

**RESEARCH WORKS IN LIBRARY AND
INFORMATION SCIENCE
VOLUME 3**

**Roslina Othman
Basri Hassan
Ahmad Bakeri Abu Bakar**



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Editors

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20. VIRTUAL REFERENCE SERVICE

Syzana Zainudin, Marahani Suni, Emilia Ramdzan and Roslina

Othman

ABSTRACT

This chapter presents on virtual reference service. Managing virtual reference is not just offering the service to the user *via* Internet. It requires the library to set up a new division to manage virtual reference service. There are several factors that contribute to the success of virtual reference services. The Washington Public Library determined that in order to successfully implemented virtual reference services, library staff delivering the service need to acquire multiple skills. The initiative taken by RUSA, listed several guidelines for library implement virtual reference services is a good effort to help the library conduct virtual reference services. Virtual reference interview has lower satisfaction than face-to-face interaction.

20.1 Introduction

The virtual reference service is a new approach to enhance reference service since Internet becomes one of the mediums to connect the library and the user. Technological development enables libraries to offer the resources through virtual or digital library. Due to this development, libraries choose to offer virtual reference service to assist user accessing the materials. The service also aims to fulfil the needs of those users who cannot come to the library. By providing this service, libraries continue to serve patrons with better technology and minimize the gap between them.