



Instant Messaging

what's so gr8 about it?

[What is IM?]

- Communicate real-time
- Users are notified when others come online
- Can share files, communicate via video with most programs

[Why Use IM?]

- Instant communication
- Send links, files, photos instantly
- Can multi-task
- Our users are familiar with it

[Common Features]

- Contacts list
- Customize your messages' appearance
- Games
- Send and receive files
- Multi-user chat
- Profiles
- “Display picture” – an icon representing you
- Privacy features
- Log conversations
- Set your status: “away,” “offline,” “busy,” etc.
- Emoticons (“smilies”)

[But... chat reference?]

- IM *is* chat reference
- Hosted systems can be expensive, OR
- Use IM to supplement hosted system

Who Uses IM?

- Used by over 53 million American adults (43% of internet users)
- 11 million adults use it at work
- 36% use it every day
- 24% exchange IMs more frequently than email (46% of gen-Ys)

Who uses IM?

■ Hundreds of libraries!

- UNC Chapel Hill: undergradref (AIM)
- CSBSJU: csbsjulibraryref (AIM, Yahoo, ICQ & MSN)
- Wake Forest U: askzaklive (AIM)
- UVa: UVALibRef or SELQuestions (AIM)
- UIUC: askUIUC or askundergrad (AIM)
- Homer Township (IL) PL: homerlib (AIM)
- Marin County PL: MarinLibrary (AIM & Yahoo)

■ Very probably, many of your colleagues...

Most Popular Programs

- AOL Instant Messenger (AIM)
- Yahoo! Messenger
- MSN Messenger
- ICQ



[Which one to use?]

- AIM is most popular
- Survey your users, family, and friends
- What is in use at work?
- Why not use them all?

[Multi-network IM: Trillian]

- Connects to AIM, Yahoo, MSN, ICQ, and IRC
- One contacts list
- Most of the popular features are available

[Demo]



More information

- “Virtual Reference: Alive & Well” Brenda Bailey-Hainer, *LJ*, 1/15/05
- “To Chat or Not to Chat – Taking Another Look at Virtual Reference” *Searcher*, July 2004 (Part 1) & September 2004 (Part 2)
- *Chat Reference: a Guide to Live Virtual Reference Services*. Jana Smith Ronan. Libraries Unlimited: 2003.
- <http://athena.libraries.claremont.edu/~cindi> - these slides

[Thank you!]

- Cindi Trainor
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