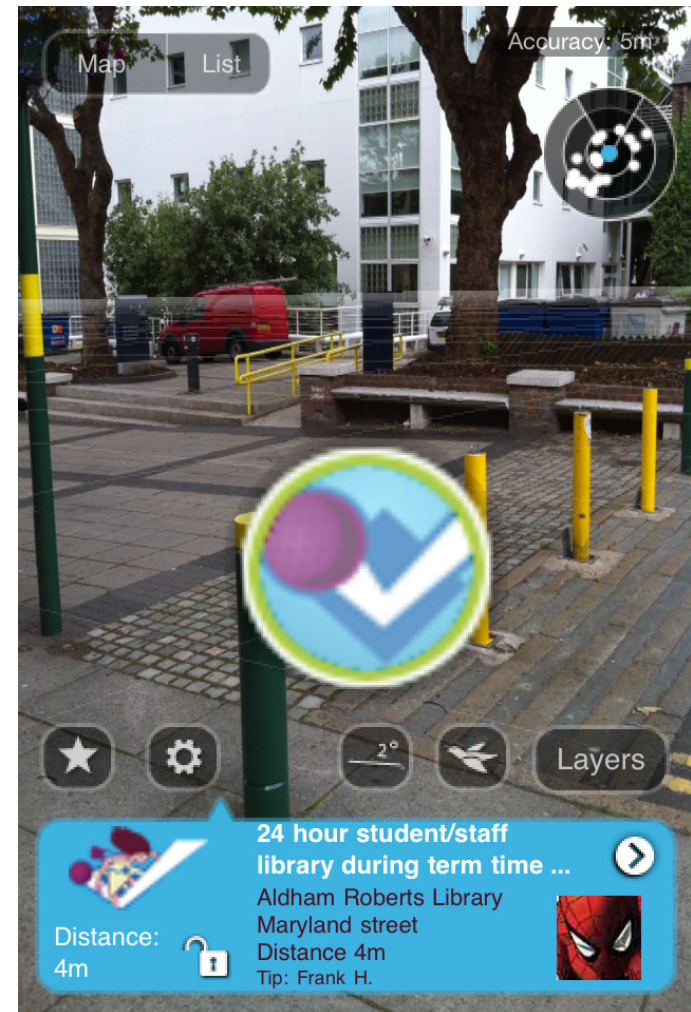


# Augmenting reality



# Second Challenge!

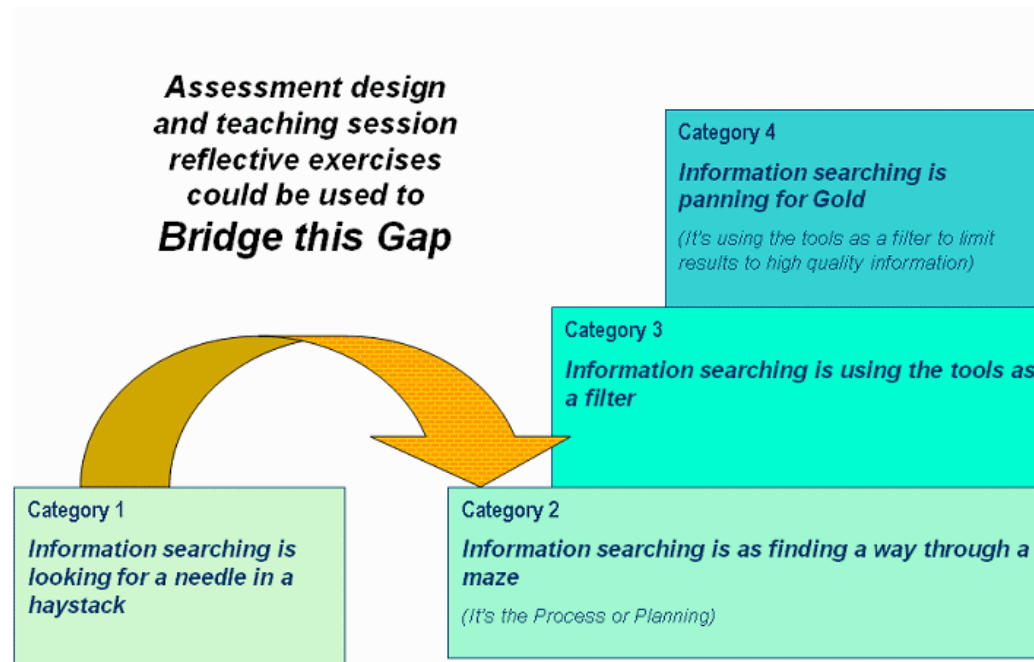
- Be radical. Think how AR could change your reference service and do something about it now.



# Information (mobile?) Literacy

- Colorado Standards for Information Literacy

- **OR:**

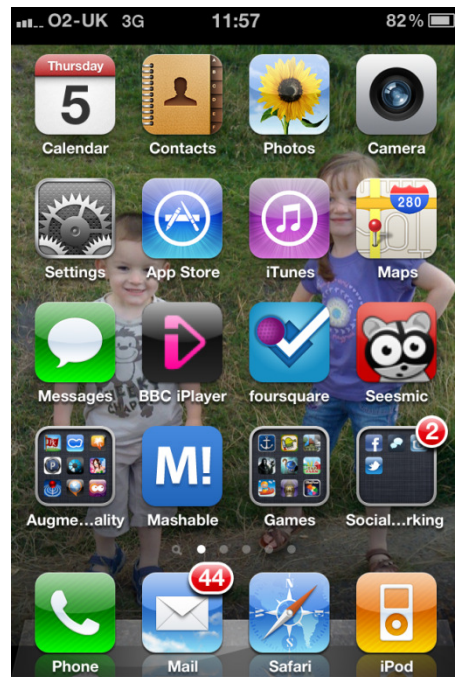


From: Edwards, S. (2009) *Panning for gold: Information Literacy and the net lenses model*. Auslib Press: Adelaide.

Mobile is different...

twitter™

facebook





# Last challenge!

Go from “NO mobiles allowed” to “Please switch to silent”.





# Flickr photos from...

- Mimika9
- Milica Sekulic
- Hugovk
- pj\_in\_oz
- Dave&Bry
- subtle\_sarcasm
- TDRI
- urban\_outlaw
- Nualabugeye
- Atoach
- reinholdbehringer/



# Thanks for listening

- Slides are at <http://eprints.hud.ac.uk/8235/>
- More stuff at <http://bit.ly/lilacAW>
- I'm at [a.p.walsh@hud.ac.uk](mailto:a.p.walsh@hud.ac.uk) **or**  
[@andywalsh999](#) on Twitter