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Animating the library's value: Developing an information literacy cartoon

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ANIMATING THE LIBRARY'S VALUE:

DEVELOPING AN INFORMATION LITERACY CARTOON

FEB. 22, 2020 GICOIL

EMBRY-RIDDLE AERONAUTICAL UNIVERSITY

“Hunt Library: Bringing the
Library to You”

Serving both Daytona Beach &
Worldwide campuses.

ANIMATING THE LIBRARY'S VALUE...

PRESENTED BY KAREN BRONSHTEYN,
ASSOC. DIR. FOR RESEARCH/WW LIBRARY SERVICES

1. Embry-Riddle & Hunt Library
2. The task – (challenge #1)
3. Input-seeking
4. Student survey on video types
5. Allocating money – (challenge #2)
6. The team's creative process
7. Towards project completion – (challenge #3)
8. Finally! The finished product
9. Next steps: rollout & marketing
10. Usage stats
11. Lessons learned
12. Conclusion

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- [Subject Guides](#)
- Library Tutorials**
- [Evaluating Sources](#)
- [Library Basic Training](#)
- [Video Tutorials](#)
- [Library Terms to Know](#)

Q: How can we get our students to start with Hunt Library instead of Google?

(By the way, make it quick & super convincing!)

INPUT-SEEKING:

- Brainstorming with Library Management.
- Several librarians look for/discuss example videos.
- We remember to consult youth!
- A Humanities professor surveys students for preferred video types; a video by NE Illinois is preferred.
- A vendor, WizMotions, is consulted for an approximate quote for an animated video. (They are later hired.)

Q: WHAT CONCEPT DESIGN WOULD GRAB STUDENTS' ATTENTION FOR THE PURPOSE OF CONVINCING THEM THAT USING HUNT LIBRARY WOULD BE BETTER THAN GOOGLE?



B&W ILLUSTRATION
[HTTPS://YOUTU.BE/LDLEPTOADKC](https://youtu.be/LDLEPTOADKC)



ANIMATION/STAR TREK
[HTTPS://YOUTU.BE/8HA-KNYBFWK](https://youtu.be/8HA-KNYBFWK)



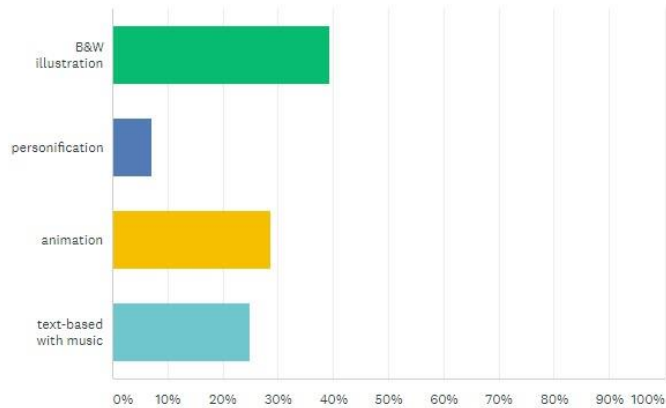
TEXT WITH MUSIC
[HTTPS://YOUTU.BE/FN5HTGMFNB8](https://youtu.be/FN5HTGMFNB8)

Q1



Which of the following videos (all under 2:45M) would be most compelling in educating students about the merits of using Embry-Riddle library databases over general Google searches? (You could evaluate by watching the first 30 seconds of each video.)

Answered: 28 Skipped: 0



ANSWER CHOICES	RESPONSES
B&W illustration	39.29% 11
personification	7.14% 2
animation	28.57% 8
text-based with music	25.00% 7
TOTAL	28

Comments (9)

STUDENT SURVEY RESULTS

The text-based with music was good too, but a little misleading, in my opinion, saying that *anything* that comes from the library represents a credible source.

11/22/2017 9:15 PM

The first was absolutely the most engaging, and was presented most naturally of the four.

11/22/2017 7:29 PM

I like the text based and also the b&w illustration

10:26 AM

ACADEMIC LIBRARY BUDGET STAGES



- Annual allocation with no increase

- \$ transferred to annual budget codes, no fluff or “misc.” categories

- The usual major publishers (plus niche) take most of the \$

- Library mgmt. considers new budget requests...

- Mad rush to spend the end of FY \$

DELAYS...

= STRESS

EXTRA COSTS (SOME)



Extra length (30 sec.
increments)



Motion for the
animation



Closed captioning file

CREATIVE BRIEF FOR “YOUR COMPANY”

WHAT WILL YOUR CUSTOMERS GAIN?

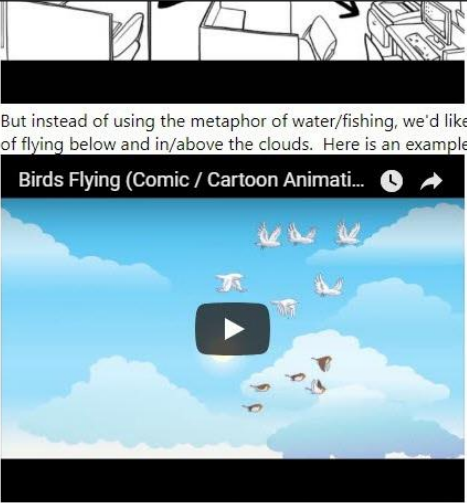
Provide the main benefits your prospects will achieve.

- | | |
|----|--|
| 1. | Motivation to try the Hunt Library website. |
| 2. | Awareness of the superiority of the library’s resources. |
| 3. | Understanding of why Hunt Library’s EAGLEsearch has better functionality than Google for scholarly research. |
| 4. | Willingness to contact a Librarian. |
| 5. | Click here to enter text. |



ADDITIONAL QUESTIONS:

- Who is your target audience?
- Describe your customer avatar.
- Why might the prospect NOT buy your product?
- What ages do you want for your main character(s)?
- Overall, what tone should the video have?

WORKING OUT CREATIVE CONCEPT



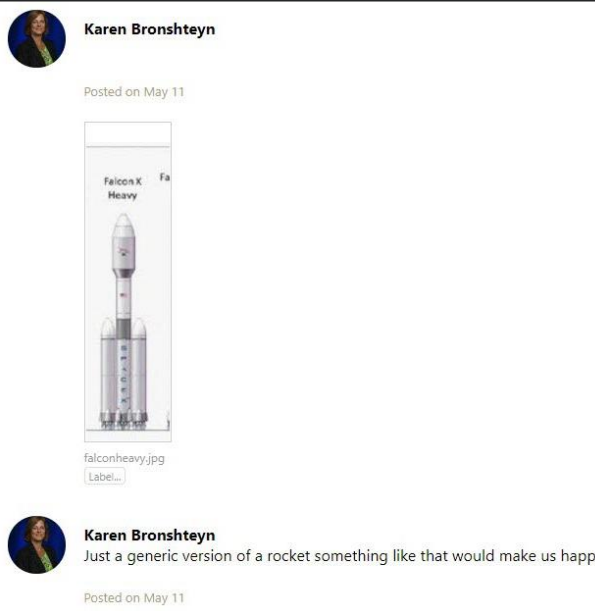
But instead of using the metaphor of water/fishing, we'd like to use the metaphor of flying below and in/above the clouds. Here is an example animation I found.

Birds Flying (Comic / Cartoon Animati...  

We could use flocks of birds as in this animation, or a single bird representing Google and a single bird (it must be an Eagle) representing Embry Riddle's Hu Library.

Posted on Apr 19

CHANGING WATER
TO FLIGHT



Karen Bronshteyn

Posted on May 11

Falcon X Heavy Fa

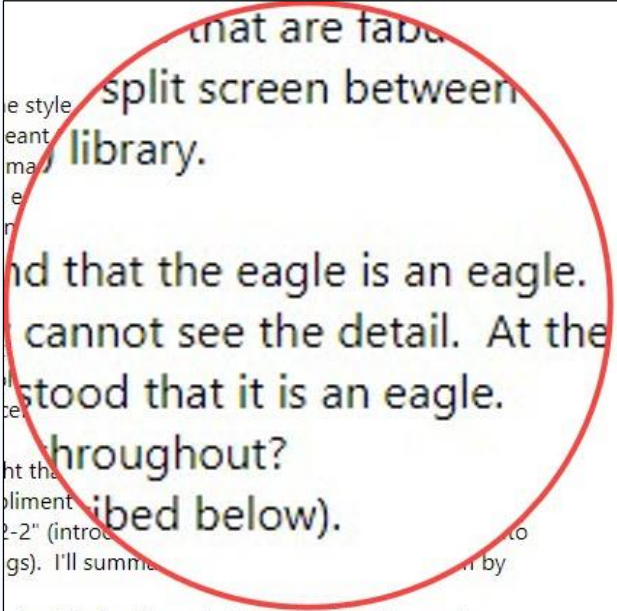
falconheavy.jpg
Label...

Karen Bronshteyn

Just a generic version of a rocket something like that would make us happy.

Posted on May 11

REQUESTING EDITS
TO ILLUSTRATIONS



that are fabu...
split screen between...
library.

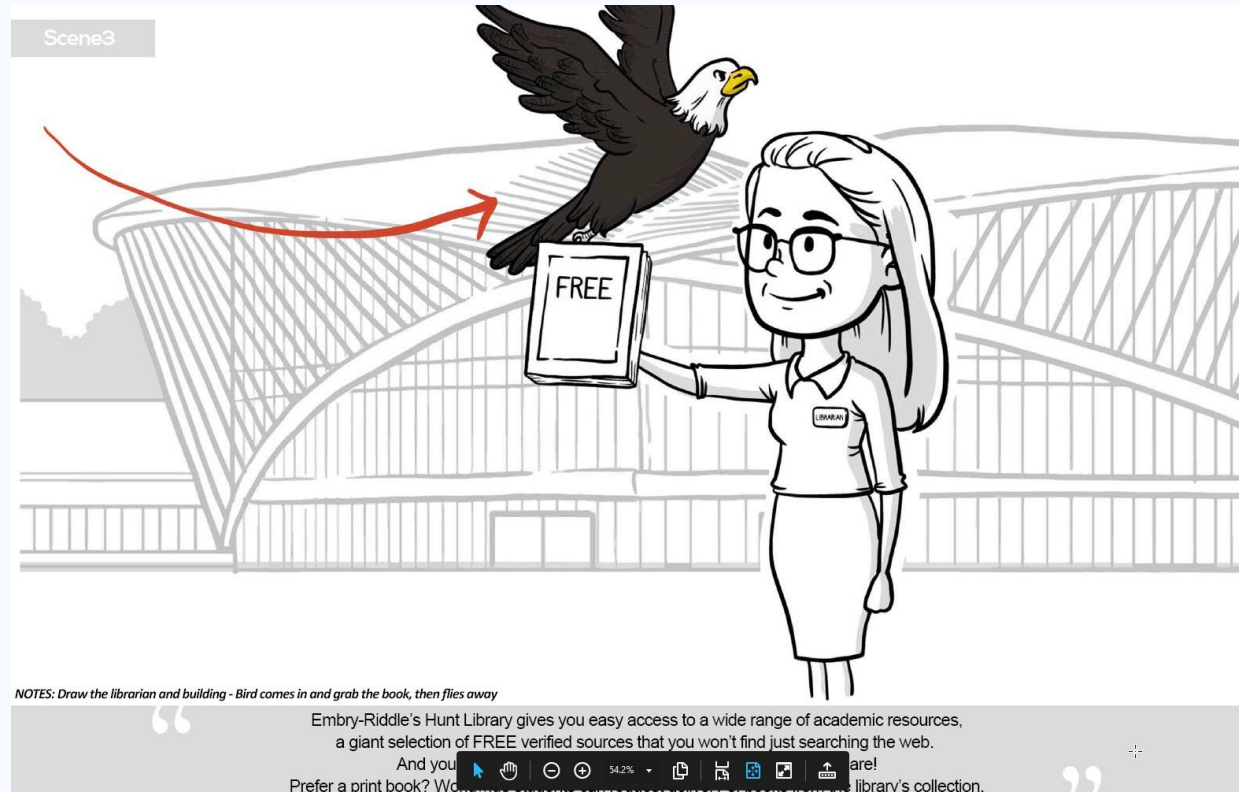
nd that the eagle is an eagle.
cannot see the detail. At the
stood that it is an eagle.
hroughout?
(described below).

REVISIONS BASED ON
TEST AUDIENCE

THE STRUGGLE IS REAL: FIRST STORYBOARD



STORYBOARD #5!



FINALLY! THE FINISHED PRODUCT

[HTTPS://VIMEO.COM/ERAUHUNTLIBRARY/ASKALIBRARIAN](https://vimeo.com/erauhuntlibrary/askalibrarian)



ROLLOUT & MARKETING

COMPONENTS

- Email blast to “Worldwide” faculty & course developers
- Social media
- Kiosks, website feature, etc.
- UNIV 101 curriculum

COMMENTS

“We will use this for our student orientation next week.”

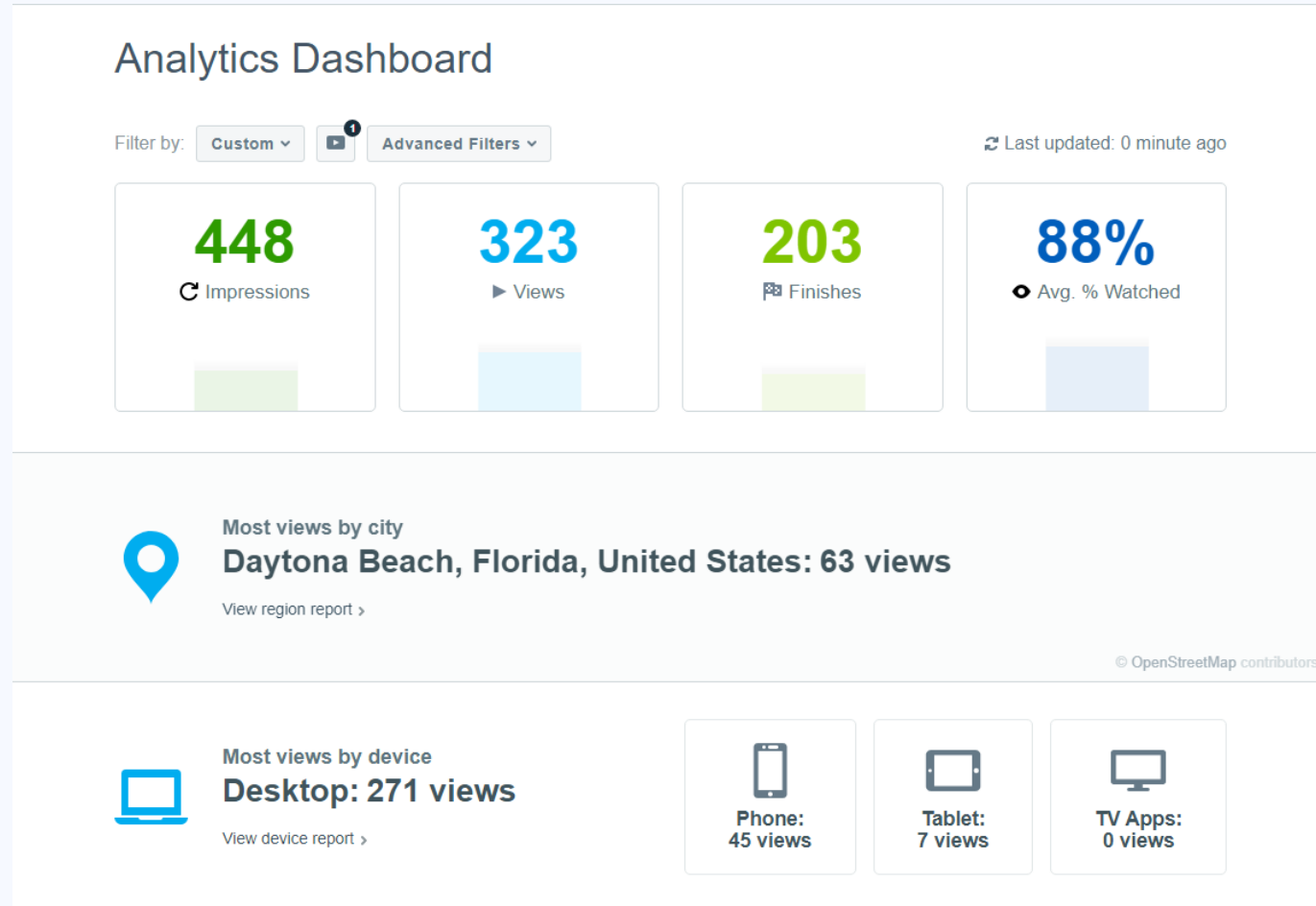
“Very important info about trusted sources and very engaging presentation as well.”

“Could not agree more!”

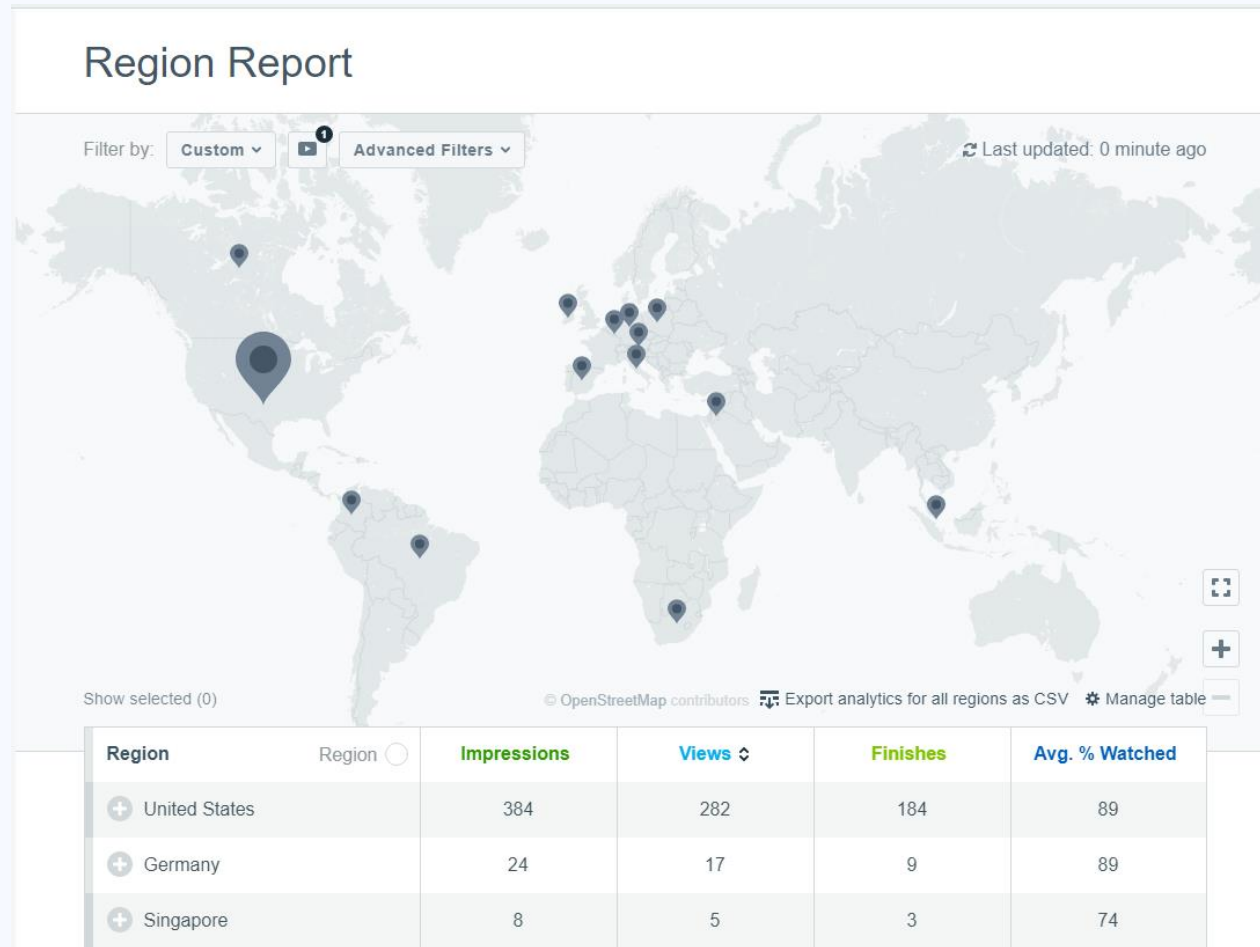
“I just wish that tree in the last shot were [sic] still standing!”

“I love this video. I am excited to include it as the intro to the new UNIV 101 module.”

USAGE STATS DAY OF EMAIL BLAST: JULY 11, 2018



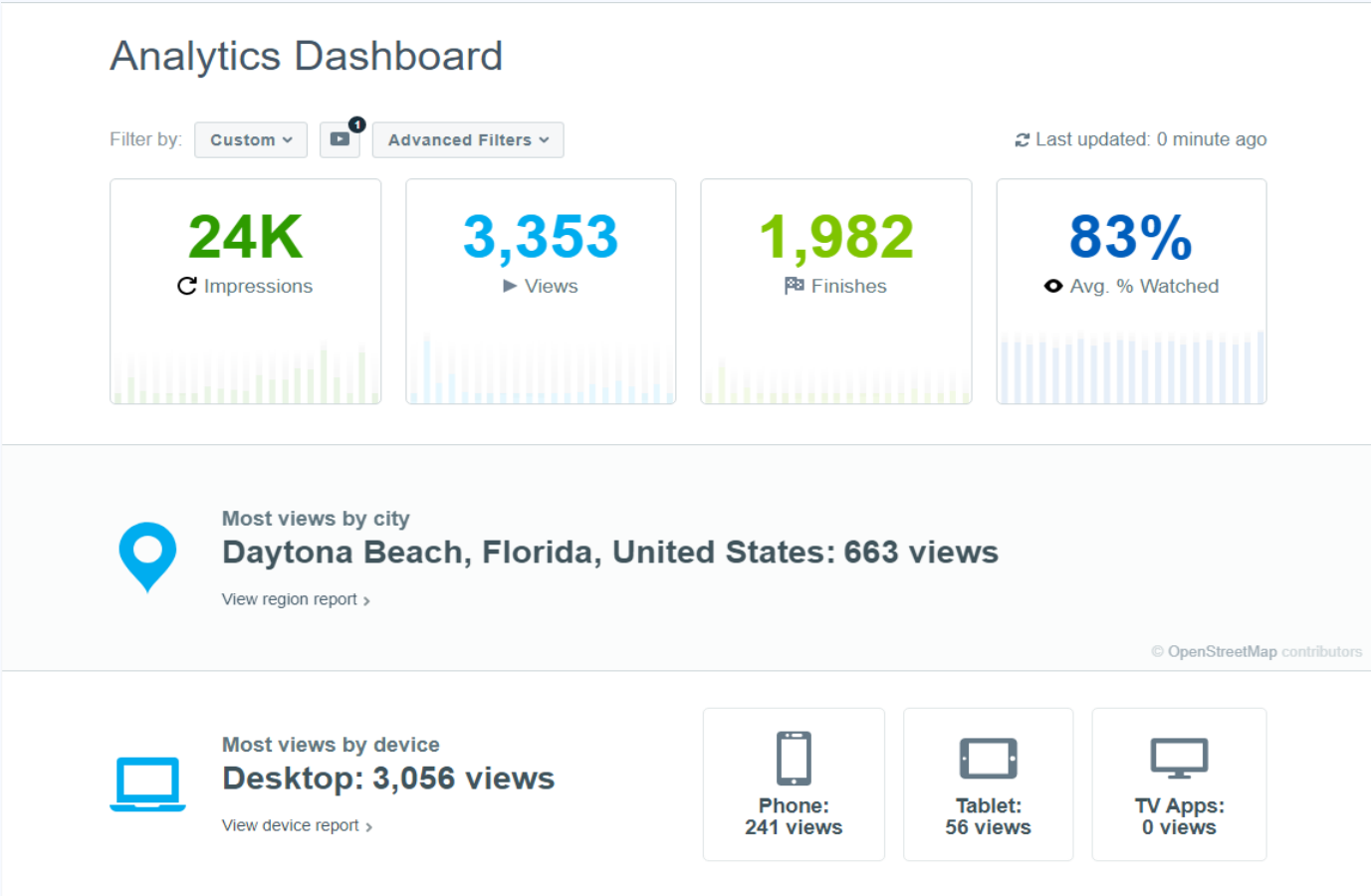
ACCESS BY REGION, DAY OF EMAIL BLAST



ACCESS BY REGION, CONTINUED

Region	Region <input type="radio"/>	Impressions	Views <input type="checkbox"/>	Finishes	Avg. % Watched
+ United States		384	282	184	89
+ Germany		24	17	9	89
+ Singapore		8	5	3	74
+ South Africa		4	4	2	37
+ Canada		9	3	1	66
+ Puerto Rico		3	3	0	76
+ Luxembourg		2	2	1	95
+ Spain		2	2	0	55
+ Colombia		1	1	0	94
+ Italy		1	1	1	99
+ Brazil		1	1	1	99
+ Poland		2	1	1	99
+ Hashemite Kingdom of Jordan		4	1	0	19
+ Ireland		1	0	0	0
+ Hong Kong		1	0	0	0
+ Austria		1	0	0	0
Totals:		448	323	203	88%

USAGE STATS: JUNE 26, 2018 – FEBRUARY 7, 2020



USAGE, ONE MONTH VIEW: JANUARY 9 – FEBRUARY 7, 2020

Video

Past 30 days 1/9/20 - 2/7/20

Views 216

Impressions 2.7k


View rate 8%

Views by URL

1. erau.instruc...	188	████████████████████
2. vimeo.com	25	████████████████
3. unknown	2	██████████
4. guides.erau...	1	████████

[Sync your stats with Google Analytics in your marketing settings.](#)

<https://vimeo.com/erauhuntlibrary/askalibrarian>



01:49

LESSONS LEARNED:

- Start budget process early.
- Gather a diverse team including non-Librarians.
- Use several very small focus groups.
- Clarify reuse permissions.
- Ask for some “stills.”
- Have a marketing plan.
- Continually promote.



“They had trouble understanding the concept?”

... that's why it's a good video to make!”

-- Lynn Koller, Humanities Prof.

QUESTIONS?

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