## Shifting the Focus of Reference and Instruction Services

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The pervasiveness of the networked information infrastructure along with the current information-seeking styles of many members of the academic community challenge libraries to rethink the range of services they offer and the manner in which they provide them. The shift encompasses key characteristics of the way that technology integrates processes that used to be separate or compartmentalized aspects of research and the fluid nature of the network environment. For students, an important part of the shift concerns the ubiquity of information and the ease of producing new media products. Librarians in research university environments have opportunities to develop innovative services, both in-person and virtual, that could more fully support the research and educational needs of their community members. This talk will explore trends and describe some specific kinds of services that some pioneering libraries are offering or that could be developed in an experimental mode.