

Seeking Synchronicity: Evaluating Virtual Reference Transcripts.

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QuestionPoint Users Group Meeting, ALA, June 25, 2006

Radford Chat Reference Category Scheme Relational Dimensions ©2006 Analysis of 226 Transcripts

FACILITATORS	Librarians	Users	Total
Greeting Ritual	89	33	122
Deference			
Agreement to try what is suggested or to wait	2	79	81
Apology	28	11	39
Asking for other to be patient	82	3	85
Expressions of enthusiasm	5	8	13
Suggesting strategy or explanation in tentative way	9	8	17
Thanks	56	126	182
Use of polite expressions	92	36	128
Use of praise, admiration	0	7	7
Use of self-deprecating remarks	0	5	5
Rapport Building			
Familiarity	4	1	5
Humor	0	5	5
Interjections	21	31	52
Offering confirmation	17	25	42
Approval	6	5	11
Empathy	8	5	13
Inclusion	69	2	71
Offering reassurance	60	31	91
Encouraging remarks praise	41	2	43
Enthusiastic remarks	9	6	15
Repair self-correction	11	14	25
Seeking reassurance confirmation self-disclosure	119	84	203
Self disclosure	16	103	119
Admitting lack of knowledge at a loss as to where to search	21	29	50
Explaining search strategy	21	1	22
Explaining technical problems	32	9	41
Offering personal opinion advice value judgment	80	6	86
Use of informal language	17	16	33
Alternate spelling abbreviated single words	33	33	66
Use of all lower case	6	48	54
Use of slang expressions	9	8	17
Closing Ritual	56	90	146
Explanation of signing off abruptly	2	7	9
Invites to return if necessary	27	0	27
Makes sure user has no more questions	44	1	45
Offers to continue searching & email answer	12	0	12

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FACILITATORS *continued*

Rerepresentation of Nonverbal Cues	Librarians	Users	Total
Phrase abbreviations	1	5	6
Spells out nonverbal behaviors	0	1	1
Use of ALL CAPS	9	7	16
Use of alpha-numeric shortcuts	1	0	1
Use of ellipsis	43	24	67
Use of emoticons	3	7	10
Use of punctuation or repeated punctuation for emphasis	35	37	72

BARRIERS

Negative Closure

Abrupt ending	20	92	112
Disclaimer	14	0	14
Failure to refer	2	0	2
Ignoring cues that user wants more help	9	0	9
Premature or attempted closing	7	1	8
Premature referral	4	0	4
Sends to Google	3	0	3

Relational Disconnect Failure to Build Rapport

Condescending	2	1	3
Derisive use of spelling out NV behaviors	0	0	0
Disconfirming	13	20	33
Failing to offer reassurance	8	1	9
Failure or refusal to provide information when asked	3	4	7
Goofing around	1	4	5
Ignoring humor	1	0	1
Ignoring self-disclosure	9	0	9
Impatience	0	8	8
Inappropriate script or inappropriate response	14	0	14
Lack of attention or Ignoring question	8	0	8
Limits time	7	0	7
Mirrors rude behavior	1	0	1
Mistakes	0	1	1
Misunderstands question	2	0	2
Reprimanding	3	4	7
Robotic answer	6	0	6
Rude or insulting	0	2	2
Use of inappropriate language	0	3	3
Uses jargon no explanation	5	0	5