

A Game-Based Multimedia Approach to Library Orientation

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Background

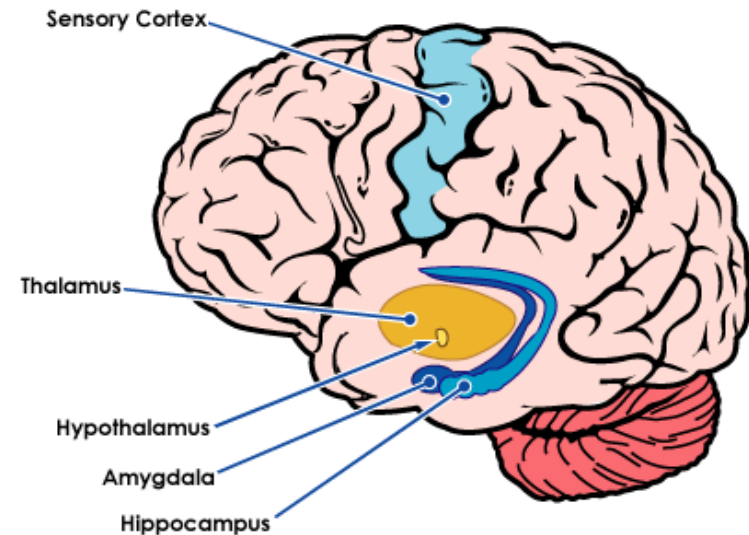
- Over 6,000 new OSU freshmen yearly.
- Summer orientation offered by the Office of First Year Experience (FYE).
- No Library orientation currently included



Goals – OSU Administration

- Orientation to the Libraries, resources, and services
- Offered to all new students before first day of classes.
- Alleviate fears and encourage usage
- Available for families

Parts of the Brain Involved in Fear Response



Project Design Team



- Instruction Office librarians – design, content
- Graduate Student – assessment/programmer
- Student – Programmer
- On- and Off-Campus Consultants



Timetable



Survey students about library use/preferences

Explore different content/delivery methods

Discuss issues with experts

Conduct usability tests

Distribute to students Summer 2007

Assess impact on student perceptions



Student Perceptions/Usage Survey

500 students from all colleges

Survey conducted four weeks into quarter

Questions:

- Had intro to Libraries?
- Visited a library?
- Used resources?
- Comfort level?
- More info desired?
- Use orientation CD?





Survey Results – re. Libraries

29% - had received a library introduction

60% - had visited an OSU library

Student Comments –

- Did not know what library resources are available
- Have difficulty finding what they need

Survey Results – re. Orientation



Orientation CD should include:

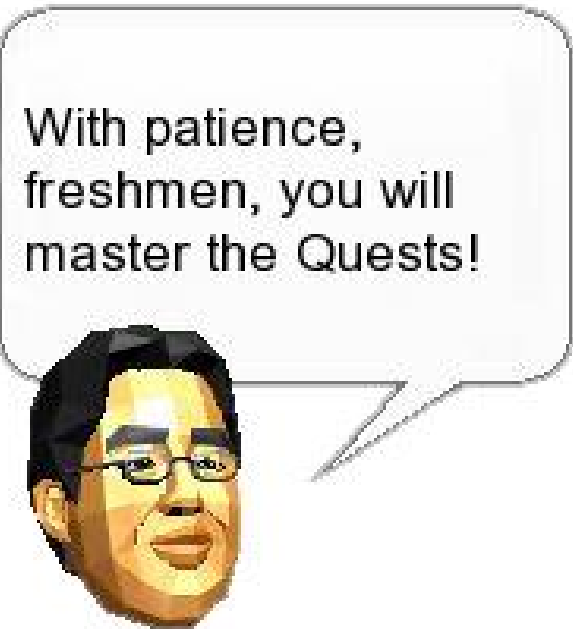
- Locations of libraries
- Which library is closest to their dorm
- Short movies
- Digital stories
- Interactive games and puzzles



*****May not be interested in using this CD*****

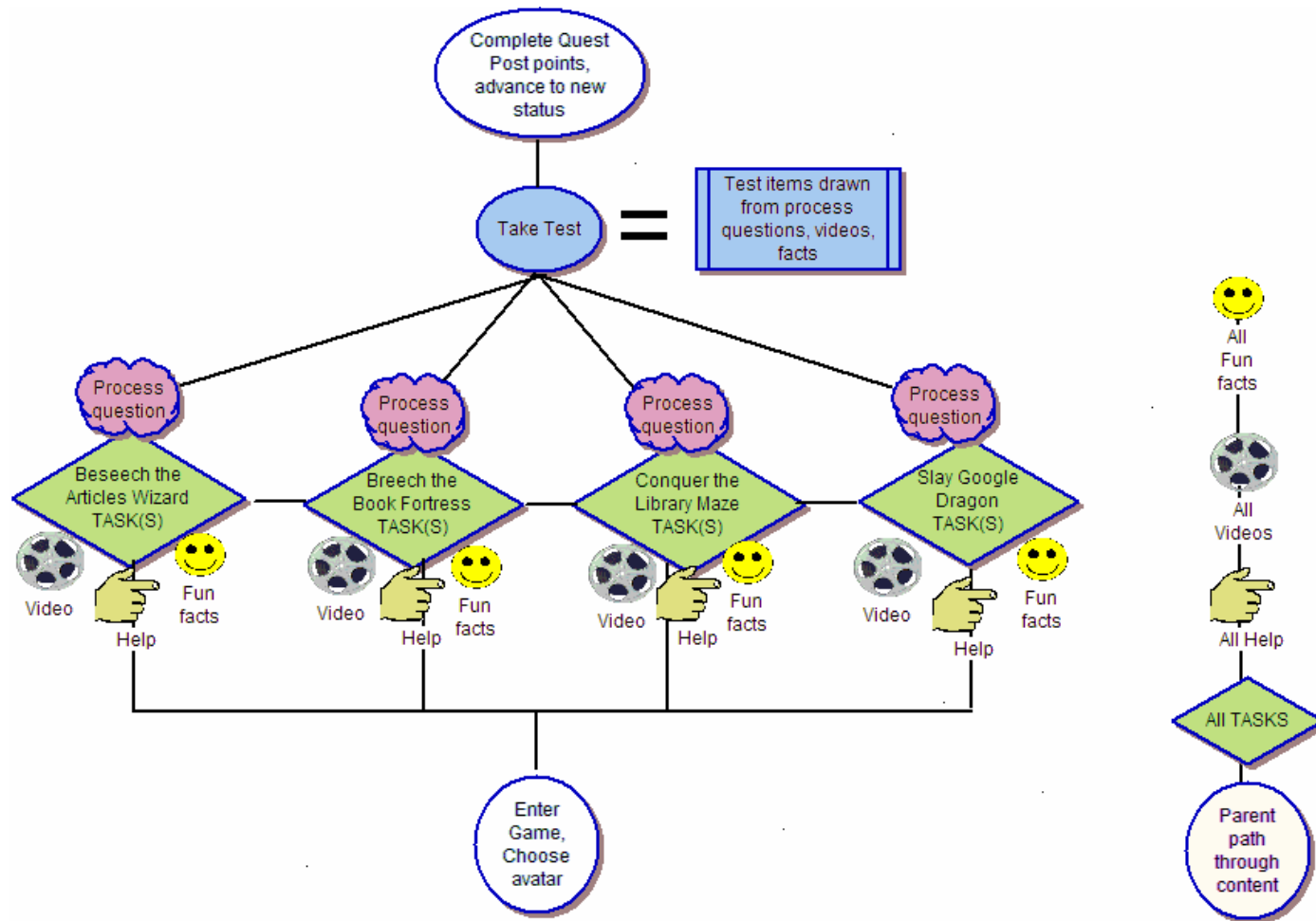
First Thoughts

- **Goal:** provide basic information about the Libraries in an engaging format to inspire student use.
- **Objectives:** learn about resources (catalog, databases, advanced Google) through Quests.



With patience,
freshmen, you will
master the Quests!

Four Quests



Engage Me or Enrage Me!

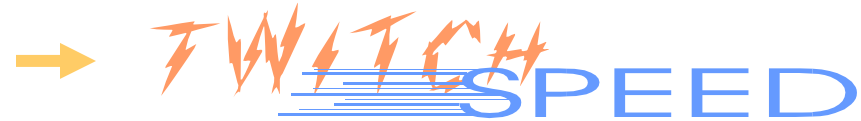
- **Original plan:**
Quests are too much like assignments.
- **New plan:**
Refocus on orientation, casual games.



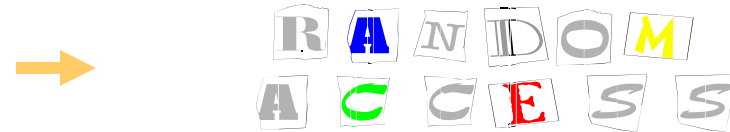
Marc Prensky on Digital Natives



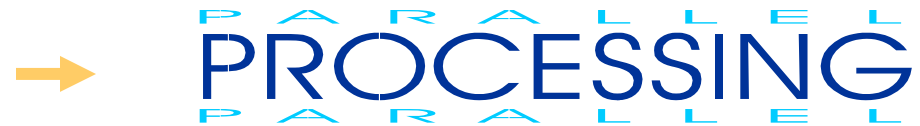
Conventional Speed



Step-by-Step



Linear Processing



Text First



Work-Oriented

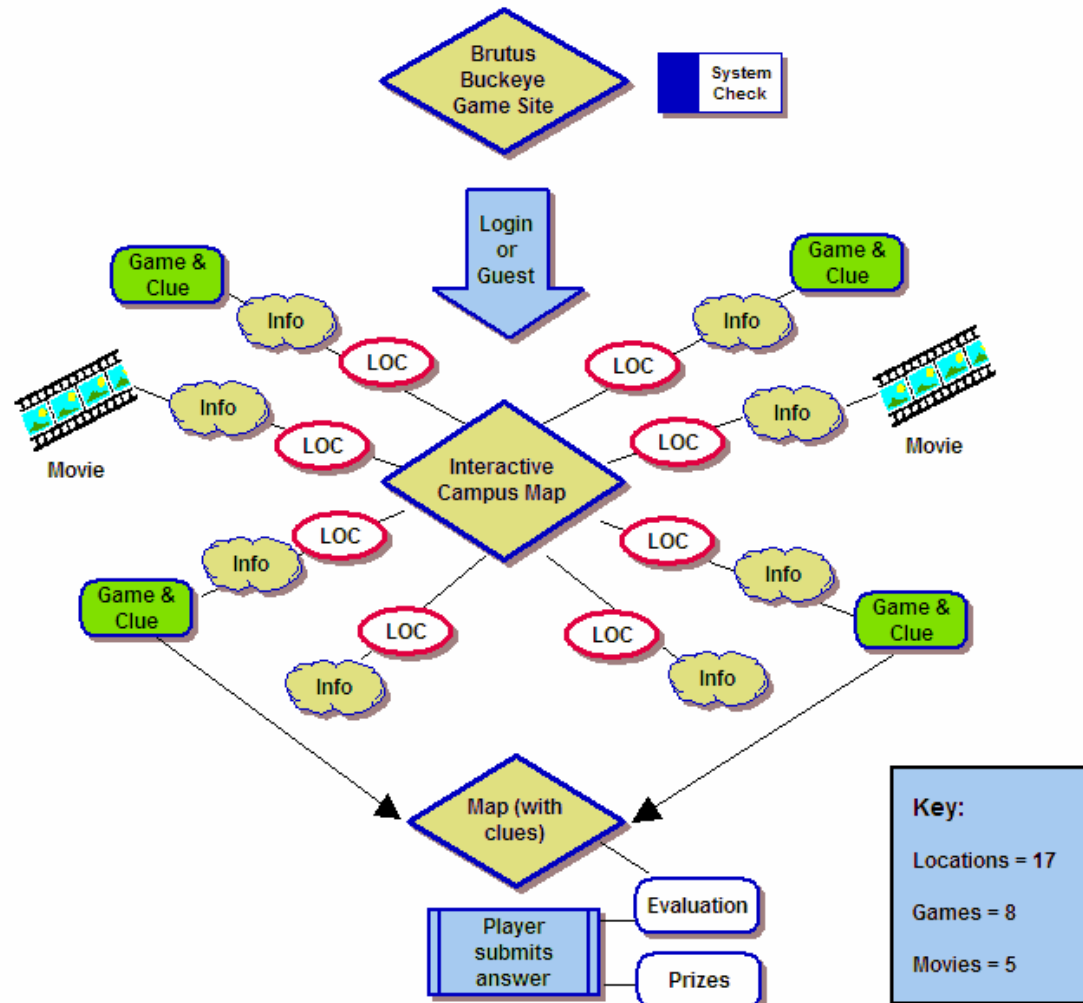


Stand-Alone



Campus Map as Game Board

Ohio State University Libraries: FYE Orientation Game



Production Challenges

- Format
- Incentives
- Usability testing
- User tracking
- Project evaluation

The Game



[A Demo of the game](#)

Is this Instruction?



- Discovery-based
- Multi-media
- Lots of Choice

- Orientation

Is this Instruction?



Which do you think these students will learn the most from?

- A game
- Or....

Is this Instruction?

