



San José State
UNIVERSITY

School of Information
San Jose State University
One Washington Square 95192
San Jose, CA

Lili Luo @ iSchool, SJSU

Education

Ph.D. in Information and Library Science	2007	School of Information and Library Science University of North Carolina at Chapel Hill
Master of Information Management	2003	Department of Information Management Peking University, Beijing
B. A. in Economics	2000	China Center for Economic Research Peking University, Beijing
B. A. in Library Science	2000	Department of Information Management Peking University, Beijing

Research

Research Interests

Digital reference

Information needs and use

Library education

Research methods

Peer Reviewed Journal Articles & Conference Papers/Posters/Presentations

Journal Articles

Abbas, J., Garnar, M., Kennedy, M., Kenney, B., **Luo, L.** & Stephens, M. (2016). Bridging the divide: Exploring LIS research and practice in a panel discussion at the ALISE '16 Conference. *Journal of Education for Library and Information Science*, 57(2), 94-100.

Luo, L. (2016). Ethical issues in reference: An in-depth view from the librarians' perspective. *Reference and User Services Quarterly*, 55(3), 189-198.



Luo, L. (2015). Consumer health reference interview: Ideas for public librarians. *Public Library Quarterly*, 34(4), 328-353.

Luo, L. & Buer, V. (2015). Reference service evaluation at an African academic library: the user perspective. *Library Review*, 64(8/9), 553-566.

Luo, L. & McKinney, M. (2015). JAL in the past decade: A comprehensive analysis of academic library research. *Journal of Academic Librarianship*, 41(2), 123-129.

Park, V. T., **Luo, L.**, & Rosidi, D. (2014). A qualitative examination about providers' perceptions and recommendations regarding the role of public librarians in addressing communities' health literacy. *Qualitative and Quantitative Methods in Libraries (QQML)*, 3, 567-582.

Luo, L., & Park, V. T. (2014). Text 4 health: Addressing consumer health information needs via text reference service. *Reference and User Services Quarterly*, 53(4), 326-333.

Han, L., Wang, Y. & **Luo, L.** (2014). Student deep participation in library work: A Chinese academic library's experience. *Journal of Academic Librarianship*, 40(5), 467-472.

Luo, L. (2014). Slam the Boards: Librarians' outreach into social Q&A sites. *Internet Reference Services Quarterly*, 19(1), 33-47.

Luo, L. (2014). Text a librarian: A look from the user perspective. *Reference Services Review*, 42(1), 34-51.

Luo, L., & Park, V. T. (2013). Preparing public librarians for consumer health information service: A nationwide study. *Library and Information Science Research*, 35(4), 255-239.

Weak, E., & **Luo, L.** (2013). Collaborative virtual reference service: Lessons from the past decade. *Alliances in Librarianship*, 37, 81-112.

Luo, L. (2013). Being interdisciplinary: A look into the background and experiences of iSchool faculty members. *LIBRES*, 23(2), 1-20.

Luo, L., Wang, Y., & Han, L. (2013). Marketing via social media: A case study. *Library Hi Tech*, 31(3), 455-466.

Luo, L. (2013). Reference librarians' adoption of cloud computing technologies: An exploratory study. *Internet Reference Services Quarterly*, 17(3/4), 147-166.

Luo, L., & Weak, E. (2013). Text reference service: Teens' perception and use. *Library and Information Science Research*, 35(1), 14-23.



- Luo, L.** (2012). Professional preparation for “Text a Librarian”: What are the requisite competencies. *Reference and User Services Quarterly*, 52(1), 44-52.
- Luo, L. & Weak, E.** (2012). Managing a text reference consortium: the My Info Quest experience. *Reference Services Review*, 40(2), 311-325.
- Luo, L. & Weak, E.** (2011). Texting 4 Answers: What questions do people ask? *Reference and User Services Quarterly*, 51(2), 43-52.
- Luo, L.** (2011). Text reference service: Delivery, characteristics and best practices. *Reference Services Review*, 39(3), 482-496.
- Luo, L.** (2011). Fusing research into practice: The role of Research Methods education. *Library and Information Science Research*, 33(3), 191-201.
- Liu, Z., & **Luo, L.** (2011). A comparative study of digital library use: Factors, perceived influences, and satisfaction. *Journal of Academic Librarianship*, 37(3), 230-236.
- Luo, L.** (2010). Social networking Websites: An exploratory study of student peer socializing in an online LIS program. *Journal of Education for Library and Information Science*, 51(2), 86-102.
- Luo, L., & Bell, L.** (2010). Text 4 answers: a collaborative service model. *Reference Services Review*, 38(2), 274-283.
- Luo, L.** (2010). Web 2.0 Integration in information literacy instruction: An overview. *Journal of Academic Librarianship*, 36(1), 32-40.
- Luo, L.** (2009). Effective training for chat reference personnel: An exploratory study. *Library and Information Science Research*, 31(4), 210-224.
- Luo, L.** (2008). Toward sustaining professional development: Identification of essential competencies for chat reference service. *Library and Information Science Research*, 30(4), 298-311.
- Luo, L., West, D., & Marchionini, G.** (2008) Annotations of interlibrary loan process: The transition from analog to electronic. *Journal of Interlibrary Loan, Document Delivery & Information Supply*, 18(3), 307-324.
- Luo, L. & Kemp, J.** (2008). Second Life: Exploring the immersive instructional venue for Library and Information Science education. *Journal of Education for Library and Information Science*, 49(3), 147-166.
- Luo, L.** (2008). Reference service in Second Life: An overview. *Reference Services*



Review, 36(3), 289-300.

Luo, L. (2008). Chat reference evaluation: A framework of perspectives and measures. *Reference Services Review*, 36(1), 71-85.

Luo, L. (2007). Chat reference competencies: Identification from a literature review and librarian interviews. *Reference Services Review*, 35(2), 195-209.

Pomerantz, J., & **Luo, L.** (2006). Motivations and uses: Evaluating virtual reference service from the users' perspective. *Library & Information Science Research*, 28(3), 350-373.

Pomerantz, J., **Luo, L.**, & McClure, C. R. (2006). Peer review of chat reference transcripts: Approaches and strategies. *Library & Information Science Research*, 28(1), 24-48.

Conference Papers/Posters/Presentations

Luo, L., Kennedy, M. & Brancolini, K. (2016). Institute for Research Design in Librarianship: Impact on information literacy research and practice. In S. Kurbanoglu et al. (Eds.), *Proceedings of European Conference on Information Literacy 2016, Communications in Computer and Information Science, Vol. 676*, pp. 1-8. Springer, Germany.

“Institute of Research Design for Librarianship: Developing a Curriculum for Novice Librarian Researchers”. Presented at the 7th International Conference on Qualitative and Quantitative Methods in Libraries. London, UK, May 24-27, 2016.

“Bridging the divide: Exploring LIS research and practice”. President’s Panel presented at the Annual Conference of the Association of Library and Information Science Education. Boston, MA, January 5-8, 2016.

“Vignettes as a Research Method: Implications for LIS Research”. Presented at the Annual Conference of Association of Library and Information Science Education. Boston, MA, January 5-8, 2016.

“Online Community Development: Enhancing the Research Culture among LIS Practitioners”. Presented at the Annual Conference of Association of Library and Information Science Education. Boston, MA, January 5-8, 2016.

“Personalization and Customization: ‘Smart’ Education in 2050”. Presented at the 2014 Congress of International Federation of Library Associations. Lyon, France, August 18, 2014.

“Ethical Issues in Reference: Challenges and Solutions”. Presented at International Federation of Library Associations/FAIFE Satellite Meeting. Geneva, Switzerland, August



“Slam the Boards: Librarians’ Invasion into Social Q&A Sites”. Presented at the 6th International Conference on Qualitative and Quantitative Methods in Libraries. Istanbul, Turkey, May 27-30, 2014.

“Preparing Public Librarians for Consumer Health Information Service”. Presented with Van Ta Park at Library 2.013 (a global online conference). October 18, 2013.

“Being Interdisciplinary: A Look into the Background and Experiences of iSchool Faculty Members”. Presented at the Workshop on Global Collaboration of Information Schools. Singapore, August 15, 2013.

“Use of Emerging Technologies in Reading Promotion in China’s Libraries”. Presented with Wenyi Ding at the 2013 International Paper and Projects Session at the Annual Conference of American Library Association. Chicago, IL, June 30, 2013.

“Reference Librarians’ Adoption of Cloud Computing Technologies: An Exploratory Study”. Presented at the 5th International Conference on Qualitative and Quantitative Methods in Libraries. Rome, Italy, June 4-7, 2013.

“Texting-based Reference Service: Best Practices Suggestions”. Presented at the 4th International m-Libraries Conference. Milton Keynes, UK, September 24-26, 2012.

“If We Build It, Will They Come? Understanding Reference Users in the Age of Texting”. Presented at the 2012 Congress of International Federation of Library Associations. Helsinki, Finland, August 11-17, 2012. Full paper available at <http://conference.ifla.org/sites/default/files/files/papers/wlic2012/98-luo-en.pdf>

“Best Practices of Text Reference Service: A Synergistic View”. Presented at the 18th Reference Research Forum at the Annual Conference of American Library Association. Anaheim, CA, June 22-26, 2012.

“Social Workers in the Library: An Innovative Approach to Address Library Patrons’ Social Service Needs”. Presented at the 4th International Conference on Qualitative and Quantitative Methods in Libraries. Limerick, Ireland, May 22-25, 2012.

“Text A Librarian: Implications for Reference Teaching and Training”. Presented as part of a panel with Linda Smith and Robert Kieft at the Annual Conference of Association of Library and Information Science Education. Dallas, TX, January 17-20, 2012.

“Social Workers in the Library”. Presented with Peter Allen Lee, Deborah Estreicher, Cyndy Thomas and Glenn Thomas at Library 2.011 (a global online conference). November 3, 2011.



“Best Practices of Mobile Reference”. Presented with Lori Bell and Barbara Galik at the 2011 Internet Librarian Conference. Monterey, CA, October 15, 2011.

“Text a Librarian: Delivering Reference Service via Texting”. Presented at the Annual Conference of Association of Library and Information Science Education. San Diego, CA, January 4-7, 2011.

“Service-Learning Immersion: LIS Students Connect with Professionals in Second Life”. Presented with Jeremy Kemp at the Annual Conference of Association of Library and Information Science Education. Boston, MA, January 12-15, 2010.

“Second Life and LIS Education”. Presented at the Annual Conference of American Society of Information Science and Technology. Columbus, OH. October 27, 2008.

“Second Life as An Instructional Venue”. Presented with Jeremy Kemp at the Annual Conference of Association of Library and Information Science Education. Philadelphia, PA, January 10, 2008.

“Chat Reference Evaluation: A Literature Review”. Presented at the Annual Conference of Association of Library and Information Science Education. Seattle, WA, January 16, 2007.

“A Framework of Chat Reference Competencies and Training Techniques”. Poster presented at the Annual Conference of Association of Library and Information Science Education. Seattle, WA, January 16, 2007.

“Evaluation of a Statewide Chat Reference Service: Perspectives, Approaches, and Results”. Presented at Virtual Reference Desk Conference. San Francisco, CA, November 14, 2005.

Luo, L., & Pomerantz, J. (2005). Motivations and Uses: An evaluation of users’ use of a chat reference service. In A. Grove (Ed.), *Proceedings of 68th ASIS&T Annual Meeting*, Vol. 42. Silver Spring, Maryland.

Mu, X., & **Luo, L.** (2005). Virtual reference for video collections: System infrastructure, user interface, and pilot user study. In A. Grove (Ed.), *Proceedings of 68th ASIS&T Annual Meeting*, Vol. 42. Silver Spring, Maryland.

Luo, L., West, D., Marchionini, G. & Blake, C. (2005). A study of annotations for a consumer health portal. In *Proceedings of the 5th ACM/IEEE Joint Conference on Digital Libraries*(pp.388). New York, NY: The Association for Computing Machinery, Inc.

Blake, C, West, D., **Luo, L.**, Marchionini, G. (2005). Cataloging on-line health information: A content analysis of the NC Health Info portal. In *Proceedings of the Annual American Medical Informatics Association Conference (AMIA 2005)*.



“Evaluating NCKnows Chat Reference Service from the Patrons’ Perspective”. Poster presented at Annual Conference of North Carolina Library Association. Charlotte, NC. Nov. 13, 2004.

Invited Contributions

“Workshop on Research Questions and Research Methods”. Presented at McGill University Library. April 28, 2016.

“Quantitative vs Qualitative Research Methods: Determining the best methods for practitioner research in LIS”. Presented at the Research-Based Practice in Libraries Summit in Doha, Qatar. Apr 3, 2016.

“Quantitative Data Analysis in Library and Information Research”. Presented at the Statewide California Electronic Library Consortium (SCELC) Research Day at Loyola Marymount University. March 1, 2016.

“Vignettes as a Research Method: Implications for Research”. Presented as a research seminar at the Center for Applied Research on Human Services (CARHS) at San Jose State University. December 8, 2015.

“Getting Started: An Overview of Research Question Development and Methodology in Library Assessment”. Presented at Santa Clara University Library. October 2, 2015.

“Using Social Media to Support Research, Scholarship and Creative Activity”. Panel presented at the Center for Applied Research on Human Services (CARHS) at San Jose State University. April 2, 2015.

“Qualitative Research in Library and Information Science”. Presented at the Statewide California Electronic Library Consortium (SCELC) Research Day at Loyola Marymount University. February 17, 2015.

“Digital Storytelling in the Library.” Presented at the 6th International Conference on Information Technology in Education in Changsha, China. October 27, 2014

“If we build it, will they come? A personal journey of digital reference research.” Presented at 2014 Research Seminar at Department of Information Management at Peking University. July 12, 2014.

Luo, L. (2013). Text reference service: ideas for best practices. In M. Ally and G. Needham eds. *M-Libraries 4: From Margin to Mainstream – Mobile Technologies Transforming Lives and Libraries*. UK: Facet Publishing.

Bell, L., Luo, L., & Peters, T. (2013). My Info Quest: A national text reference message



service. In B. C. Thomsett-Scott ed. *Implementing Virtual Reference Services*, pp.101-114. Chicago, IL: ALA TechSource.

Luo, L. (2013). Text a Librarian: Ideas for best practices. In T. A. Peters and L. Bell eds. *The Handheld Library: Mobile Technology and the Librarian*, pp.177-186. Chicago, IL: ALA TechSource.

“Texting-based Reference Service: Best Practices Suggestions”. Presented at Congreso Amigos 2013 in Mexico City. September 12, 2013.

“Social Workers in the Library: An Interdisciplinary Project to Examine an Innovative Community Collaboration”. Presented at the Spring Research Forum of the Center for Applied Research on Human Services (CARHS) at San Jose State University. April 3, 2013.

“Qualitative Research in LIS: An Overview”. Presented at the Statewide California Electronic Library Consortium (SCELC) Research Day at Loyola Marymount University. March 5, 2013.

“Text a Librarian: Delivering Reference Service via Texting”. Presented at Emerging Library Technologies III: Virtual Reference Perspectives (an online conference). January 18, 2012.

Ford, C., & Luo, L. (2010). Retirements in Reference: Passing the torch to the next generation of reference librarians. In D. Zabel ed. *Reference Reborn: Breathing New Life into Public Services Librarianship*, pp. 299-316. Santa Barbara, CA: Libraries Unlimited.

“MyInfoQuest Text Reference”. Presented at [The Edgy librarian conference](#), January 20, 2010.

Luo, L., & Wildemuth, B. (2009). Semi-structured interview. In B. Wildemuth ed. *Applications of Social Research Methods to Questions in Information and Library Science*, pp. 232-241. Westport, CT: Libraries Unlimited.

Luo, L., & Wildemuth, B. (2009). Delphi studies. In B. Wildemuth ed. *Applications of Social Research Methods to Questions in Information and Library Science*, pp. 83-92. Westport, CT: Libraries Unlimited.

“AL – The Web as a Reference Tool”. Section editor of [ALA’s Guide to Reference](#) since 2008.

“Information Service at Peking University Library”. Presented with Xiaoying Dong at International Workshop on Virtual Library and Network Information Service, Beijing, April 2001.



“Reading in Cyber Space” (in Chinese). Presented at the Annual Conference of Chinese Reading Society, Beijing, May, 2001.

Research Grants

Principal Investigator. *Exploring Evidence-Based Library and Information Practice via a Collaborative Project*. A research grant (\$10,344) awarded by the SJSU College of Applied Sciences and Arts Infusion Grant, 2017.

Principal Investigator at the San Jose State University site. *Institute of Research Design for Librarianship*. A three-year federal grant (\$363,551) awarded by Institute of Museum and Library Services, 2014-2016. (Renewed for 2017-2019)

Principal Investigator. *Helping LIS Students Become Practitioner Researchers: A Diversified Approach to Research Methods Education*. A research grant (\$5,000) awarded by the SJSU College of Applied Sciences and Arts Infusion Grant, 2016.

Principal Investigator. *Enhancing Library and Information Research Skills: A Guidebook for Academic Librarians*. A research grant (\$10,344) awarded by the SJSU RSCA (Research, Scholarship & Creative Activity) Grant, 2016.

Principal Investigator. *Meeting Consumer Needs for Health Information: Identifying Best Practices in Consumer Health Reference Interviews*. A research grant (\$10,344) awarded by the SJSU RSCA (Research, Scholarship & Creative Activity) Grant, 2015.

Principal Investigator. *Enhancing Practitioner Research: Analyzing Existing Research Trends to Improve Research Education*. A research grant (\$7,789) awarded by the SJSU RSCA (Research, Scholarship & Creative Activity) Grant, 2014.

Principal Investigator. *Preparing Public Libraries to Support Health Literacy in their Communities*. A one-year grant (\$25,000) awarded by the SJSU College of Applied Sciences and Arts (CASA), 2010-2011, in partnership with SJSU Department of Health Science.

Principal Investigator. *Engaging a New Generation of Library Users: Exploring a Multi-Library Collaborative Model to Deliver Text Reference Service*. A two-year federal grant (\$122,683) awarded by Institute of Museum and Library Services, 2010-2012.

Co-Principal Investigator. *Social Workers in the Library: A Unique Collaborative Model to Increase Access to Social Services*. A one-year grant (\$25,000) awarded by the SJSU College of Applied Sciences and Arts (CASA), 2010-2011, in partnership with SJSU School of Social Work.



Teaching Interests

Reference and Information Resources/Services

Research Methods

Digital Libraries

Introduction to Information Technologies

Instructor	Fall 2007 to now	INFO 285 Research Methods; INFO 210 Reference and Information Services; INFO 228 Advanced Reference and Information Services <i>San Jose State University</i>
Instructor	Fall 2006, Spring 2007	INLS 200: Retrieving and Analyzing Information <i>University of North Carolina at Chapel Hill</i>
Instructor	Spring 2006	INLS 261: Tools for Information Literacy <i>University of North Carolina at Chapel Hill</i>

Professional Experience

Director	Aug 2016 – present	Center of Applied Research on Human Services, College of Applied Sciences and Arts, San Jose State University
Associate Professor	Aug 2013 – present	School of Information, San Jose State University
Assistant Professor	Aug 2009 – July 2013	School of Library and Information Science San Jose State University
Project Evaluator	Jul 2009 – Dec 2012	My Info Quest Collaborative Text Reference Service
Editor	Mar 2008 – Jul 2015	“AL – The Web as a Reference Tool” and “Online General Reference Libraries”, American Library Association’s Guide to Reference
Lecturer	Aug 2007 – Jul 2009	School of Library and Information Science San Jose State University
Reference Librarian	Feb 2002 – Mar 2003	Reference Department Peking University Library, Beijing



Awards & Honors

- | | |
|------------|---|
| 2016 | Article “Vignettes: Implications for LIS Research” was selected as the winner of ALISE/ProQuest Methodology Paper Competition |
| 2016 | Outstanding Professor Award, School of Information, San Jose state University |
| 2014 | Article “Marketing via social media: A case study” was selected as a 2014 Highly Commended Paper winner for Library Hi Tech. |
| 2014 | Outreach and Collaboration Award, School of Library and Information Science, San Jose state University |
| 2012 | Early Career Investigator Award, San Jose state University |
| 2012 | Distinguished Scholar Award, School of Library and Information Science, San Jose state University |
| 2010 | Outstanding Teacher Award, School of Library and Information Science, San Jose state University |
| 2006-2007 | Lester Asheim Scholarship, School of Information and Library Science, University of North Carolina at Chapel Hill |
| Nov. 2005 | Graduate Student Travel Grant, Graduate School, University of North Carolina at Chapel Hill |
| June, 2005 | GPSF Travel Award, Graduate and Professional Student Federation, University of North Carolina at Chapel Hill |
| 2005-2006 | Margaret Ellen Kalp Fellowship, School of Information and Library Science, University of North Carolina at Chapel Hill |
| 2004-2005 | SILS Graduate Student Scholarship, School of Information and Library Science, University of North Carolina at Chapel Hill, |
| 2003-2004 | University Merit Assistantship, Graduate School, University of North Carolina at Chapel Hill |
| 2001-2002 | Wanfang Scholarship, Department of Information Management, Peking University |
| 2000-2001 | Canon Scholarship, Department of Information Management, Peking |



San José State
UNIVERSITY

Lili Luo @ iSchool, SJSU

University

- 1999-2000 Yang Fuqing—Wang Yangyuan Scholarship, Department of Information Management, Peking University
- 1998-1999 May Fourth Scholarship, Department of Information Management, Peking University
- 1997-1998 Hosogoe Scholarship, Department of Information Management, Peking University

Professional Membership

American Library Association

Association of Library and Information Science Education

American Society of Information Science and Technology

Beta Phi Mu, an honor society in Library and Information Science