

6-3-2011

## Trading places: Empowering users through the Cephalonian Orientation Method

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### Recommended Citation

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

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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  
an 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](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>