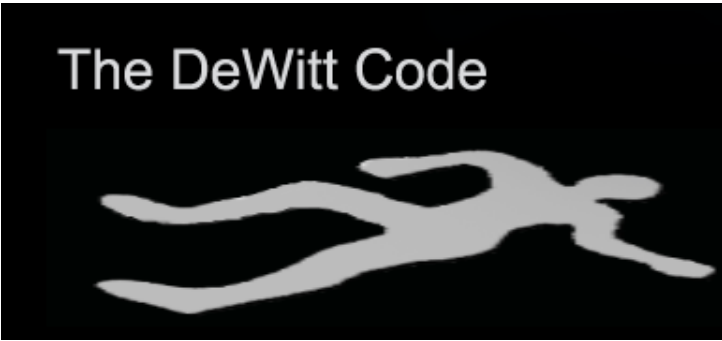
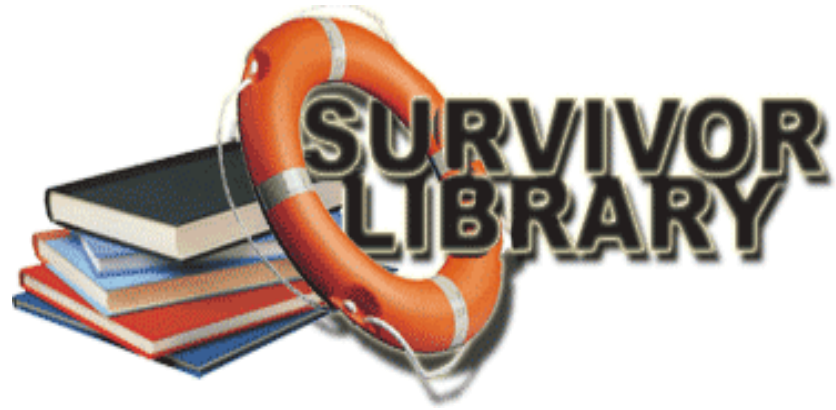


Using Pop Culture to Introduce New Users to the Library

Library Technology Conference 2011
Ron Joslin, Macalester College

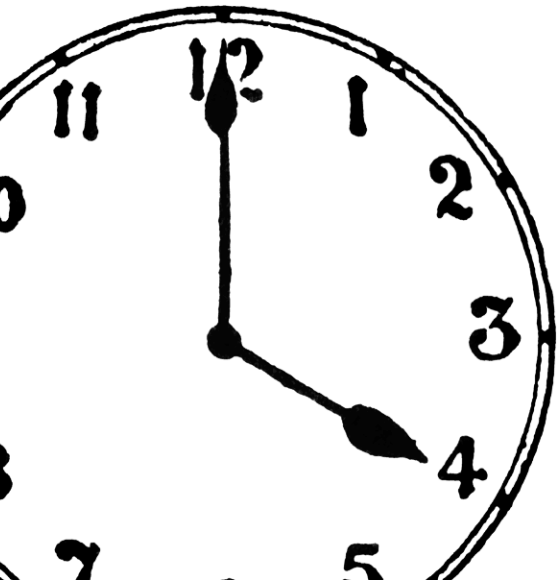


LibTV

What we'll be doing....

#1 Describe Macalester's
experience

#2 Opportunity for you to
share how your library
engages new users



First Year Student Orientation



A CHANGE IN DIRECTION

Orientation Weekend LIBRARY and ITS CHECKLIST

A variety of activities are planned by the Library and ITS (campus computing) to welcome you to campus! We hope that you'll stop by the library and participate in many of them.



Thursday, 9am - 4pm & Friday, 9am - 4pm in the library

Attend the Library and ITS DROP-IN SESSION

Get answers to questions about registering your computer, resolve issues with your username/passwords, or get help with any other Library or ITS resource or service.

Thursday, 1pm - 4pm in the library Mac Links Putt Putt Golf Classic



Putt your way alongside F. Scott Fitzgerald, Ernest Hemingway, and George Orwell (or at least their novels!) on our 9-hole mini-golf course which meanders through the library book stacks and between floors! Fun for all!

Thursday, 1pm - 2pm in the library

Meet your librarian!



Meet the librarian who is the primary contact for your planned academic area of study. This person can be one of your contacts when you have questions about library resources and services! Cookies and coffee will be served!

Thursday, 2pm - 4pm in the library
Bring your library
to the library for a

ROOT BEER FLOAT



Worked up a sweat moving all your stuff into your dorm room? The library will help you cool off with a tasty root beer float.

The Library and ITS (campus computing) Help Desk will also be open throughout orientation weekend. Stop by if you have any questions or we can be of service. The orientation schedule includes our weekend hours.

OUR GOALS:

Expose them to basic
Information Services resources

Let them know that we're fun
and approachable!

We asked and here's what our students told us:

- 1) INTERACTIVE: Don't just tell them, let them do
- 2) SOCIAL: Provide opportunities to interact w/ each other
- 3) FUN: Don't make it too instructional - make it fun!
- 4) ENGAGING: Make activity challenging *(just not too challenging)*
- 5) FAMILIAR: Connect with them where they already are online
- 6) OFFER GOOD PRIZES!

Making it work...

- optional summer activity
- low tech, web-based
- focus on the activity, not the library
- not too time-intensive

dancing
with the
stars



Why pop
culture?



The DeWitt Code:

An online murder/mystery orientation
game for first-year students at Macalester

PERFECT RECIPE FOR A MYSTERY

A dead librarian.

Two first year students

A not-so-famous-painting.

A secret society.

...And the hint of a conspiracy!

STORYLINE

What body? No body, no murder? – is it a practical joke?
...but the 'Dean' is not laughing.

Paul and Maria work together to clear their names
(and enlist the rest of the first year class to help them)

They interact with various characters
while visiting locations in the library
around campus

(and one of them is the murderer!)

MAKE IT GAME-LIKE...

Add even more features frequently found in games including the ability to:

- customize or personalize the experience
- "collect" or acquire things
- the ability to determine your own course through the game
- need to use teamwork and collaboration in accomplishing tasks
- earning points (and thus increase competition)

Not a '1 time for two hours' activity
...instead many times for a few minutes

USE OF MULTIMEDIA...

Improve the games' "look appeal"...

...this means increased graphics, video, audio, etc.

...and this content needs to be integrated into the activity as opposed to be add-on content.

Content should be brief and visual

...USA Today not Wall Street Journal

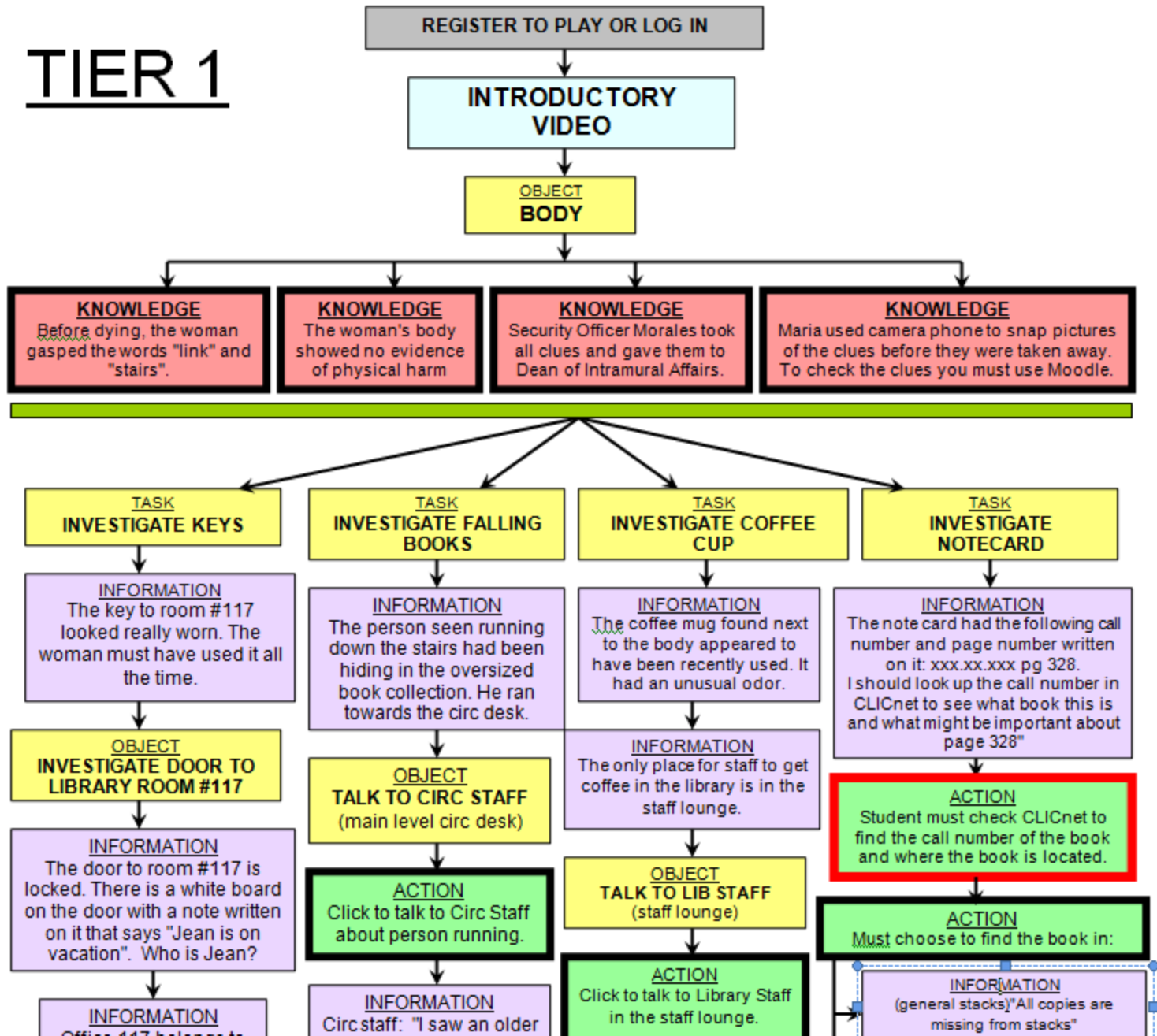
AUTOMATE EVERYTHING...

Things need to happen automatically and not be human-driven so that players can be truly independent of library staff trying to "pedal the bike behind the scenes" to keep the game moving.

Use PHP or scripting languages to automate most game processes.

We chose to use Joomla.

TIER 1

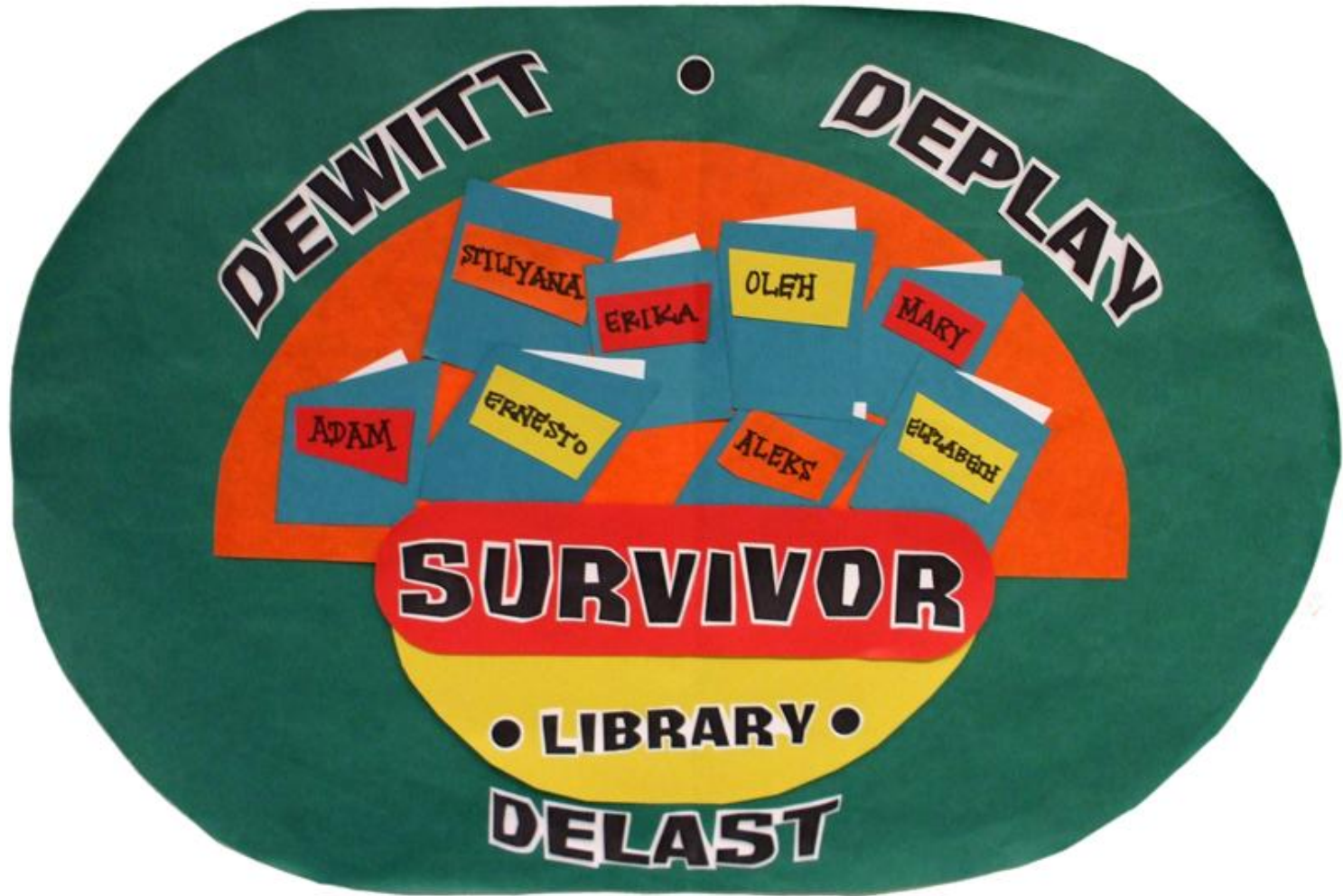


Follow-up survey:

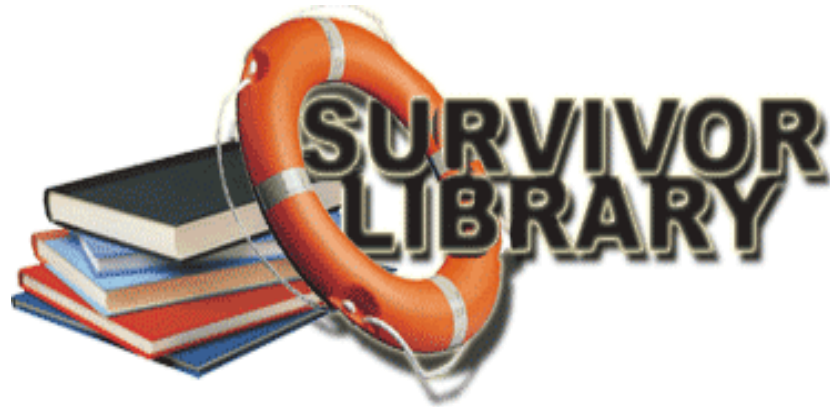
(37% responded to survey)

100% glad they participated

89% felt they learned
new things that would make the start of
classes at Macalester easier



SURVIVOR LIBRARY!



-- eight Mac students compete in weekly tasks to avoid being kicked out of the library.

-- used 'video diaries', blog postings, forums, etc

-- each week vote on who they thought should be kicked out!

-- each week first year students voted on who they thought should be kicked out of the library!

The 'Survivor Library' cast of characters

ADAM - conspiracy is his thing

STILİYANA - international student

ERIKA - the St. Thomas student taking a class at Mac

MARY - the environmental activist

ERNESTO - the jock with 'a crush' on Mary

ALEKS - the spoiled rich kid

ELIZABETH - the politician

OLEH - the party animal

Production hurdles

Making it interactive while producing videos on our schedule

Most popular features:

--Forums

More than 10,000 individual posts in the three months

--Additional (non-library) content



- do a 'reality check' on assumptions about Macalester
 - how international is Macalester?
 - is everyone who attends Macalester very liberal?
 - how 'socially conscious' is Macalester? Green?
 - sports teams?
- all from a student perspective

Who is the class of 2013?

- create a 'profile' of the incoming first year class
- use polling to allow first years to create their own profile
- make it non-traditional

EXAMPLES:

- How many continents have you visited?
- Private vs. public high school?
- Do you play a musical instrument? The bagpipes?
- How languages do you speak?
- Vegetarian or meat-eater?
- Ever cause a car accident?
- PC or MAC (or Linux)?

Examples of other ideas being developed...

- Interactive Map of neighborhood
- Cool Library Tools
- Coffee Shops/Local Businesses
- Journal or Not
- How Information Literate are You?
- Getting your Computer Macalester ready
- Campus legends and lore
- Student employment in Info Services

The site also included many of the traditional 'social networking' features:

- adding user comments
- uploading pictures / video
- interests tag cloud / affinity grouping

LibTV

Promote library services with short videos
in 'hurry up and wait spaces' spaces

Short-lived project at Macalester

Now it's your turn...

THANK YOU!
QUESTIONS OR COMMENTS?

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