

2011

Trading places: Empowering users through the Cephalonian Orientation Method

Amanda Izenstark

University of Rhode Island, amanda@uri.edu

Mary C. MacDonald

University of Rhode Island, marymac@uri.edu

Follow this and additional works at: http://digitalcommons.uri.edu/lib_ps_presentations



Part of the [Information Literacy Commons](#)

Recommended Citation

Izenstark, Amanda and MacDonald, Mary C., "Trading places: Empowering users through the Cephalonian Orientation Method" (2011). *Public Services Faculty Presentations*. Paper 6.

http://digitalcommons.uri.edu/lib_ps_presentations/6http://digitalcommons.uri.edu/lib_ps_presentations/6

This Article is brought to you for free and open access by the Public Services at DigitalCommons@URI. It has been accepted for inclusion in Public Services Faculty Presentations by an authorized administrator of DigitalCommons@URI. For more information, please contact digitalcommons@etal.uri.edu.

Trading Places: Empowering Users through the Cephalonian Orientation Method

Amanda Izenstark
and
Mary MacDonald
University of Rhode Island Libraries

Virtual Poster Session
RILA 2011 Annual Conference
June 3, 2011

About the Cephalonian Method

Origins of the Method

- Developed by librarians at Cardiff University in Wales
- Based on a format used by tour guides in Cephalonia
- <http://www.cardiff.ac.uk/insrv/educationandtraining/infolit/cephalonianmethod/index.html>

How Does it Work?

- Pre-determined questions on multi-colored cards are distributed to audience
- Leader asks for a specific color
- Audience member reads the card
- Leader answers question
- Next!

How is it Different?

- You provide a place to start...
- But your audience drives the presentation!
- Presenter has flexibility when answering
- Hearing their own voices asking questions empowers your audience to ask more questions “not on the script”

Sample Questions ***(and Answers!)***

What kinds of
questions do you
answer at the
Reference Desk?

What kind of
questions do you
have that you can't
answer at the
Reference Desk?

*Reference
librarians can help with
any of your “where is..?”
and “how do I?” questions
about finding things and
doing research in the
library.*

Can I use the
computers in
Reference to check
Facebook?

Can I use the
computers in
Reference to check
Facebook

Computers in the Reference area are designated for research purposes. You can check Facebook, email, etc., on the public computers in the Library lobby area and on computers in the Computer Lab on the Lower Level.

How do I find books in
the library?

*[This is the question
that will prompt
demonstration of the
Library Catalog]*

How do I find books in
the library?

How do those long call
numbers work?

How do those long call numbers work?

[Explain as time allows; you may want to use the call number from your sample catalog search as an example.]

Green

I need something
called "scholarly
articles" for my
research project. How
can I get help?

I need something
called "scholarly
articles" for my
research project
can I get help

You'll learn more about finding articles in your Writing class's visit to the Library, but if you need help before that, there are tips in the URI 101 guide, and we're happy to help you if you contact the Reference Desk. (That's what we're there for!)

Designing Your Cards

- Consider the color blind - make sure colors are on the card!
- Make sure the typeface is large and readable.
- Make sure the questions can stand alone within their sections.
- Use humor where appropriate!

Adapting for Different Audiences

- Consider your audience's needs - what services will they most likely use?
- Omit or add questions as needed.
- Re-use questions but adjust answers to fit your audience's characteristics or privileges
 - Example: Undergrads at URI can use HELIN loan, but community members can't. The same question, "What if I want a book and it isn't here?" has different answers for each audience.

For More Information

- Moran, M. (2009). *Effective induction Cardiff Cephalonian*. Retrieved May 5, 2011, from http://www.slideshare.net/Mike_Moran/effective-induction-cardiff-cephalonian
- Morgan, N. (n.d.) *The official Cephalonian method page*. Retrieved May 5, 2011, from <http://www.cardiff.ac.uk/insrv/educationandtraining/infolit/cephalonianmethod/index.html>