



Txt 4 answers!

**Collaborative Text Messaging Reference Service:
Going Where the People Are!
My Info Quest Informational Session**

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Trends in Mobile Devices & Texting

- 83% of U.S. adults and 75% of U.S. teens own a cell phone or mobile device (Blackberry, iPhone, etc.).*
- 73% of cell phone users send and receive text messages.
- 87% of teens with cell phones, text on a daily basis.
- 31% of those 73% prefer texting to talking.
- Cell phone users between the ages of 18 and 24 exchange an average of 109.5 messages per day.
- Is mobile technology the service platform of the 21st century?
- Should libraries be reachable via texting? We think so!



*Source: Smith, Aaron. *Americans and Text Messaging*. Pew Internet & American Life Project, 9/19/2011.
<http://pewinternet.org/Reports/2011/Cell-Phone-Texting-2011.aspx>

My Info Quest

Libraries & Texting

- Increasingly libraries are offering text messaging services (Google, AIM, Meebo, Plugoo, Skype, Altarama, Text a Librarian).
- Often services are opened limited hours.
- With limited budgets & staff, libraries need a lower risk/lower cost way to accept questions via text messaging.

My Info Quest



Solution = Collaboration

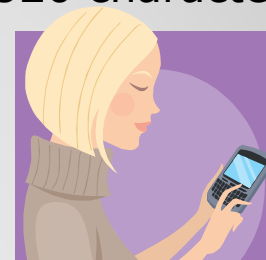
- Share desk shifts among many libraries.
- Offer the service to your users more hours.
- Uniform guidelines/quality assurance/best practices.
- Collective bargaining power—deeper discounts.
- Share marketing materials & PR strategies.
- Share a website/web design.
- The user experience: Meet users at their point of need.



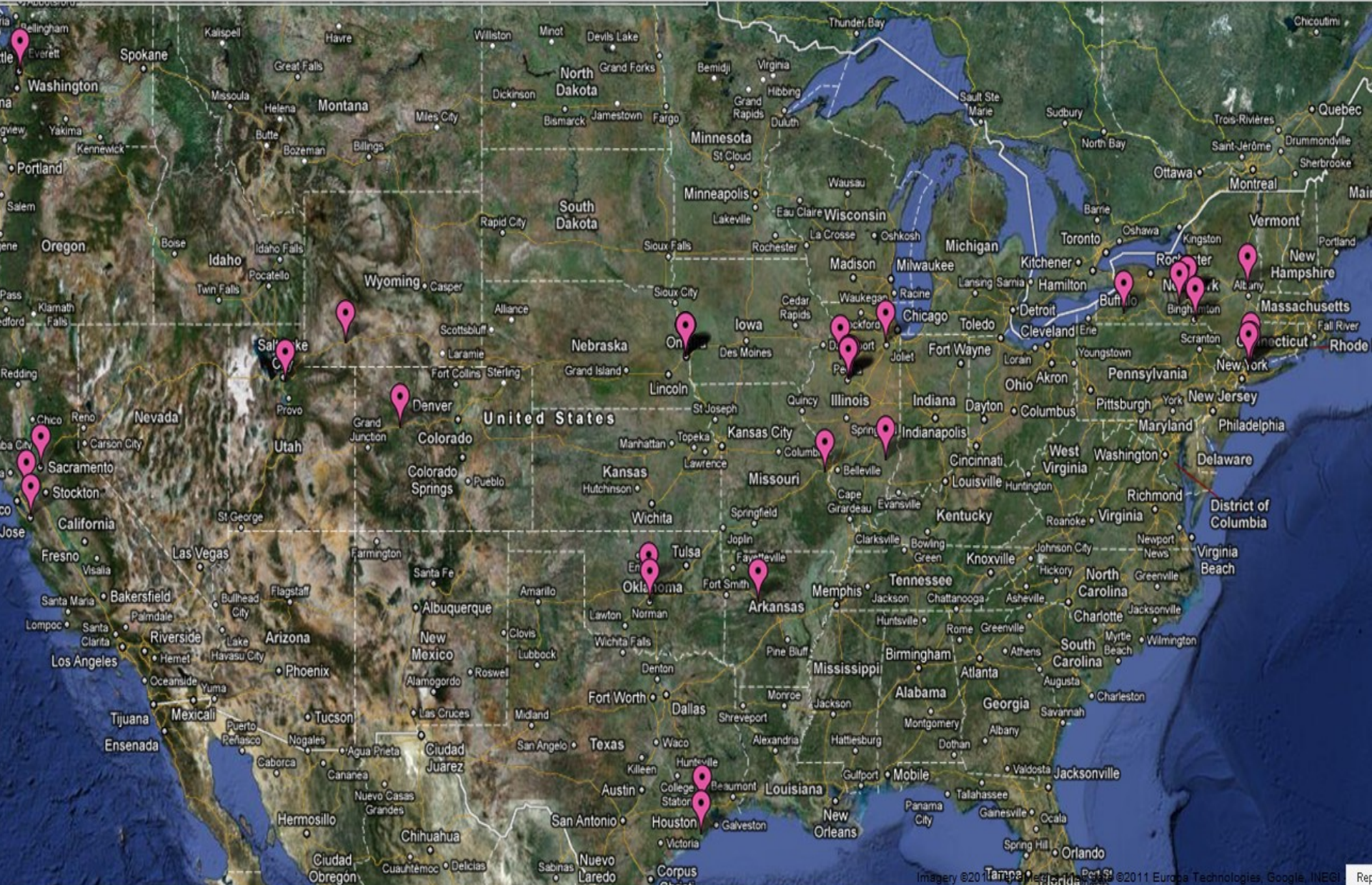
My Info Quest

My Info Quest

- A collaborative text messaging reference service enabling people to ask questions via a cell phone/mobile device. Pilot 2009-2010 (grant funded—Alliance Library System/Handheld Librarian conference); library-funded 2010-2012).
- Librarians answer each other's questions from a computer—not from a cell phone.
- Software: Mosio's Text a Librarian (was Altarama during pilot). Costs for 2012: \$399.00/library or library system (1 keyword & 3 passwords).
- Questions are limited to 160 characters; answers to 320 characters.
- Over 30 U.S. libraries participate and a few independent librarians.
- Volume: 8,274 in first year of service.
- Hours: 80 hours per week.



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Participating Library Responsibilities

- Cover the desk minimally 2 hrs. per week.
- Attend user/advisory online meetings & training sessions.
- Participate in a working group.
- Promote service within your community.
- Participate in the online discussion group.
- Mobile device/cell phone is not needed to participate!
- Goal – a response time of less than 10 minutes.

My Info Quest

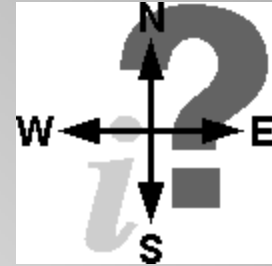
MIQ Working Groups

- Best Practices
- Policies and Procedures
- Marketing/PR
- Training
- Sustainability

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Questions

- MIQ answers a wide range of questions, usually “ready reference.”
 - How many countries are there?
 - What is the address of the XX Restaurant?
 - When is high tide at Manhattan Beach?
 - How old do you have to be to work at XX?
 - How do I renew a book? I lost my password.
 - Does the XX Library have Peter Pan on audiocassette?
 - How do I make a mold for a skateboard truck?
 - When is the next story hour at the xxx branch?
 - Where is the closest DMV office to zip code XXXXX?
 - Help! I’m lost! How do you get to Interstate 86 from XXXX?
- Types of information requests not designed for MIQ: Responses needing longer than 320 characters, in-depth research, medical & health advice, or tax advice.
- MIQ answers most questions and has a disclaimer about not providing medical, tax, or legal advice.



My Info Quest



Help Center

[Training Manual](#)

We recommend taking 5-10 minutes to read through the training manual to get better acquainted with Text a Librarian and the microboard experience. You will find step-by-step instructions on how to set-up your account and customize your settings.

[Quick Start Guide](#)

This guide provides very basic information to help get you started answering questions on the microboard right away. We recommend reading the full training manual (above) for a more in-depth tutorial on account settings, notifications, etc.

[How Do Patrons Ask](#)

Text the Library Keyword to 66746. [Click here for more.](#)

[How Do I Answer](#)

Big red "Answer" button. [Click here for more.](#)

[Glossary](#)

Definitions and descriptions of frequently used Text a Librarian and SMS/Text Messaging terms.

[Support FAQs](#)

Frequently asked questions and trouble-shooting tips for settings, features and issues.

SCRLC



Bio:

Location: Ithaca, N

Web: <http://www.s>

My Boards

SCRLC

Help Center

[Help Center](#)

[Training Manual](#)

[Quick Start Guide](#)

[How do Patrons Ask?](#)

[How do I Answer?](#)

[Glossary](#)

Click Answer Button

The screenshot shows the 'Text a Librarian' dashboard. At the top, there is a navigation bar with 'Dashboard', 'Settings', 'Jamsala's Info', 'Help', and 'Logout'. A search bar is on the right. Below the navigation, a header bar displays 'Keyword: ala', 'View chronologically', and 'Notification'. A sub-header shows '1/29' and 'Next Page'. The main content area features a question: 'how late are you open on Saturdays?' with a '[translate]' link. Below the question is a user profile for 'patron4419 (3 Q / 0 A)' and the timestamp 'Wed Mar 25, 2009 11:09am'. A prominent red 'answer' button is positioned to the right of the question. At the bottom right of the question box is a 'Permalink' link. To the right of the question box is a 'Microboard Administration' sidebar with links for 'Edit Board: ala', 'Board Members: ala', 'Question Statistics', 'Top 10 Responders', and 'Patron Marketing Materials'. Below that is a 'Board Reporting Summary' section with 'Questions Today: 1'.

Text a Librarian is built on a web-based platform, so you can answer on any computer or mobile device with internet access. To answer a question, you must be logged in and respond via the microboard. When you receive a notification, you can either a) refresh the microboard or b) click on the question link in the IM, email or SMS notification to take you to the microboard.

1) Click on the "Answer" button. This will take you to a new answer screen.

Type in the Answer Window

The screenshot shows the 'Text a Librarian' answer window. At the top, there is a navigation bar with 'Keyword: ala', 'View chronologically', and 'Notification'. Below the navigation, a header bar displays '1/29' and 'Next Page'. The main content area features a question: 'how late are you open on Saturdays?' with a '[translate]' link. Below the question is a user profile for 'patron4419 (3 Q / 0 A)' and the timestamp 'Wed Mar 25, 2009 11:09am'. A prominent red 'answer' button is positioned to the right of the question. At the bottom right of the question box is a 'Permalink' link. Below the question box is a 'Search link' section with links for 'Google' and 'Flickr'. The 'Your Answer' section contains a text input field with the text 'We are open until 9pm on Saturdays. Our full hours are: M-F, 8a-8p Sat, 8a-7p Sun, 10a-7p'. Below the input field is a '99 Characters' counter and a red 'send my answer' button. To the right of the input field is a 'What your message will look like' section with a preview of the message: 'SMS 1: We are open until 9pm on Saturdays. Our full hours are: M-F, 8a-8p Sat, 8a-7p Sun, 10a-7p *The custom footer can be used to for library announcements, etc.*'. Below the preview is an 'SMS 2:' input field. At the bottom of the page is a 'Newsmind, take me back to the Microboard.' link.

3 GHI

SEND

www.myinfoquest.info

Welcome to My Info Quest!

On the go and need an answer? Text your question to a My Info Quest librarian and the answer is delivered to your phone within minutes!

- **Text your library's keyword (see list of library keywords below) to 66746 for instructions.**
- **Our goal is for a librarian to text an expert answer within 10 minutes during the hours of service**
- **It's easy and accurate!**

My Info Quest is brought to you by your library and other participating libraries across the U.S.!

We are accepting new members; if you are a library that would like to join, please email [Lori Bell](#) or [Mary-Carol Lindbloom](#).

Hours of Service

**Central Time: Monday - Thursday 8:00 A.M. - 10:00 P.M.
Friday 8:00 A.M. - 6:00 P.M.
Saturday 9:00 A.M. - 6:00 P.M.
Sunday 2:00 P.M. - 4:00 P.M.**

Library Codes

[1 ABC](#)[2 DEF](#)[3 GHI](#)[SEND](#)

My Info Quest

www.myinfoquest.info

[Advisory Council](#)[Contact Us](#)[MIQ News](#)[Participating Libraries](#)[PR Materials](#)[Public Page](#)

Welcome to My Info Quest

InfoQuest is a collaborative reference service that enables users worldwide to send questions via SMS text messages on their mobile phones. They receive responses on their mobile phones in a matter of minutes. The project kicked off on July 20, 2009. For more information on the project, contact [Lori Bell](#) or [Mary-Carol Lindbloom](#) at South Central Regional Library Council.

[Join our Google group!](#)

Powered by [TextaLibrarian](#) and [South Central Regional Library Council](#) and [School of Library and Information Science at San Jose State University](#)

Participating Libraries

-

- [Arkansas River Valley Regional Library - AVR](#)

- [Black Hawk East LRC - BHC](#)
- [Bradley University Library - BUL](#)
- [Brazosport College - BCL](#)
- [Colorado Mountain College - CMC](#)
- [Contra Costa County Library - CCC](#)
- [Frontier Community College - FCC](#)
- [Houston Public Library - HPL](#)
- [Illinois Central College LRC - ICC](#)
- [Jefferson County Library - JCL](#)
- [Mark & Emily Turner Memorial Library - MTL](#)
- [Oklahoma Christian University Library - OCU](#)
- [Olney Central College - OCC](#)

Marketing



2 Audiences:

Librarians

- My InfoQuest Business Card
- Talking Points for Librarians
- FAQs
- Press Release
- Social Networks

Library Users

- Bookmarks
- Marketing Ideas
- Posters
- Academic Checklist
- Talking Points
- Press Release
- Social Networks

My Info Quest

1 ABC

2 DEF

My Info Quest

3 GHI

SEND

www.myinfoquest.info

On the go and need an answer?

Text your question to an InfoQuest librarian
and have the answer delivered to your phone
with My InfoQuest:

TXT 4 Answers

Social Network Presences:



My Info Quest

Program Evaluation

- In process of obtaining perspectives from: Users, Librarians & Administration.
- Measurements for evaluation: statistics, transcripts, user surveys, interviews & focus groups.
- A few points:
 - Users come back.
 - We can provide helpful responses in under 360 characters (Mosio indicates questions average 50 characters; responses 100).
 - MIQ has been a segue into other library services. MIQ helps to maintain relevance to our communities.

My Info Quest

The Future & Sustainability

- New enhancement enables libraries to pick up their users' queries before questions roll into the collaborative.
- Additional libraries.
- Student workers.
- New models.

My Info Quest

Join Us!

- **Program Evaluator:** Dr. Lili Luo, St. Jose State U.
(lililuo@slis.sjsu.edu)
- **Program Coordinator:** Lori Bell
(lbell927@gmail.com)
- **Program Administrator:** Mary-Carol Lindbloom,
SCRLC (mclindbloom@scrlc.org)
- **Visit us** @ www.myinfoquest.info
- **Join** our googlegroup @
<http://groups.google.com/group/InfoQuest>

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