

5-21-2012

Leveraging emerging technology to visually promote library resources

Carolyn Schubert

James Madison University, schubecf@jmu.edu

Follow this and additional works at: <http://commons.lib.jmu.edu/letfspubs>



Part of the [Library and Information Science Commons](#)

Recommended Citation

Schubert, C. (2012, 21 May). Leveraging emerging technology to visually promote library resources. Poster session presented at Medical Library Association Annual Conference, Seattle, WA.

This Poster is brought to you for free and open access by the Libraries & Educational Technologies at JMU Scholarly Commons. It has been accepted for inclusion in Libraries by an authorized administrator of JMU Scholarly Commons. For more information, please contact dc_admin@jmu.edu.

Leveraging Emerging Technology to Visually Promote Library Resources

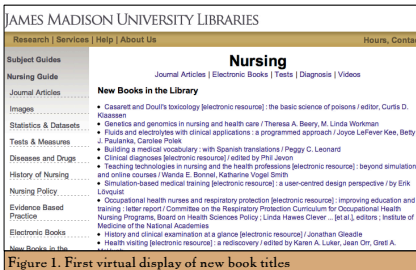


Carolyn Schubert, MLIS
Health Sciences & Nursing Librarian
James Madison University



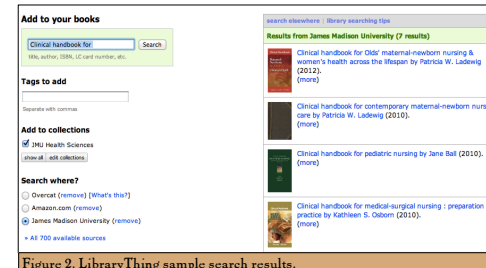
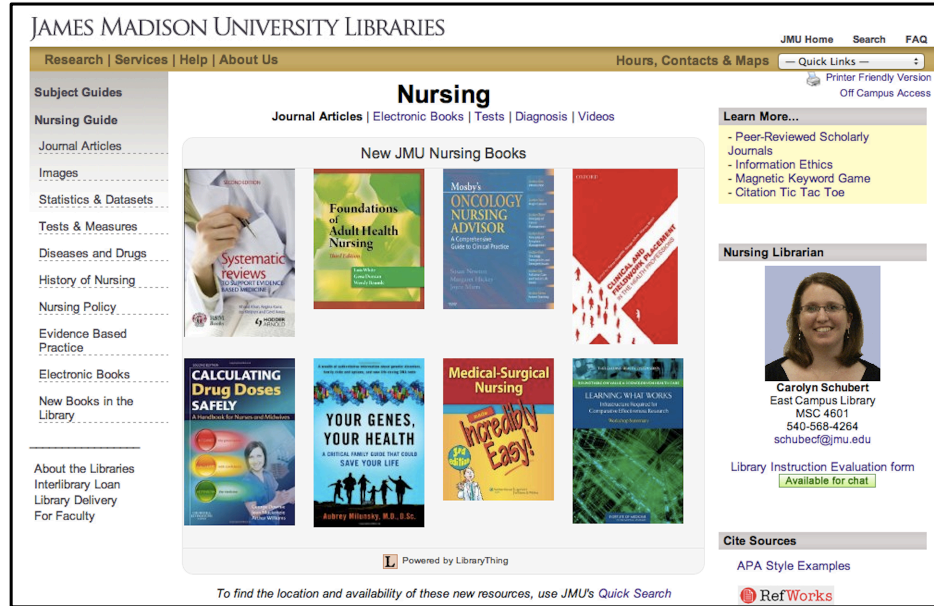
Objective

From 2008-2010, the East Campus Library at James Madison University discovered that thematic book displays helped promote book circulation. Using LibraryThing the Nursing librarian aimed to create and deploy a virtual bookshelf of new books to increase circulation. Figure 1 is an example of previous efforts to market new resources buried within the Nursing Subject Guide as a standalone subpage.



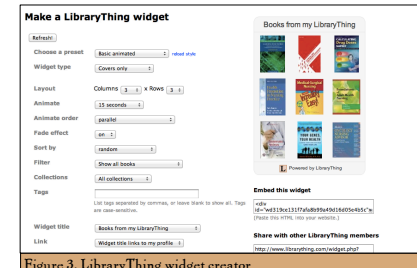
What is LibraryThing?

LibraryThing is an online library catalog system. LibraryThing gathers information from Amazon and other libraries that utilize the Z39.50 protocol. Each record contains traditional MARC data, as well as book cover images, user-provided tags, and user-generated book reviews. Over 72 million books and more than 1.5 million members are on LibraryThing. Widgets allow the integration of LibraryThing & its data into other websites.



Methods

The librarian incorporated LibraryThing widget's embed code into the HTML of the Nursing subject guide homepage. Spring semester instruction and reference service were the main ways for marketing the subject guide. A sample of 30 books were entered into LibraryThing. Web statistics and circulation records measured use of the tools and the books.



Checkout Status of LibraryThing Listed Books
Spring Semester 2012

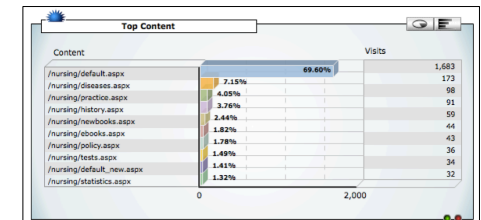
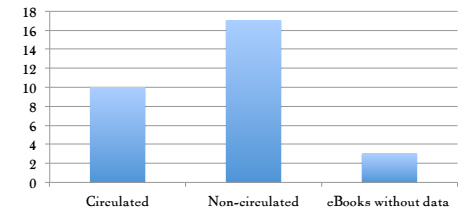


Figure 4. Google Urchin website statistics documenting the number of visits per page within the Nursing Subject Guide. The information here represents visits during the Spring 2012 semester.

Results

Google Urchin collected and tracked website usage statistics. As presented in Figure 4, the Nursing Subject Guide (/nursing/default.aspx) received a lot more traffic than the New Books page within the Nursing Subject Guide (/nursing/newbooks.aspx). Therefore, repositioning the new books on the Nursing Subject Guide main page reached a larger audience. As for circulation status, about 33% of the materials from the LibraryThing test sample circulated (Figure 4). Currently, 2012 usage on ebooks is unavailable further shrinking the pool of subject resources. In comparison, about 12% of all approval titles purchased in 2011-2012 circulated.

Discussion

While the LibraryThing widget did reach a larger audience, the small sample size does not account for other variables such as content variation between books. An unintentional outcome was systemwide evaluation of the role of book covers in resource promotion. This model served as a contributing factor in the library's decision to adopt LibGuides.