
Etre là où les internautes sont : BiblioSésame sur Facebook
Being there where Internet Users are: Sesame Library on Facebook

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Abstract:

BiblioSésame is a free french reference digital reference service coordinated by the Public Information Library in the Centre Pompidou whith 30 libraries partners. In 2011 , we decided to reverse the initial approach (encourage users to come to our a website) to be where the users are heavily : on Facebook. The choice is innovative because librarians give answers and advices in a Facebook group and aren't using Facebook only as a communication tool. Librarians create quality content, initiate conversations with users directly into Facebook. In the opinion of many observers of web expertise and human intelligence quality are an essential way for the future of social media. Results are here : in 2 years, the number of questions asked increased by 25% and email questions increased only 8%.

This paper proposes a feedback from this initiative in all its aspects (technical, organizational) . It is part of the redefinition of a digital space documentary engaged with the use of today's web.

Keywords: Reference service Facebook social media.

1- Sesame Library, collaborative service of Question-Answer

Sesame library is a free online service of Question-Answer and available to everyone, controlled by the Public Library within the center Pompidou. A Network of 30 institutional partners, municipal ,departmental and specialist libraries and contains about a hundred of librarians whose job is to answer your questions.

Sesame Library exists since 2006 and answers about 3500 questions per year. The promise to internet users is simple: you ask the question and a specific answer is delivered in 72 hours

maximum by a qualified professional. This service is based on the experience of librarians relatively on their “knowledge-finding” which means their capacity to find answers using varied sources of information. Users can ask the question through a form on the website bibliosesame.org or through the website of a partner library, they can also ask it through a open group on Facebook. The software Question Point OCLC is useful to coordinate the response process between partners in a clear way for internet users.

The website bibliosesame.org is accessible for mobile phones, also users can use Facebook mobile application to ask questions to librarians.

2- The choice of being there where internet users are:

In June 2011, it was decided to reverse the initial approach: creating websites that attract internet users to propose the service where users are massive as on Facebook.

But why Facebook? End of 2013 in France, around 70% of French users access to Facebook at least once a day. More than 18 millions of active users access frequently to Facebook daily including 17 millions of active users on mobile monthly. One of the project’s objectives is to increase the use of Sesame Library with a population who doesn’t know it by relying on the dynamic recommendations in the social network.

The approach taken is unusual to librarians which involves professionals directly in the flow of the social network without referring to a technical environment they can deal with. And this supposes to answer according to technical conditions of Facebook by adapting professional practices in the digital environment where librarians are familiar with a reverse approach in Question Point. As opposed to the simplicity of technical implementation no technical budget was necessary, this challenge could be achieved through many trainings of partners provided by the Public Library for the use of the Social network beyond an institutional communication through Facebook generally implemented by member libraries of Bibliosesame. One of the issues was to show that Facebook as a meditation device was possible.

For some communities, the usage of Facebook on Bibliosesame had a legitimizing effect of social network internally by providing opportunity for professionals to try out the use of contemplation relative to a use of Facebook as an institutional communication tool.

Device here is defined as the alliance of a tool, of a documentary need to satisfy and alliance of a set of uses perceived. The balance between the three elements is indeed which forms a new device. This device is proposed by the Public Library and refined by a constant dialogue with partners which is simple: each library member of Bibliosesame has a configured profile on Facebook to have a limited interactivity with other social network profiles. This profile helps to participate in a group Facebook which is an open area of exchanges between users of the social network. The Facebook page provides visibility of service to each unregistered Internet user. Users identify the group then join it after validation of a librarian or by recommendation from another member of the group then they can post their questions on the “ wall”.

Answers are posted by the team of librarians as comments to each message posted on the wall and each of them is identified with a profile. The profiles of partner institutions were parameterized by the Public Library to display a profile photo with a human face, generally smiling and designed in a way to represent visible minorities and avoid clichés about librarians. The device also integrated the codes of practice for Social Media on which it spreads by giving a large importance to shared images through the identity of the digital profiles used. It should be noticed that joining a group and being friend are two separated actions on Facebook. The current institutions on Facebook for that device never access to personal information of those who join the group which allow users to save their Facebook friends the data they wish.

According to the policy of selective archiving and the online interaction with users, Questions- answers are punctually integrated through Facebook to the knowledge base provided by OCLC and hosted by the Public Library on the website bibliosesame.org. in the group of Bibliosesame on Facebook as was the service Questions-Answers of Lyon city “le Guichet de savoir” the Bank of knowledge. All questions and answers are public and available. Yet, a major difference distinguish them: the Facebook group is an area designed for interactivity in which all members of

social network can join. Innovation in Questions-answers services is required: the user can contact with professional respondents through a question. Sometimes users enrich a given answer by a librarian and vice versa! Whether interactions by mail via Question Point have revealed low interactivity by limiting itself often in a question and answer exchanged by mail, it's not the same on Facebook where users are very reactive to specify their question or to answer in case of respond or to request a complement. These practices entails a necessary adaptation of good practice of Network concerning the know-answer of librarians in order to get into conversations where the answer is mentioned to a certain person per email was formatting. For example, respondents are encouraged to consider the preceding interactions to a question and seek to adjust their tone to the bit institutional ethos of the device. The questions by form in Question Point for questions by form, the Public Library assigns questions to partners but on Facebook, it was decided from the beginning to practice a free allocation of questions between partners. The first interested partner supports the question and informs everyone, discharging did the other respondents. This system requires a great responsiveness of partners not only to answer questions in less than 72 hours since that response deadlines is the same at bibliosesame.org, but to show the users their care about their request. The regulation is done via Facebook management group which comprises profiles of partners, and their interactions are reserved for members. To deal with this great number of questions, This system persists but should be reinforced by a vigilance reinforced by the Public Library to the remaining questions.

Far from relegating the need for information expressed by the user in a prescription with all the medical connotations of the term, the device of Bibliosesame on Facebook made the challenge of the online support in a temporality less constrained than what the services of remote answer by flash Conversation can offer. The librarian is not the one who has the knowledge, but the one who helps his contemporary to develop his knowledge.

Spread a culture of information and produce contents

In the context where the diffusion of culture information (not only culture of access) become central, the librarians should become content producers who are capable to interact with communities of interest web. From this idea put by Patrick Bazin, The Director of the Public Library, between 2011 and 2013 Bibliosesame have been repositioned at the center of the establishment project in the chart no longer in the Department of Public, but as a device for production of value-added content, within the department was mainly responsible for the redesign and implementation of the web ecosystem. Deploying BiblioSésame on Facebook is a part of a global project conducted around digital mediation aimed at developing the online presence of the Public Library not only perceived as a place of access to knowledge and know-how, but as media addressing to fan communities interested in a topic on the web. Thus, the librarian is the one who, while answering questions, creates quality contents, initiates a conversation, makes skills and good research practices legible. These contents, beside serving the person who is not used to ask a question, are indexed in the long tail of web contents and the challenge then becomes their ranking by search engines.

The respondents of Bibliosesame are trained to a know-answer which places the explanation of the research approach and the answer to the question asked at the same level of importance. For that purpose, training courses are provided by the Public Library in order to harmonize the practices of respondents. They also experienced devices of sharing skills related to know-find. The guides of know-find created by network members offer to users a selection of online and offline resources through an identified documentary need. To spread on the page and within the Facebook group at the same time is a response member, mutual support, self-study content adapted to the usages of the web Guides of know-find that participate at the diffusion of culture information to an audience who expresses a need for information. Then again, the challenge is the support services placed at the center of uses perceived far from abstract fantasy of a "client autonomy". So, the deployment of Bibliosesame on Facebook seeks to refine the service rendered modifying the meditation device historically which is centered on Question Point and forms.

Results and perspectives

Three years after the launch of the online service on Facebook, the results are: between 2012 and 2013, the number of questions increased over 25% and the number of group members also continues to increase. While the number of asked questions by form increased a bit, the use of an answering service remotely via Facebook seems to develop rapidly. As shown the step back and uniqueness of this device, but it's still hard to find definitive conclusions. However, we can make the assumption that word-of-mouth and recommendation facilitated by social media work. Indeed, numerous added members to Facebook group of Bibliosésame don't require any validation from librarians since a group member can freely add a friend without any validation.

To go further in the analysis of this device, a public inquiry has been conducted in partnership with the Research and Studies Service of the Public Library between July 2013 and February 2014. It reveals a clear difference between the profile of service users via a form on the libraries websites or on bibliosésame .org , and those who access the service rendered by BiblioSésame from Facebook. 66% of internet users who ask questions on the social network are between 20 and 34 years old, 67% are students, while only 27% of this age group, including 45% active users ask questions by form. Note that 47% of respondents have more than 45 years old in the investigation concerning Internet users who use BiblioSésame by form and who are only 17% via Facebook. According to figures provided by Facebook for France in 2012, these proportions are consistent with the age of users of this social network consists of 17% of registered who are over 45 years and 51% aged between 18-34 years old.

The two profiles of internet users have some common points. On the Facebook investigation we discovered that more than 93% of respondents went to the library since the last 12 months and 80% of them registered in it. Slightly lower in the other investigation, the proportion of people attending and / or registered in libraries is comparable. Similarly, a large proportion of these people declares to have searched in the internet before asking a question: 86% for users of form and 95% for Facebook group users. Only 52% of respondents via Facebook and 40% of respondents by form indicates have done a research on specialized sites but they are respectively 65% and 72% who have used a search engine such as Google. These factors let us think that the use of BiblioSésame is not by chance but was the result of an advanced process of online research fruitless. Therefore, it is possible to formulate the hypothesis of the positioning of BiblioSésame as a remedy for overload information where human mediation has support and enrich an advanced documentary research.

If the challenge of addressing to another population category using BiblioSésame on Facebook compared to BiblioSésame via form seems to win concerning the age range of users, it's clear that service users are not at the first sight strictly contacting non-public libraries. However, this point should be qualified by stating that it was not technically possible to distinguish the respondents at the survey according to the source from which they asked a question, so to determine internet users who use the service through the website in a library compared to users asking questions through bibliosésame.org. Moreover, the questions asked and the sample size (very weak on Facebook) does not determine clearly if the users of the service find at the same time answers and good practices that allow them to improve their performance in terms of "know-find.". Only qualitative interviews that will be conducted in the coming months will confirm or refute this hypothesis.

According to the opinion of many observers of the Website, the expertise and quality of human intelligence are considered as an essential course for the future of social media. In an ecosystem where start ups, who are looking forward to invest in this field, offer powerful recommendation algorithms but without having a community of competent and sustainable respondents, it is clear that libraries have a serious role to play.