



School of Information Management

## **INFO 560: READERS' ADVISORY SERVICES**

Trimester One 2010

### **COURSE OUTLINE**

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#### **Contact Details**

<b>Course Coordinator:</b>	<b>Name</b>	Jane Graham George
	<b>Room</b>	EA 208, Easterfield Building (Tuesdays only)
	<b>Tel</b>	+64 4 463-5103 and leave a message
	<b>Email</b>	<a href="mailto:jane.george@vuw.ac.nz">jane.george@vuw.ac.nz</a>
<b>Programme Administrator:</b>	<b>Name</b>	Chris King
	<b>Room</b>	121 Easterfield Bldg, Kelburn Pde, Wellington
	<b>Tel</b>	463 5309
	<b>Email:</b>	<a href="mailto:chris.king@vuw.ac.nz">chris.king@vuw.ac.nz</a>

#### **Course description**

INFO 560 covers serving adult reading needs by addressing fiction genres and popular nonfiction. The relationship of readers' advisory services with reference and other library programmes, research on adult reading, and popular reading in an information society are examined.

#### **Class times**

INFO 560 will be held in the first trimester (1 March-6 June) of the 2010 academic year. There will be no classes during the mid-term break (April 5-18).

- **The weekly conference sessions will be held on Tuesdays from 6.45-8.15 p.m.**

## Schedule

Week	Dates	Topic
1	1-5 March	Readers' advisory service: Definitions and history; The readers' advisory interview
2	8-12 March	Classics defined; Literary fiction and award-winning fiction; Print readers' advisory tools
3	15-19 March	Online readers' advisory tools; Genre fiction: science fiction and fantasy
4	22-16 March	Genre fiction: romance, inspirational fiction, women's fiction, chick lit
5	29 March-2 April	Genre fiction: thrillers, mysteries; historical fiction; westerns; Sample readers' advisory questions
<b>Mid-trimester break</b>		
6	19-23 April	Bookstore vs. library; Readers' advisory programming
7	26-30 April	Readers' advisory for men; Finding author information; Readers' advisory in relation to selection and collection development/maintenance
8	3-7 May	Nonfiction continued; Audiobooks and listeners' advisory; Large print; Serving seniors
9	10-14 May	Graphic novels; New Zealand literature
10	17-21 May	Academic library readers' advisory and readers' advisory marketing
11	24-28 May	Marketing continued; Indirect readers' advisory
12	31 May-4 June	Staying current with reading trends; Managing readers' advisory services; Promoting readers' advisory

## Introduction

Readers' advisory was an integral part of public library service until the late 1950s. At that point reference service -- i.e. in the form of the provision of information -- became the primary role of the librarian. Only fairly recently has readers' advisory again been deemed an important service provided by the public library. There are significant differences, however: readers' advisory service is no longer limited to a "reader's desk"; librarians now suggest rather than recommend titles; and there are a

host of online tools and social networking avenues available to assist readers. There are also many opportunities for outreach and marketing of readers' advisory services.

INFO 560 is a participatory, interactive class, which allows time for you to practice such skills as book talking and leading (and participating in) book discussion groups. Topics of both lecture and discussion will include:

- use of genre labels
- readers' advisory programming
- collection questions
- outreach to groups in the community (rotary, women's book club, city council) and underserved communities (customers who may have difficulty getting to the library) and how to serve their needs with readers' advisory services such as book talks, etc.
- Library 2.0 -- LibraryThing, Shelfari, reading club customer contributions to booklists, etc.
- use of various readers' advisory databases and print resources, including critique of strengths and weaknesses of same
- creating useful and appealing readers' advisory tools for customers' in-library and remote use
- how librarians can advocate for better readers' advisory services in their libraries -- i.e. how to reach trustees, friends of the libraries groups and directors
- teaching customers specific uses of readers' advisory tools (databases, print resources and websites)
- modeling readers' advisory skills for colleagues

## **Learning objectives**

By the end of the INFO 560 course, students should be able to:

1. Articulate the philosophy and ethics of readers' advisory services.
2. Use market analysis to identify groups within the community who need readers' advisory services.
3. Identify and analyse the fiction and non-fiction reading needs of adult library customers having gained
  - (a) proficiency with the readers' advisory interview,

- (b) knowledge of literary genres and their respective key authors,
  - (c) understanding of the bibliographic process of finding suitable reading material, and
  - (d) skills and strategies for staying current with reading interests.
4. Design and use a variety of communication channels and technologies for the delivery of readers' advisory to different communities (booktalks, book discussion groups, annotated booklists, blogs, micro-blogs).
  5. Become an advocate for readers' advisory through personal leadership and communication.

## Assessment

This course will be internally assessed. **Full details, including explanatory notes and criteria, are available under “Assessments” on Blackboard.**

Assignment	Date due	Value	Length
<b>1. Lead a book discussion group</b>	Discussions during class throughout trimester, sign up at first class	20%	15-20 minutes
<b>2. Prepare an annotated booklist</b>	29 March 2010	10%	2-3 pages, 10 titles annotated
<b>3. Book talk</b>	Booktalks during class throughout trimester, sign up at first class	10%	10 minutes
<b>4. Paper – choice of ONE of the following topics</b> (a) On-the-spot readers' advisory (b) create a book kit programme (c) Create an author programme series (d) Recent book significant in terms of publishing, genre, book clubs, etc. (e) Analysis of social networking virtual bookshelves (Shelfari, LibraryThing, Facebook, etc.)	24 May 2010	50%	Approximately 2000 words

**5. Class participation**

10%

**Late assignments**

Assignments submitted or postmarked after they are due will have a 10% penalty imposed. Assignments submitted more than one week late without an extension will be given a zero grade. **All requests for extensions must be made in writing or via email before the due date, and must state a reason for the extension.**

**Word count**

All work submitted **MUST** contain a word count, easily available from your word-processing program. The word count should appear under your name. (Note: your name should appear only on the last page of the assignment.)

**Presentation**

Details of assignment policies, including information regarding presentation and plagiarism, will be found in the Information Studies pages under 'My Organizations' on Blackboard.

**Plagiarism**

You must acknowledge all sources you use. You are expected to present information in your own words, based on your understanding of the background material you read. Any assignment which is extensively plagiarised will receive an automatic fail grade.

**Note:** Student work provided for assessment in this course may be checked for academic integrity by the electronic search engine <http://www.turnitin.com>. Turnitin is an on-line plagiarism prevention tool which compares submitted work with a very large database of existing material. At the discretion of the Head of School, handwritten work may be copy-typed by the School and subject to checking by Turnitin. Turnitin will retain a copy of submitted materials on behalf of the University for detection of future plagiarism, but access to the full text of submissions will not be made available to any other party.

**Submission**

Remember to keep a copy of each assignment you send us, just in case the original goes astray. Assignments should be submitted electronically via the links under "Assessment" in Blackboard.

## Time commitment

To achieve satisfactory grades, you should expect to spend around twelve hours per week on INFO 560 (including time spent in the weekly session). Up to two hours per week will be spent in the weekly session. The balance of your time should be spent reading the material in the CD-ROM, on Blackboard and on the Internet, and doing your preparation work for the weekly session and assignments.

## Mandatory course requirements

To fulfil the mandatory course requirements for this course, you must:

- attend a minimum of 75% of the scheduled class sessions, and participate in class discussions;
- complete all of the assignments in the required timeframe.

## Withdrawal from courses:

Withdrawal dates: Late withdrawals with Associate Dean (Students) permission (See

**Section 8: Withdrawals - from the Personal Courses of Study Statute)**

<http://policy.vuw.ac.nz/Amphora!~policy.vuw.ac.nz~POLICY~000000001743.pdf>

## Withdrawal dates: Refunds:

<http://www.victoria.ac.nz/home/admisenrol/payments/withdrawalsrefunds.aspx>

## Class representative

A class representative will be elected in the first class, and that person's name and contact details will be available to VUWSA, the Course Coordinator and the class. The class representative provides a communication channel to liaise with the Course Coordinator on behalf of students.

## Course resources

The course material includes a CD-ROM containing readings and course notes associated with each of the modules; this material is augmented by the Blackboard website for INFO 560 (See Online Information below).

Learning outcomes are specified for each study module. Students should note that modules include discussion points for the session that week; it is important that you

prepare for these **before** the weekly session. As the sessions are meant to be interactive, you should be prepared to answer questions, contribute comments, and ask for clarification of issues pertaining to the material under discussion. In some sessions you may be asked to talk about a specific topic, or to share your experience in exploring the resources we are discussing with the rest of your seminar group. You should always be prepared for this.

## Online information

You can access the School's Blackboard online learning environment at:

<http://blackboard.vuw.ac.nz/>

The Blackboard pages will contain a Web-based forum for discussion of issues related to the course, links to sites of interest, additional readings and information, updates, etc. You should read the appropriate module pages and course notes in conjunction with the material on your CD-ROM. If you have any difficulties logging on please contact the Help Desk, at:

[its-service@vuw.ac.nz](mailto:its-service@vuw.ac.nz)

All students will also be automatically enrolled in the Information Studies community under 'My Organizations' on Blackboard. General announcements and information will be posted here, and students should check this site regularly.

## Internet conferencing

Distance sessions are conducted via the Internet; in order to participate students will need an Internet-connected PC running Windows Vista, XP or Windows 2000, microphone, and headphones/speakers. To connect, go to the Internet conferencing page (and read the "Getting Started" information) at

<https://conferencing.sim.vuw.ac.nz/>

There is also an 'Internet Conferencing' button linking to this page in Blackboard.

**Some days before your first session, and at least 15 minutes before each subsequent session, you should test your system by going to the Echo Room.**

Regular classes will be held in the IST Room; additional Discussion Rooms are available for breakout groups, and as a "waiting room" if a class is proceeding in the

main IST room. Study groups can use the discussion rooms out of regular class times. For further information, follow the help links on the Internet Conferencing page; further details, including screen name conventions, are also available on the Information Studies pages under 'My Organizations' on Blackboard.

For problems with the Internet Conferencing site itself, first check the online help information. If your problem is not resolved please contact our in-house IT Support, which is available only during the evening Internet Conferencing sessions:

- Freephone: 0800 116 299 (5-8 p.m. only) -- office phone forwarded directly to distance education support analyst during evenings
- Email: [simconferencing@vuw.ac.nz](mailto:simconferencing@vuw.ac.nz)

If for some reason a session does not run, check on Blackboard for an announcement of any alternative arrangements that the lecturer is making. Recordings of all distance sessions are also available for downloading from Blackboard.

### **Students email list**

Staff of the Information Studies Programmes use the ist-students email discussion list to make important announcements, and to share news and ideas relating to the programmes. It is very important that you are subscribed to this list. Please make sure that a current email address which you check regularly is subscribed. We suggest that you remain a member of this list until after you graduate, because the list is used as the main channel to communicate important administration messages (including those about arrangements for graduation).

Emails are sent to ist-students regularly, so if you have not received any list messages for a few weeks it is a good idea to make sure you are still subscribed. If a list message is rejected by your email account you will automatically be unsubscribed from the list. To subscribe, unsubscribe, and change your email address or options:

<http://lists.vuw.ac.nz/mailman/listinfo/ist-students>



## *General University information*

**For the following important information follow the links provided:**

**Academic Integrity and Plagiarism**

<http://www.victoria.ac.nz/home/study/plagiarism.aspx>

**General University Policies and Statutes**

<http://www.victoria.ac.nz/home/about/policy>

**AVC (Academic) Website: information including: Conduct, Academic Grievances, Students with Impairments, Student Support**

[http://www.victoria.ac.nz/home/about\\_victoria/avcacademic/Publications.aspx](http://www.victoria.ac.nz/home/about_victoria/avcacademic/Publications.aspx)

**Faculty of Commerce and Administration Offices**

<http://www.victoria.ac.nz/fca/studenthelp/>

**Manaaki Pihipihinga Programme**

[http://www.victoria.ac.nz/st\\_services/mentoring/](http://www.victoria.ac.nz/st_services/mentoring/)