

MLIS 7360 Technical Paper Assignment**Bibliographic entry:**

Connaway, Lynn Silipigni, Marie L. Radford, and Timothy J. Dickey. "On the Trail of the Elusive Non-User: What Research in Virtual Reference Environments Reveals." *Bulletin of the American Society for Information Science and Technology* 34, no. 2 (December/January 2008): 25-28.

http://www.asis.org/Bulletin/Dec-07/connaway_radford_dickey.html (accessed September 10, 2008).

Informative Abstract:

This article reports some of the findings of the *Seeking Synchronicity* study concerned with the non-use of library chat reference services using a four tiered research approach: focus group interviews, analysis of virtual reference service transcripts, online surveys, and phone interviews. Focus of this article deals with information gathered from the focus group interviews and online surveys; questions of how information needs are met, why users do not use chat resources, what aspects of other resources draw their attention, and what would be required for them to use chat services are answered. Use of chat resources are compared with face-to-face librarian interaction studies; findings are comparable with other studies that show user preference toward face-to-face interaction. Conclusions show a need for greater definition and marketing of key aspects of chat resources; privacy and confidentiality, availability and convenience, and knowledgeable experience in library reference and virtual relationship building.

Index terms: Natural language

Information needs
 Convenience
 Privacy
 Reliability
 Information seeking behaviors
 Graduate students
 Younger generations
 Librarian behaviors
 Face-to-Face
 Virtual
 Non-user
Seeking Synchronicity
 Virtual Reference Services

Index Terms: Library of Congress Authority

Confidential Communications
 Electronic Reference Services (Libraries)
 Information behavior
 Young Adult
 Graduate Students
 Librarian personality
 Library surveys
 Library users
 Privacy, right of
 Trust