



ALA 2012 Annual Conference & Exhibition
LITA: Mobile Interest Computing Group
June 24, 2012

NCSU Libraries Mobile Scavenger Hunt

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Traditional Library Instruction

After traditional library instruction sessions

44%

SPRING 2010

&

37%

FALL 2011

of students said they were still confused about
**navigating the physical spaces
of the NCSU Libraries.**



NCSU Libraries

In a focus group, ENG 101 instructors said

*students are **VERY HESITANT**
TO ASK a librarian for help*

&

*they need **MORE FACE TIME**
with a librarian – but it has to
be **ACTIVE***

WHAT WERE OUR GOALS?

to **IMPROVE STUDENT ENGAGEMENT**
with the library

to **FOSTER CONFIDENCE** in using library &
navigating library spaces

&

to **INTRODUCE EMERGING** mobile &
cloud-based **TECHNOLOGIES**

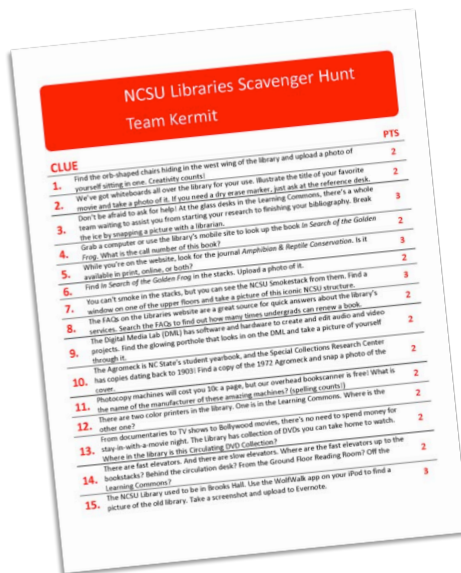
Out of the box solutions we considered..



- cost
- geo-location doesn't work inside one building
- multiple locations named D.H. Hill
- Google Maps address does not correspond to our geographical location
- discoverability of treks



What we wound up using



NCSU Libraries Scavenger Hunt

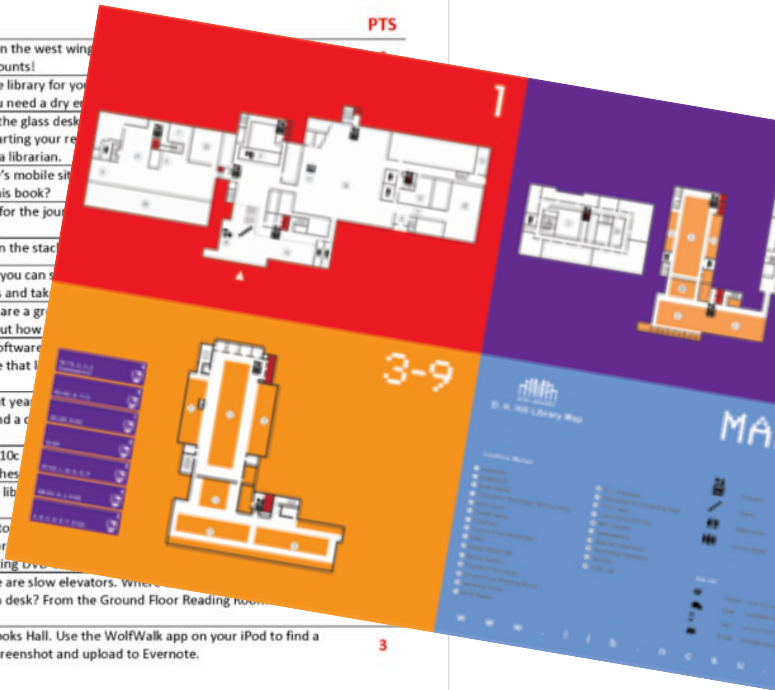
Team Kermit

CLUE

PTS

1. Find the orb-shaped chairs hiding in the west wing yourself sitting in one. Creativity counts!
2. We've got whiteboards all over the library for you to write a movie and take a photo of it. If you need a dry eraser, don't be afraid to ask for help! At the glass desk, a team waiting to assist you from starting your research. The ice by snapping a picture with a librarian.
3. Grab a computer or use the library's mobile site. Find *Frog*. What is the call number of this book?
4. While you're on the website, look for the journal available in print, online, or both?
5. Find *In Search of the Golden Frog* in the stacks.
6. You can't smoke in the stacks, but you can sit in a window on one of the upper floors and take a picture.
7. The FAQs on the Libraries website are a great resource. Search the FAQs to find out how to use the Digital Media Lab (DML) has software for your projects. Find the glowing porthole that leads to the stacks through it.
8. The Agomeck is NC State's student yearbook. It has copies dating back to 1903! Find a copy.
9. Photocopy machines will cost you 10¢. Find the name of the manufacturer of these machines.
10. There are two color printers in the library. Find the other one?
11. From documentaries to TV shows to movies, there's a stay-in-with-a-movie night. The Library has a movie night. Where in the library is this Circulating Overhead Projector?
12. There are fast elevators. And there are slow elevators. Which one has bookshelves? Behind the circulation desk? From the Ground Floor Reading room to the Learning Commons?
13. The NCSU Library used to be in Brooks Hall. Use the WolfWalk app on your iPod to find a picture of the old library. Take a screenshot and upload to Evernote.

3



Intro & Directions

NCSU Libraries Scavenger Hunt

Team Animal

CLUE

PTS

1.

Find the orb-shaped chairs hiding in the west wing of the library and upload a photo of yourself sitting in one. Creativity counts!

2

2.

We've got whiteboards all over the library for your use. Draw a portrait of your Muppet and take a photo of it. If you need a dry erase marker, just ask at the reference desk.

2

3.

Don't be afraid to ask for help! At the glass desks in the Learning Commons, a team waiting to assist you from starting your research. Break the ice by snapping a picture with a librarian.

4.

Grab a computer or use the library's mobile site to look up *Heartbeat of Jazz: the Bebop Years*. What is the call number?

5.

Look for the journal *The World of Music* on the Libraries website, online, or both? (Hint: it is much easier to look this up from a computer.)

6.

Find the book *Drummin' Men: the Heartbeat of Jazz* in the stacks. (If the book is out, take a picture of the spot where it would have been on either side.)

Clue

8.

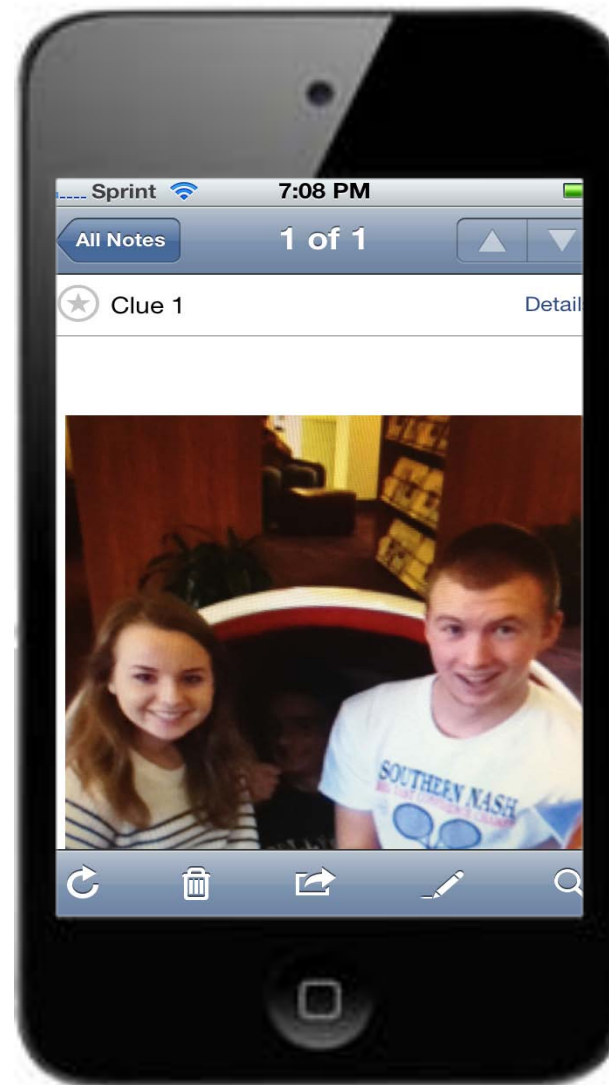
The FAQs on the Libraries website are a great source for questions about library services. Search the FAQs to find out how many times under the hood we renew a book.

2





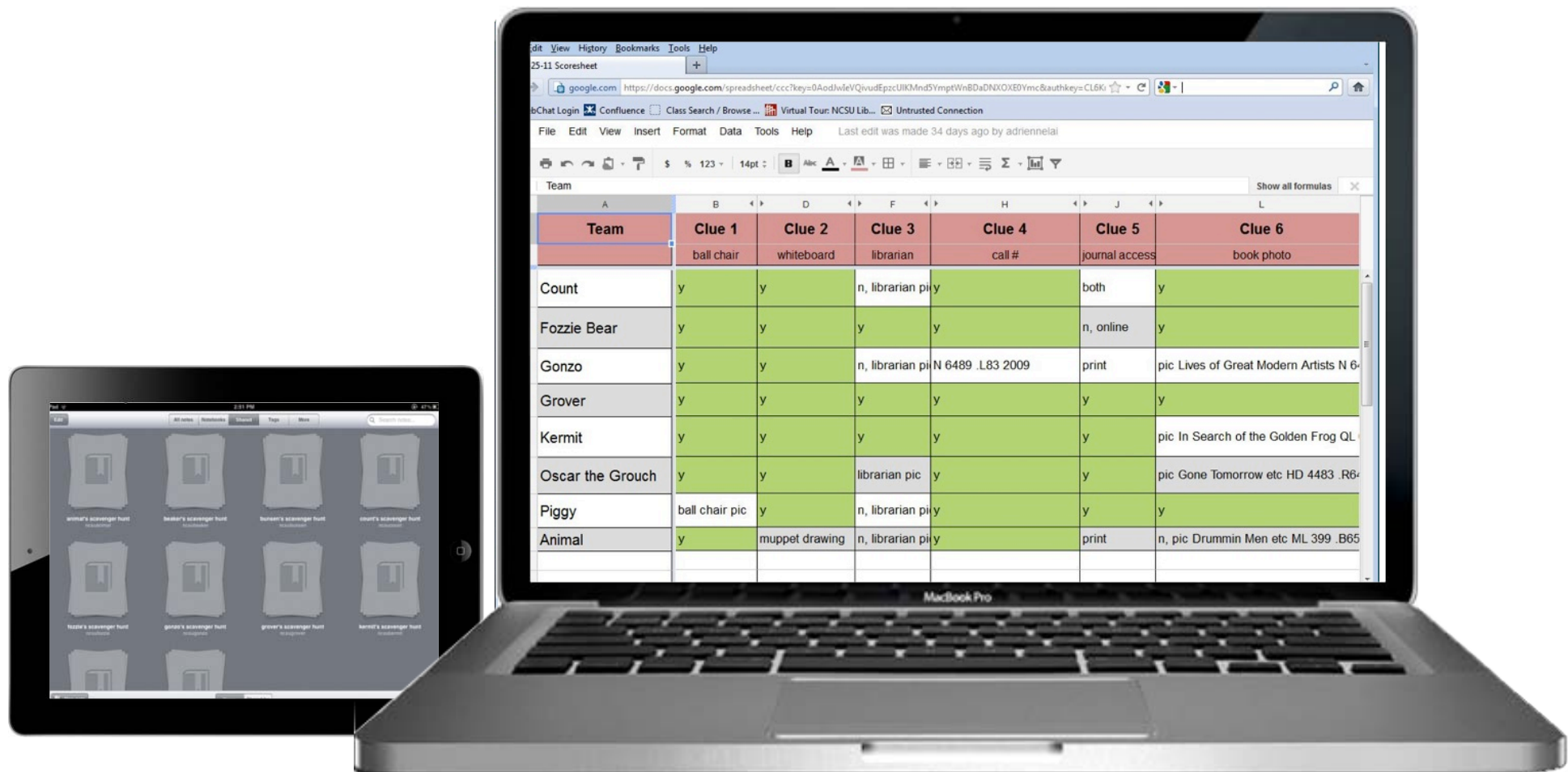
Find



Answer



Sync



Score

3

Reference librarians
are available in person
till 12 midnight!



Team	TOTAL
Fozzie Bear	18
Gonzo	30
Grover	33
Kermit	32
Piggy	29

Show

A faint, grayscale background image of a clock face is visible on the right side of the slide. The clock face shows numbers from 9 to 12, with the hands pointing towards the 10 and 11 o'clock positions.

Prep **15 min**

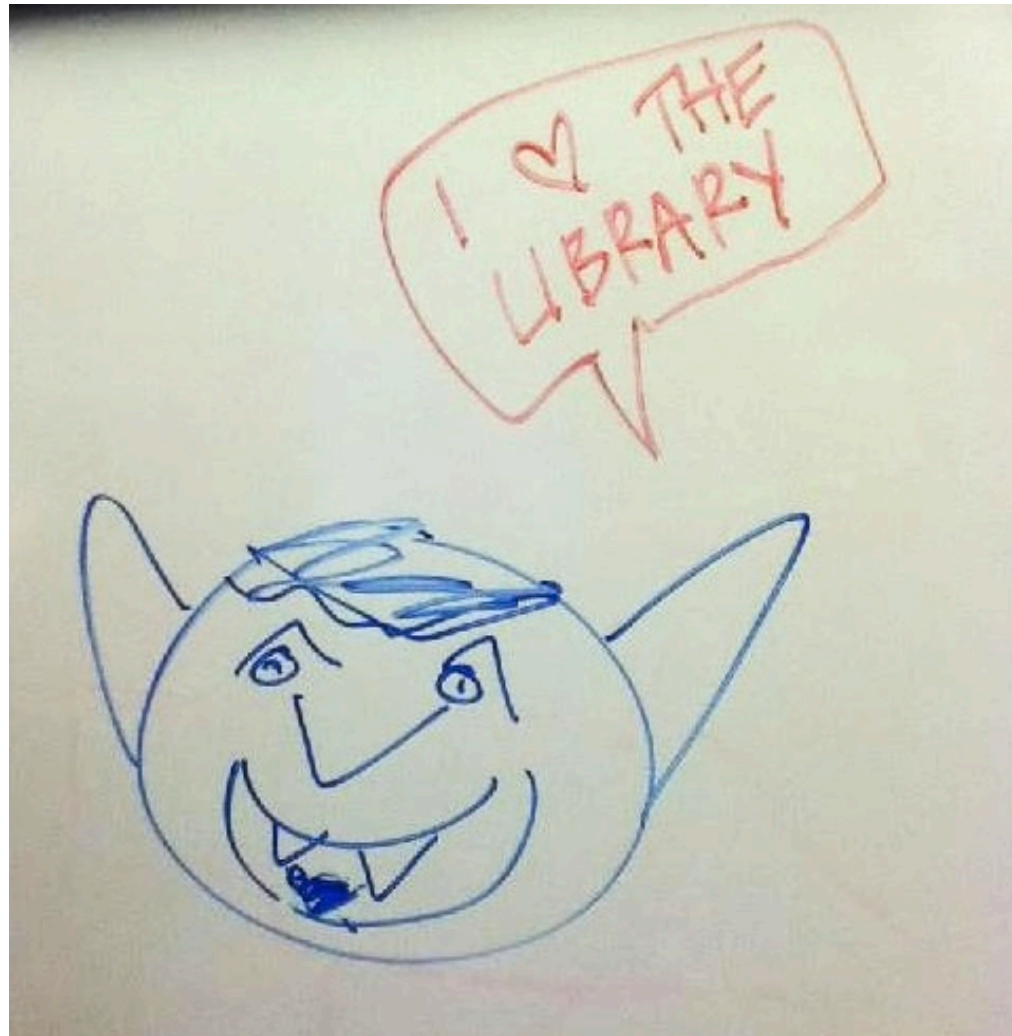
Intro & Directions **10 min**

Active Hunt **25 min**

Scoring & Wrap-up **15 min**

Breakdown **25 min**

Time



Results

STUDENT FEEDBACK

91% *considered the activity **FUN** & **ENJOYABLE***

93% ***LEARNED SOMETHING NEW** about the library*

95% ***FEEL COMFORTABLE** asking a library staff member for help*

STUDENT FEEDBACK

*“IT WAS **GROOVY.**”*

“I thought that was really fun!

I wish it was a little bit longer!”

“The library is full of options and opportunities to do well academically.

Thank you for making it so easy to use!”

FACULTY FEEDBACK

*“**I love this!** I wish we had it in my day!”*

*“I found that this activity engaged students... on a level that led to **increased understanding, deeper learning, and almost complete recall** of important library functions.”*

*“[My students] really have not stopped talking about the **great experience!**”*

A white paper bag is shown from a top-down perspective, filled with a variety of candies. The candies are mostly in their original packaging, which includes yellow and white wrappers for Hershey's Kisses, red and white wrappers for Whoppers, and brown and white wrappers for Milk Balls. The bag is placed on a dark, textured surface, possibly a table. The candies are piled together, creating a dense, colorful assortment.

Details & Logistics

TIMELINE

2011

Jan Feb Mar Apr May Jun Jul Aug Sept Oct Nov Dec

LAUNCH!

pilot

r&d

idea



Existing Infrastructure

ADJUSTMENTS

- Introductory explanation
- 50 vs. 100 minute sessions
- 3 sessions scheduled in a row
- Number of teams
- Staffing

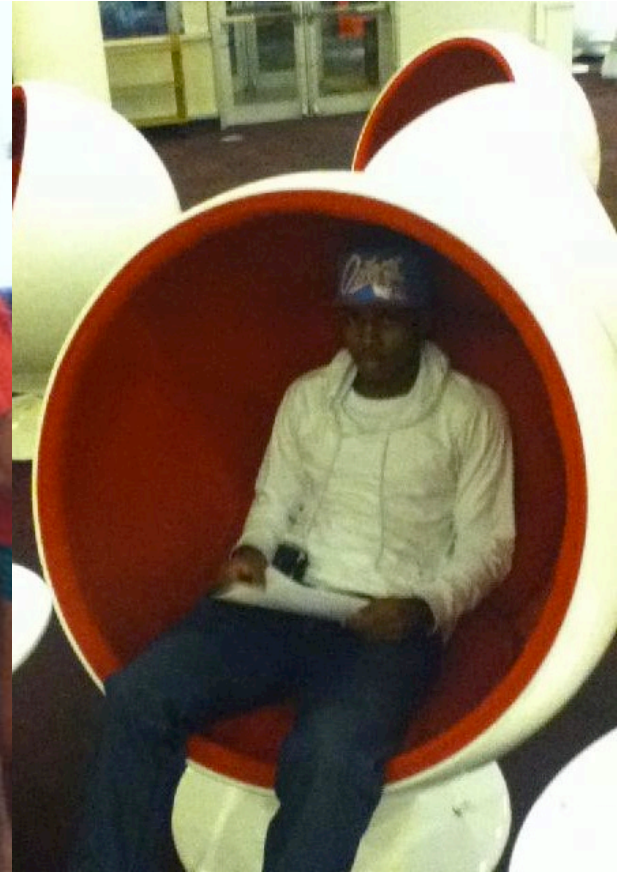
EXPECT THE UNEXPECTED

- Russian botnet attacks
- Oops! Evernote server maintenance
- Misinformation
- Laggy iPods & variable wi-fi signal
- Open attendance sessions

REFINEMENTS & ADDITIONS

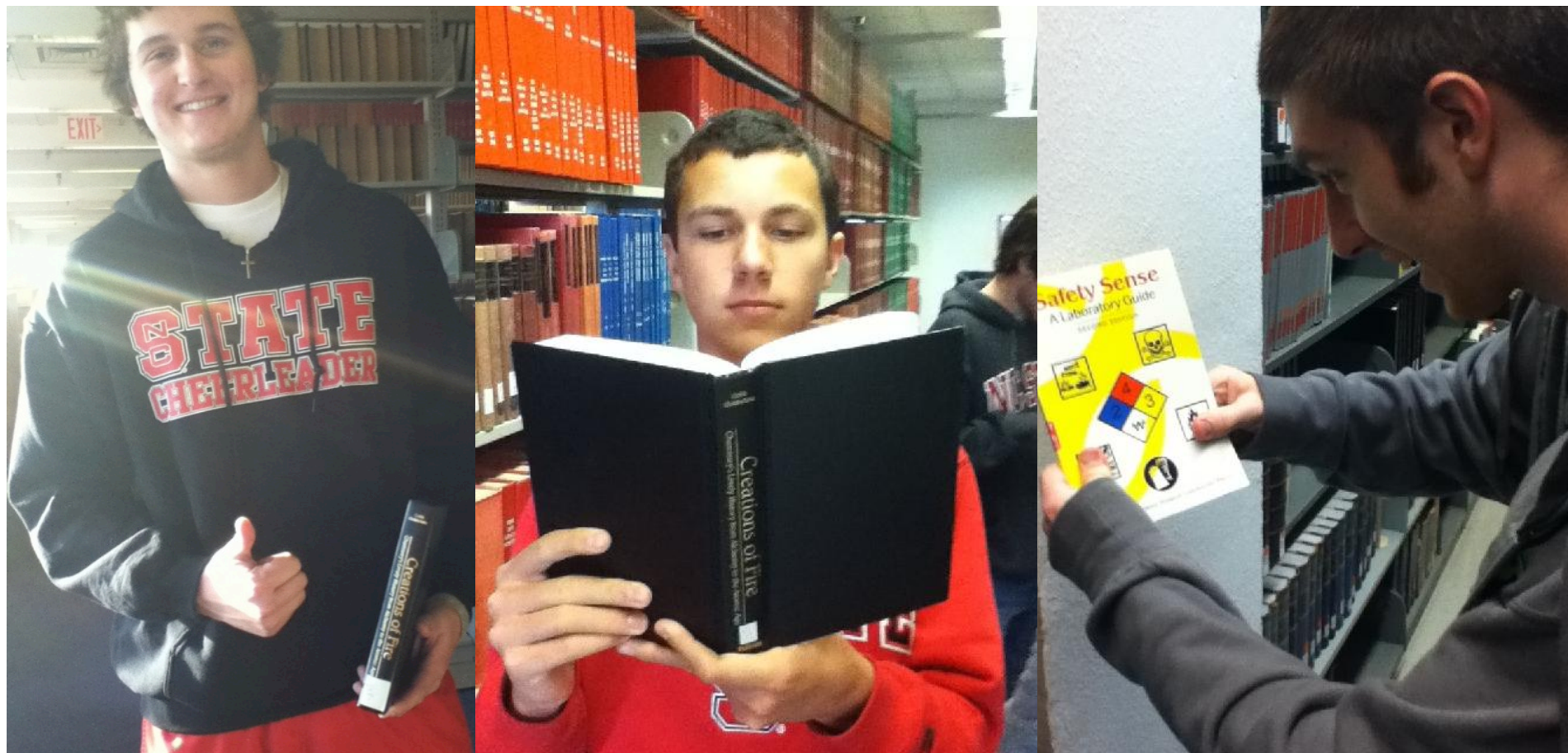
- Training graduate & undergraduate students
- Streamlining the scheduling & staffing support process
- Self-guided version for mobile devices

Find the orb shaped chairs hiding in the west wing of the library and attach a photo of yourself sitting in one!





Find the book [*various titles*] in the stacks.
Upload a photo of it.





Don't be afraid to ask for help!
Break the ice by snapping a picture with a librarian.



