

**See it, Hear it, Touch it:
How do Communication and Learning Styles Affect Virtual Reference?**

Sponsored by RUSA's RSS/MARS Virtual Reference Committee, RUSA's RSS Cooperative Reference Committee, and the ACRL Instruction Section
American Library Association, Washington D.C., Monday, June 25, 2007
Grand Hyatt Hotel, Constitution Room A/B, 10:30am - 12:00pm.

Our increasingly tech savvy virtual reference users have radically different communication and learning preferences. Some are most comfortable with e-mail, others prefer chat. Some crave the streamlined IM environment, others prefer to text message on their cell phones. Some like detailed instructions, others like a packaged answer. Librarians and information professionals need to offer services that meet a broad range of information needs and communication preferences. Educators increasingly need to incorporate new technologies in innovative ways to meet a variety of learning styles in both physical and virtual service points to meet the needs of their users. A lively panel of experts will explore the options, present recent research findings, and recommend approaches relevant to all types of libraries.

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- PEW Internet & American Life Project <http://www.pewinternet.org/> <accessed June 15, 2007>
- Seeking Synchronicity: Evaluating Virtual Reference Services from User, Non-User, and Librarian Perspectives, IMLS Grant. <http://www.oclc.org/research/projects/synchronicity/> <accessed June 15, 2007>