Rutgers Ask a Librarian Services
In the Ethnographic Survey

Overall, Rutgers Ask a Librarian services received very positive comments in the Ethnographic Survey. The majority of comments focused on the Meebo chat reference service. While there were a few users who reported getting no response, or unhappiness with the response that they received, most were very enthusiastic about their experience. Interestingly, some of the positive comments came from users who said they had themselves never used the service but knew of it either from the web site or from other users.

Web site comments and recommendations

Size and location of the widget
A few people were annoyed about the size and prominence of the Meebo widget on the home page. However there’s no doubt that the placement and size of the window correlates with the success of the service and its frequency of use.

Chat hours
A number of users wanted the hours that Meebo reference was available to be more prominent.

Recommendations:
1. Display chat reference hours on the home page.
2. Add chat reference information and hours to the “Reference” page
   <http://www.libraries.rutgers.edu/rul/lib_servs/reference.shtml>

Other issues for further discussion/exploration

1. Expansion of chat reference hours
2. Expansion of chat reference staffing
3. Investigate service enhancements such as text, voice-over, and video.
4. Investigate possibility of being able to change the Meebo widget message when no librarian is there or when there is a connectivity problem. This could either have a link to the email Ask a Librarian or tell them to include an email address if they choose to leave a message.