



Reference & User Services Quarterly

The Journal of The Reference and User Services Association (RUSA)

Spring 2013
Volume 52, Number 3
ISSN 1094-9054
www.rusq.org

Significantly Different? Reference Services Competencies in Public and Academic Libraries

Database Support for Public Policy Paper Location

**Differing Perceptions of Public Librarians and Users in Assessing and Developing Korean
Consumer Health Information**

Adult Reading Habits and Preferences in Relation to Gender Differences

Reference & User Services Quarterly

The Journal of The Reference and User Services Association (RUSA)

Editor: Barry Trott

Editorial Advisory Board 2012–13: Jenny S. Bossaller, Assistant Professor of Library and Information Science, University of Missouri (2012–15); Heidi L. M. Jacobs, Information Literacy Librarian, University of Windsor (2012–15); Kate Kosturski, Institutional Participation Coordinator, United Kingdom and Northern Europe, JSTOR/Portico (2012–15); Scott Seaman, Dean of Libraries, Ohio University (2012–15); Carol Singer, Professor, Library Teaching and Learning Department, Bowling Green State University (2012–15); Nicolette Sosulski, Business Librarian, Portage District Library (2012–15); Laurel Tarulli, Blogger and Part-time Faculty, School of Information Management, Dalhousie University (2012–15); David A. Tyckoson, Associate Dean, Henry Madden Library, California State University, Fresno (2012–15); Chiang A. Wang, Adult Service Manager, Queens Library at Flushing (2012–15); Neal Wyatt, doctoral candidate in Media, Art, and Text, Virginia Commonwealth University (2012–15)

Ex Officio: Mary Pagliero Popp, RUSA President (2012–13).

Production: ALA Production Services: Troy D. Linker, Chris Keech, Tim Clifford, Kirstin Krutsch, Chelsea McGorisk, and Rosalie Watts.

Reference & User Services Quarterly is a continuation of *RQ*. The title change was effective with Volume 37, Number 1, 1997.

Please visit our website at www.rusq.org.

© 2013 American Library Association.

All material in this journal subject to copyright by the American Library Association may be photocopied for the noncommercial purpose of scientific or educational advancement granted by Sections 107 and 108 of the Copyright Revision Act of 1976. For other reprinting, photocopying, or translating, address requests to the ALA Office of Rights and Permissions, 50 E. Huron St., Chicago, IL 60611.

Circulation: *Reference & User Services Quarterly* (ISSN 1094-9054) is published quarterly (fall, winter, spring, summer) by the American Library Association (ALA), 50 E. Huron St., Chicago, IL 60611. It is the official publication of the Reference and User Services Association (RUSA) (formerly RASD, Reference and Adult Services Division), a division of the ALA. Subscription price: to members of

RUSA, \$25 a year, included in membership dues; to non-members, U.S. \$65; Canada and Mexico, \$70; and all other countries, \$75. Single articles, \$12.

Editorial Policy: *Reference & User Services Quarterly* is the official journal of RUSA. The purpose of *Reference & User Services Quarterly* is to disseminate information of interest to reference librarians, information specialists, and other professionals involved in user-oriented library services. The scope of the journal includes all aspects of library service to adults, and reference service and collection development at every level and for all types of libraries. The journal follows a policy of double-blind refereeing of articles in advance of publication. —Adopted by RASD Board, June 27, 1989

Manuscripts: Prospective authors can review the “Instructions to Authors” found online at www.rusq.org/authors.

Advertising: *Reference & User Services Quarterly* accepts advertising for goods or services to the library profession and library services in general and encourages advertising as a vehicle to inform readers of products and services and to provide product communication between vendor and buyer. *Reference & User Services Quarterly* will adhere to all ethical and commonly accepted advertising practices and will make every effort to ensure that its practices in relation to advertising are consistent with those of the other Association publications. *Reference & User Services Quarterly* reserves the right to reject any advertisement deemed not relevant or consistent to the above or to the aims and policies of the American Library Association. Bill Spilman, Innovative Media Solutions, 320 W. Chestnut St., PO Box 399, Oneida, IL 61467. Phone: (309) 483-6467 or toll-free 1-877-878-3260; fax: (309) 483-2371; e-mail: bill@innovativemediasolutions.com.

Abstracting and Indexing: RUSQ is abstracted or indexed in *Arts & Humanities Citation Index*; *Book Review Digest Plus*; *Book Review Index*; *Computers & Applied Sciences Complete*; *Current Contents*; *Ebscohost Masterfile*; *Education Research Complete*; *Educator's Reference Complete*; *FRANCIS*; *Gale Cengage Expanded Academic ASAP*; *Gale Cengage General OneFile*; *INSPEC*; *Library, Information Science, & Technology Abstracts*; *Library Literature & Information Science*; *LISA: Library and Information Science Abstracts*; *Professional Development Collection*; *ProQuest Education Journals*; *ProQuest Research Library*; *Referativny: Zhurnal*; *SCOPUS*; *Social Sciences Citation Index*; and *Web of Science*.

Reference & User Services Quarterly

The Journal of The Reference and User Services Association (RUSA)

Spring 2013
Volume 52, Number 3
ISSN 1094-9054
www.rusq.org

Columns

- 174 For Your Enrichment**
BARRY TROTT
Mobile Academic Libraries: A Snapshot
REBECCA JACKSON, GUEST COLUMNIST
- 179 From the President of RUSA**
MARY PAGLIERO POPP
Technology, Lifelong Learning, and I (or We)
- 182 Taking Issues**
KAREN ANTELL AND MOLLY STROTHMANN
Should Libraries Be Run Like Businesses?
ANDREA BERSTLER AND TRACY
NECTOUX, GUEST COLUMNISTS
- 186 Accidental Technologist**
ERIC PHETTEPLACE
Library Labs
MACKENZIE BROOKS AND MARGARET
HELLER, GUEST COLUMNISTS
- 191 Readers' Advisory**
LAUREL TARULLI
*RA Training: "Getting Started
with Readers' Advisory"*
LYNNE WELCH, GUEST COLUMNIST
- 197 The Alert Collector**
KELLY MYER POLACEK
Organic Farming—A Research Guide
FLORIAN DIEKMANN, GUEST COLUMNIST
- 205 Management**
MARIANNE RYAN
Making the Leap: One Librarian's Experience
MICHELLE GUITTAR, GUEST COLUMNIST
- 208 Information Literacy**
LISA O'CONNOR
*Information Literacy Assessment:
Keep It Simple, Keep It Going*
LARRY SHERET AND JOHN STEELE,
GUEST COLUMNISTS

Features

- 216 Significantly Different?**
*Reference Services Competencies in
Public and Academic Libraries*
LAURA SAUNDERS AND MARY JORDAN
- 224 Database Support for Public Policy
Paper Location**
QIANA JOHNSON
- 231 Differing Perceptions of Public
Librarians and Users in Assess-
ing and Developing Korean
Consumer Health Information**
YOUNGHEE NOH
- 243 Adult Reading Habits and
Preferences in Relation to
Gender Differences**
KATE SUMMERS

Departments

- 250 From the Committees of RUSA**
250 *"Best Historical Materials 2012"*
RUSA HISTORY SECTION HISTORICAL
MATERIALS COMMITTEE
- 253 Sources**
253 *Professional Materials*
KAREN ANTELL, EDITOR
259 *Reference Books*
TAMMY J. ESCHEDOR VOELKER, EDITOR
-