



VIRTUAL FIELD TRIP QUESTIONS

Site visited:

Date/Time:



BRANDING

What is the name of the service? What image or logo is used to “brand” the service? How is the service described? Is library jargon used? Do you think the name, image, and description are appealing and attention-getting?

Is the link easy to find on the main library Web page? Are there links to the virtual reference service from all areas of the library’s Web site? From the catalog? From the online databases? From the circulation information page?

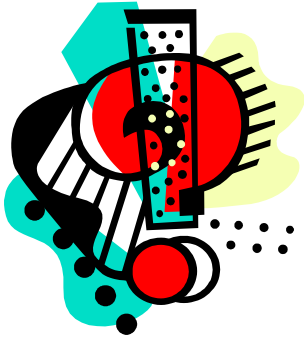


ACCESSIBILITY

Is the service open to anyone? Is a library card or student ID number required for access? What other restrictions exist? Where are these restrictions stated?

Is an e-mail address required or recommended? If not required, is it clear how the user will receive a transcript of the transaction?

When is the real-time reference service open? What are the user's options when the service is closed? Is the service available on holidays?



SCOPE OF SERVICE

Are there limits on the kinds of questions answered? Does the service offer more than simple, factual answers? If targeted to college students, is it clear how much research help will be provided?

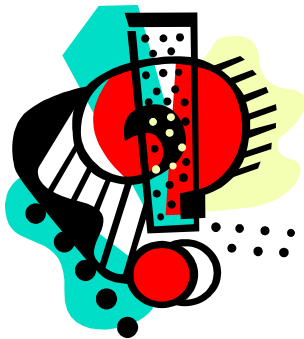
Does the service promote information literacy by offering to demonstrate how to find answers or use the Web more effectively? Are links to starting points for Web searching provided? Links to how to cite Web sources?



AUTHORITY

Who are the staff providing answers through this service? What are their qualifications? Subject expertise?

Is there any disclaimer about providing medical or legal advice? Are there any statements about copyright restrictions or about citing online sources?



CONFIDENTIALITY and DATA GATHERED

What kind of information is gathered in advance about the user or about the question? Reading level or level of information sought? Homework assignment? Phone number?
