

5-2022

What's Your Research Personality? A New Way of Engaging Students in Resource and Service Discovery Through a Homegrown Quiz App

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Recommended Citation

Walker, Troy and Bielat, Veronica, "What's Your Research Personality? A New Way of Engaging Students in Resource and Service Discovery Through a Homegrown Quiz App" (2022). *Library Scholarly Publications*. 160.

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WHAT'S YOUR RESEARCH PERSONALITY?

A New Way of Engaging Students in Resource and Service
Discovery Through a Homegrown Quiz App

While you are waiting—take our
fun quiz—What kind of
conference attendee are you?



Veronica Bielat, Student Success Librarian

Troy Walker, Graduate Student Assistant

Wayne State University Libraries

ABOUT WAYNE STATE UNIVERSITY

- Located in Midtown Detroit
- Enrollment is ~25,000 Fall 2021
- 65% Undergraduate
- 35% Graduate/Professional
- Undergraduate is 75% new freshmen; 25% transfer



HOW DO WE GRAB ATTENTION?

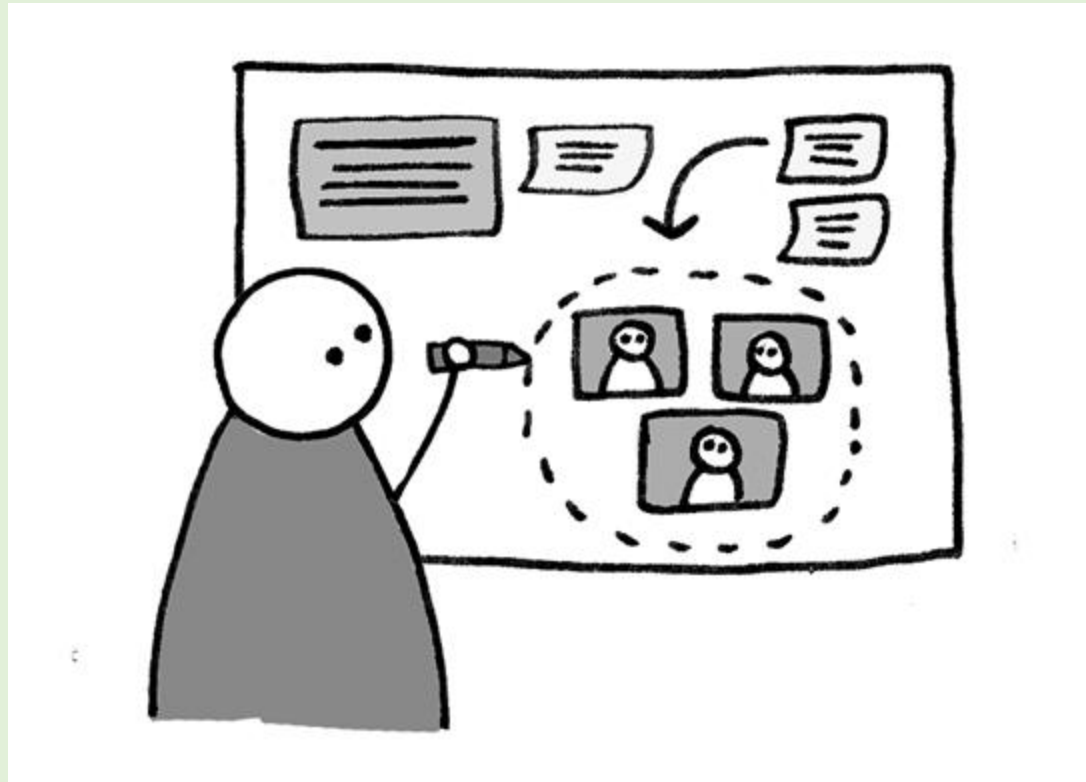


BRAINSTORM ACTIVITY

What are some current trends on social media you would like to try for promoting your library's resources and services?

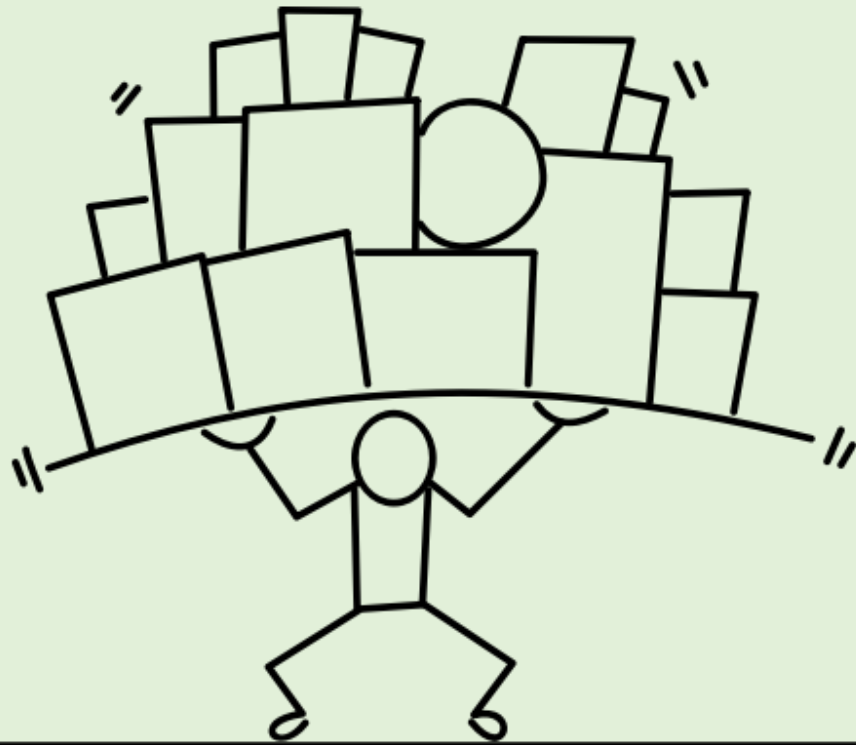
padlet.com/wsuint1/socialmedia

DESIGN APPROACH



Disciplinary
Critical Resources and Services
Backward Design
Personalized
Undergraduate Audience

FINAL DESIGN



Preferences not disciplines



WAYNE STATE UNIVERSITY

What area of study best represents your major or area of academic interest?



What is your Wayne State University email address? (accessID@wayne.edu)

What is your current class standing?

- Freshman
- Sophomore
- Junior
- Senior
- Graduate Student
- Other (if other please explain)

SELECTIONS FOCUSED ON STUDENTS

FOR EVERYONE

- ✓ Assignment Planner
- ✓ Research Guides
- ✓ MeL/Interlibrary Loan
- ✓ 24/7 Chat Service
- ✓ RefWorks Citation Management
- ✓ Study Spaces
- ✓ Summon (Discovery service)
- ✓ Information Literacy Tutorials

CUSTOMIZED

- ✓ Computing, Technology, Printing, and Equipment Checkout
- ✓ Archives and primary sources
- ✓ Tech Bunker

24/7 CHAT



WAYNE STATE UNIVERSITY

I'm usually working on my research paper and assignments in the evening or late at night.

Definitely yes



Probably yes



Probably not



Definitely not



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TECH BUNKER



WAYNE STATE UNIVERSITY

I heard the library has a space with an Oculus Rift virtual reality headset, 3-D printing and gesture computing, and other tech too. I'd like to learn more about how I can use that space.

Definitely yes



Probably yes



Probably not



Definitely not



Previous

Next

DISPLAY LOGIC IN QUALTRICS

The screenshot displays the Qualtrics interface for configuring a survey question. The top navigation bar includes 'Survey', 'Workflows', 'Distributions', 'Data & Analysis', 'Results', and 'Reports'. The current page is titled 'Research Personality Quiz'. On the left, a sidebar contains various configuration options: 'Format' (List, Alignment: Horizontal, Label position: Above), 'Response requirements' (Add requirements: on, Force response: selected, Request response: unselected, Add validation: off), and 'Question behavior' (Display logic, Skip logic, Carry forward choices, Choice randomization, Recode values). The main content area shows a question with two conditional paths. The first path is highlighted with a red box and contains the text: 'The Assignment Planner will help you organize your work for research projects and papers, so you don't have to stress or stretch yourself thin for a class. Just put in the start and end date for your assignment and the Assignment Planner will create a strategy for you to get your work done on time!'. The second path contains the text: 'Try out our Research Guides if you're having trouble finding resources or getting started on research for assignments! Each guide includes resources like article databases that are discipline-specific and will help you during the research process. You can also find your subject specialist librarian here if you need more in-depth help.'

XM Research Personality Quiz

Survey Workflows Distributions Data & Analysis Results Reports

Show all Show first and last

Tools Saved Nov 9, 2021 at 9:53 AM Draft

Format

List

Alignment

Horizontal

Label position

Above

Response requirements

Add requirements

Force response

Request response

Add validation

Question behavior

Display logic

Skip logic

Carry forward choices

Choice randomization

Recode values

Display this question

If I really need an app that can help me plan my research papers or projects. Definitely yes Is Selected

Or I really need an app that can help me plan my research papers or projects. Probably yes Is Selected

The Assignment Planner will help you organize your work for research projects and papers, so you don't have to stress or stretch yourself thin for a class. Just put in the start and end date for your assignment and the Assignment Planner will create a strategy for you to get your work done on time!

Display this question

If It would be nice to have a list of recommended library and internet resources to get started on r... Definitely yes Is Selected

Or It would be nice to have a list of recommended library and internet resources to get started on r... Probably yes Is Selected

Try out our Research Guides if you're having trouble finding resources or getting started on research for assignments! Each guide includes resources like article databases that are discipline-specific and will help you during the research process. You can also find your subject specialist librarian here if you need more in-depth help.

RESULTS PAGE



WAYNE STATE UNIVERSITY

Based on your answers, here is a personalized list of library resources you will likely use!

After you review, click the Submit button at the bottom and you will receive an email with your results.

[The Assignment Planner](#) will help you organize your work for research projects and papers, so you don't have to stress or stretch yourself thin for a class. Just put in the start and end date for your assignment and the Assignment Planner will create a strategy for you to get your work done on time!

Try out our [Research Guides](#) if you're having trouble finding resources or getting started on research for assignments! Each guide includes resources like article databases that are discipline-specific and will help you during the research process. You can also find your subject specialist librarian here if you need more in-depth help.

You will use [Summon](#) as the gateway to essential library resources such as academic articles. Use the search bar to enter keywords and terms and refine your search on the left side of the results screen!

Using [RefWorks](#) will help you create and manage your references and citations! Create reference citations for your sources and have a place to organize them for your

EMAIL OF RESULTS WITH PDF

Personalized Library Resources

[EXTERNAL]

Thank you for participating in the survey. Below is a summary of your responses with a list of library resources you will likely use!

Click the following link to download a PDF full list of library resources [Library Resources.pdf](#)

If you would like to provide feedback on this survey, you can do so at [Student Feedback](#)

Download a PDF of the contents of this email with personalized library resources at the link below.

[Download as PDF](#)

[URL to view Results](#)

[\[Click Here\]](#)

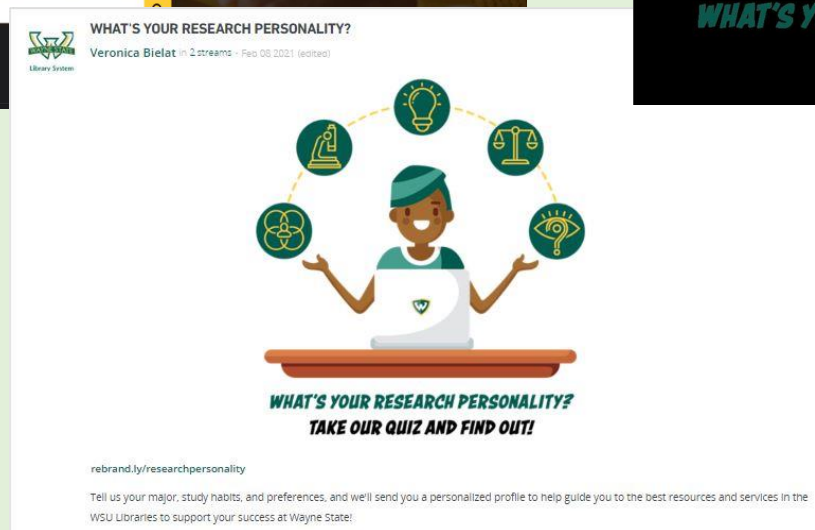
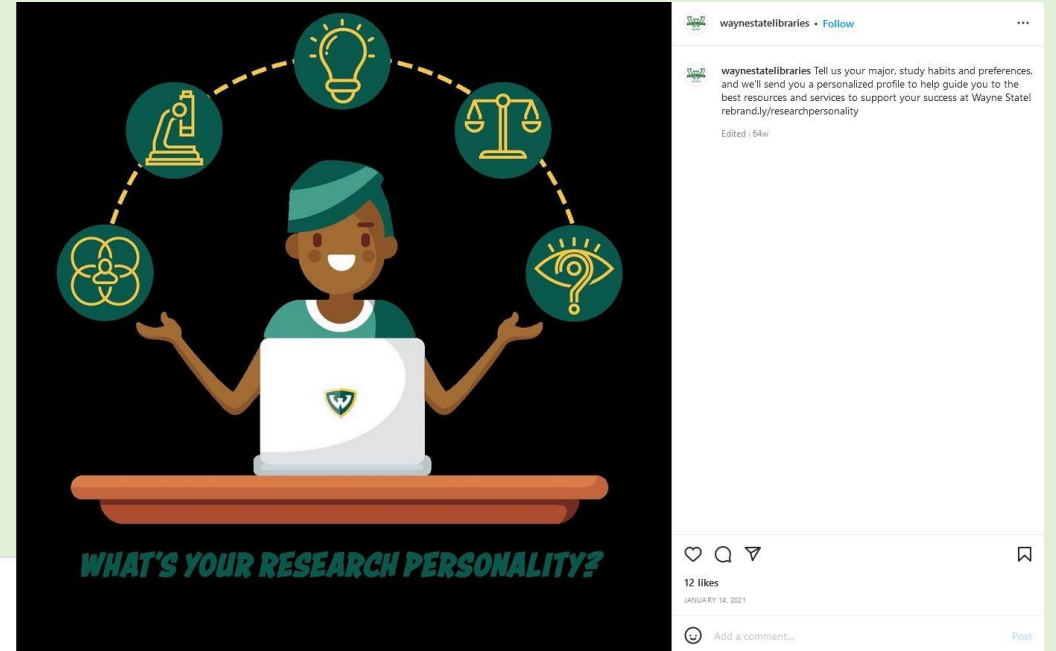
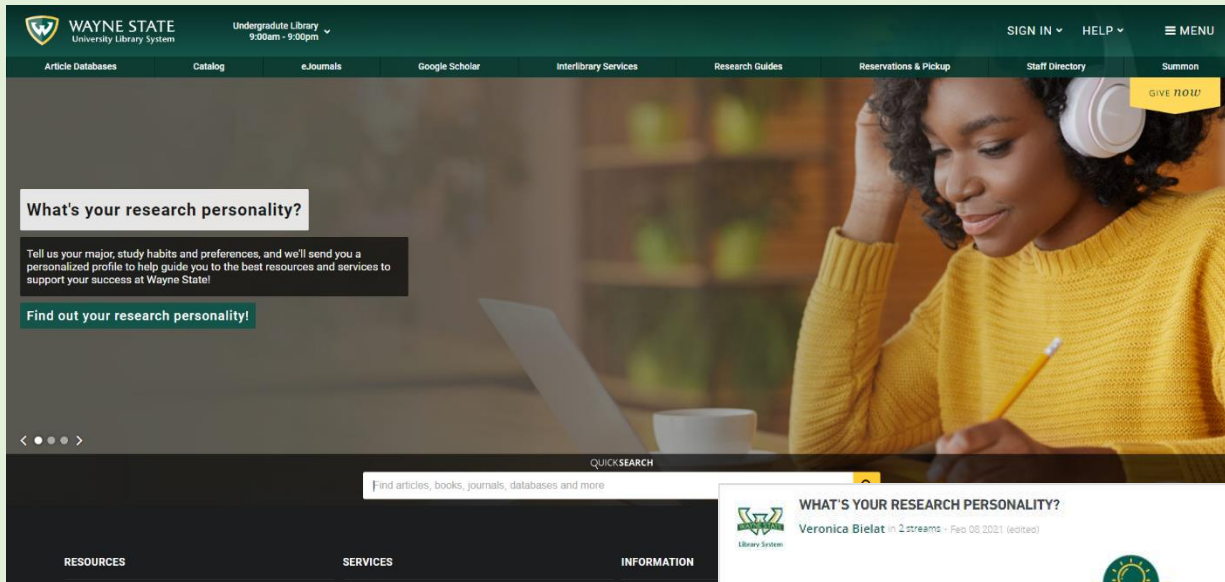
Response Summary:

1. What area of study best represents your major or area of academic interest?

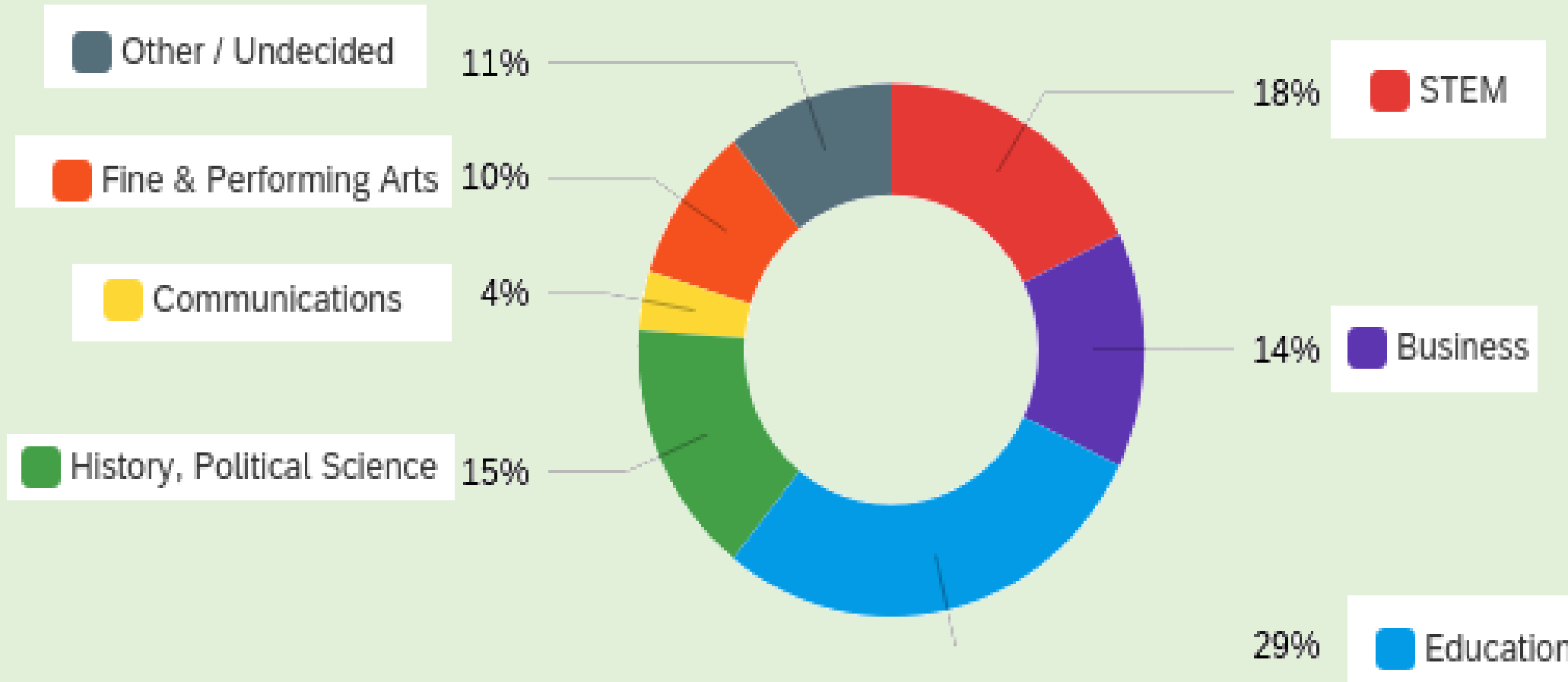
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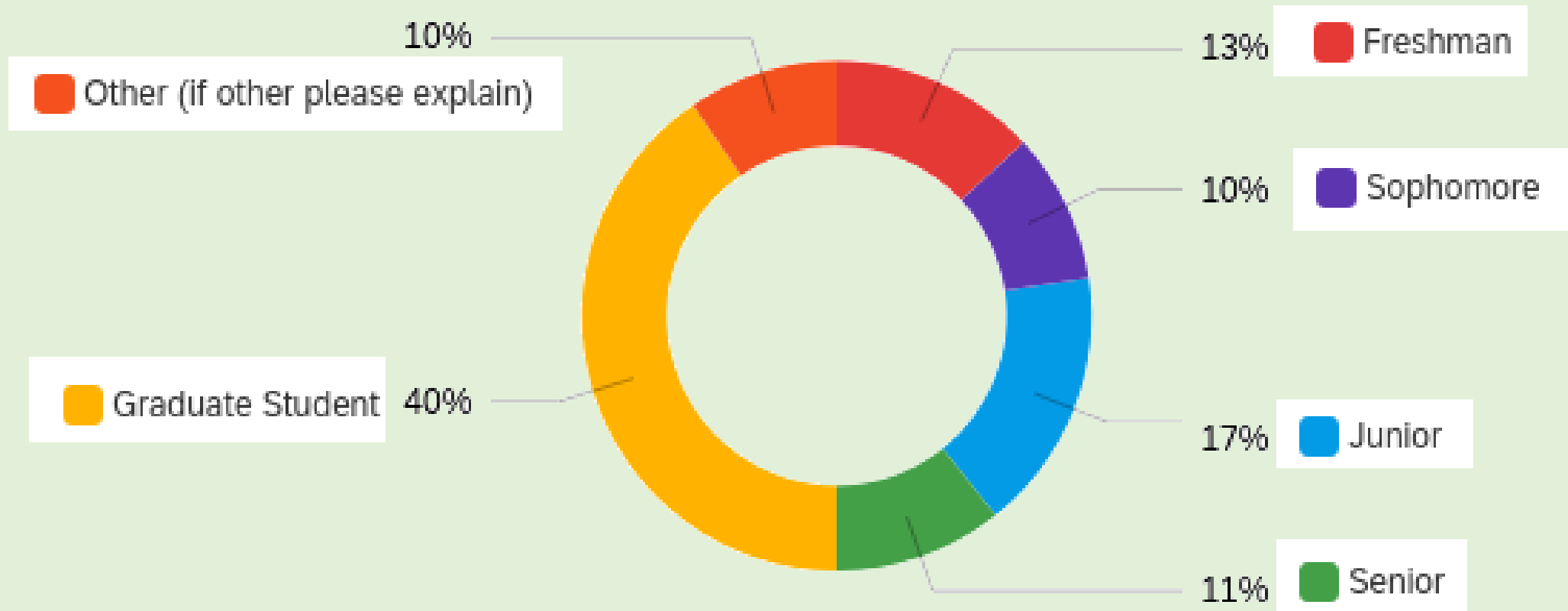
ROLLOUT AND MARKETING



RESPONDENTS SELECTED MAJOR OR AREA



RESPONDENT SELECTED CURRENT CLASS STANDING



”WE NEED AN UPGRADE”

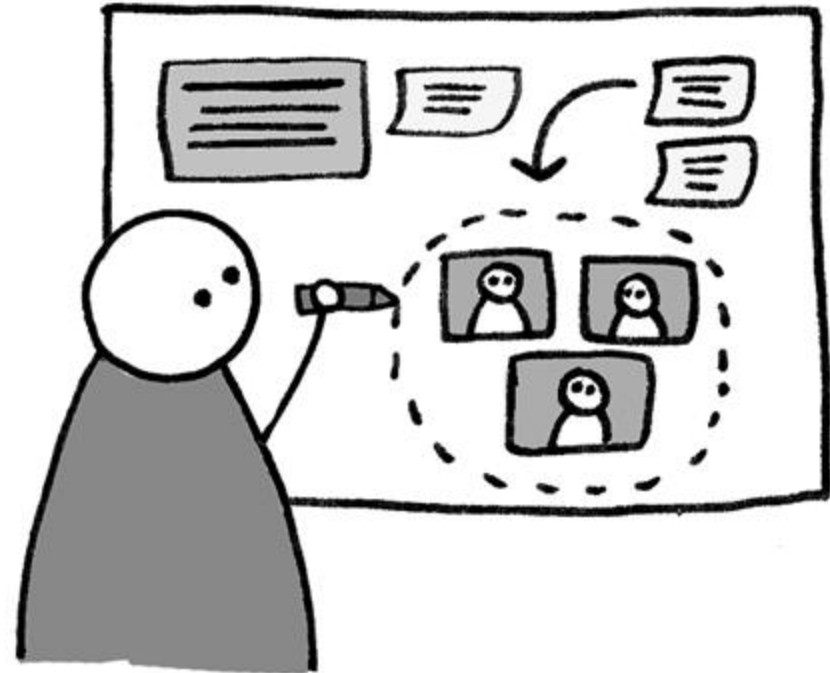


DESIGN APPROACH V2

~~Discipline area~~ Personality Types
+ Learner Preferences + Library
Resources

=

Unique researcher personality profiles
with curated library resources





The Inquisitive Researcher



Based on your answers, you scored high in The Inquisitive Researcher profile. An Inquisitive Researcher usually approaches the research process with a curious and investigative mindset. You are likely to pick a topic you know little about in a given discipline or subject area. You might have come across this topic randomly, but what's important is that it sparked an interest within you.

In the midst of the research process, you want to expand your knowledge and learn something new. This learning preference is mainly intrinsic; you mostly like research for the experience of discovery and the personal accumulation of knowledge.

Because of your open personality, you usually try out various sources of information when you are gathering articles, books, and other resources to inform you on your topic. Throughout the research and writing process you like to remain flexible and adapt easily to speedbumps along the way to the finished paper or assignment.



The Collaborative Researcher



Based on your answers, you scored high in The Collaborative Researcher profile. A Collaborative Researcher usually approaches the research process with an outgoing and assertive mindset. You are likely to pick a topic that you are ignites a passion within you and that you are excited to share with your colleagues and peers.

In the midst of the research process, this attitude keeps you action oriented and always thinking about the end result of your work. This learning preference requires a good balance of intrinsic and extrinsic motivation; it's about passion, but you also want to see and share the fruit of your labors.

Because of your outgoing personality, you usually like to take into consideration the resources that your friends and colleagues suggest when you are gathering information to back up your chosen topic or thesis. Throughout the research and writing process you like to remain engaged and social along the way to the finished paper or assignment.



The Diligent Researcher



Based on your answers, you scored high in The Diligent Researcher profile. A Diligent Researcher usually approaches the research process with a thoughtful and meticulous mindset. You are likely to pick a topic you are familiar with and will be able to greatly expand your expertise on. Whatever the topic or discipline area may be, you are usually able find your own passion within it.

During the research process, you are looking to broaden your circle of knowledge. This learning preference is mostly intrinsic; it's about personal gain during research just as much as a final grade.

Because of your conscientious personality, you usually like to look for information to back up your thesis from carefully evaluated and selected article databases, eJournals, books, and other respected sources. Throughout the research and writing process you like to remain thoughtful and analytical along the way to the finished paper or assignment.



The Perceptive Researcher



Based on your answers, you scored high in The Perceptive Researcher profile. A Perceptive Researcher usually approaches the research process with an observant and tactful mindset. You are likely to pick a topic that you have personally perceived to be an important or pressing matter and you believe requires further scholarly discovery and insight.

During the research process, you are looking to make a difference in any given community and this attitude helps you remain resourceful. This learning preference can be both intrinsic and extrinsic; you see things in a way that is special to you and want your unique perspective to contribute to the greater good and be recognized.

Because of your insightful personality, you usually like to follow your instincts when you are gathering resources and information. These resources have usually helped you in the past and you recognized their value for success during research. Throughout the research process you like to remain intuitive and reasonable along the way to the finished paper or assignment.

FOCUS ON BEHAVIORS

When I am given a research assignment, I like to pick a topic based on...

- Something that I know little about and sparks my curiosity
- Something I am already knowledgeable about and want to expand my expertise
- Something I will be able to share with a wider community
- Something that is an issue I've observed and needs attention

[Previous](#)

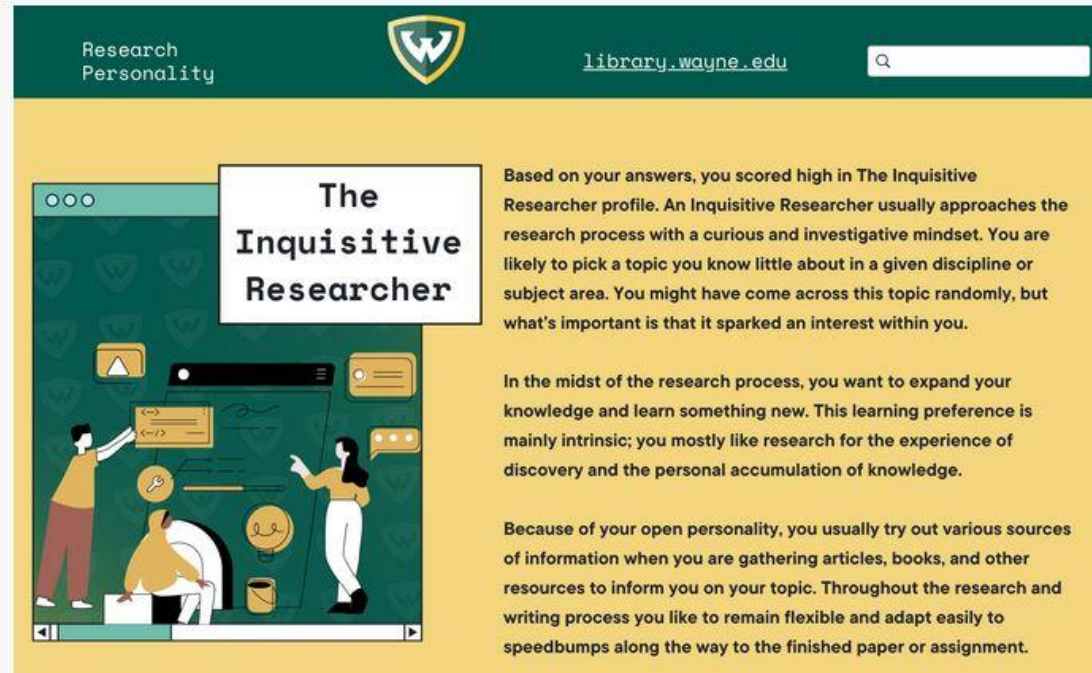
[Next](#)

RESULTS PAGE: PROFILE

You're an Inquisitive Researcher!

Thank you for taking the Research Personality Quiz. Read more about your unique researcher profile and access customized essential library resources in the images below.

Note: To access the links in the images, download the PDF files. Your results and the files will be automatically sent to your email.



The screenshot shows a webpage with a dark green header. On the left, it says "Research Personality" next to a logo featuring a white 'W' on a green shield. In the center of the header is the URL "library.wayne.edu" and on the right is a search bar with a magnifying glass icon. Below the header is a yellow section. On the left side of this section is an illustration of three people (two men and one woman) in a dark green space filled with icons representing research and technology. A white box with a black border is overlaid on the illustration, containing the text "The Inquisitive Researcher". To the right of the illustration is a text block. The text block contains three paragraphs: the first describes the profile based on high scores in the Inquisitive Researcher profile, the second explains the intrinsic learning preference, and the third discusses the flexible and adaptable nature of the researcher's process.

Research Personality

library.wayne.edu

The Inquisitive Researcher

Based on your answers, you scored high in The Inquisitive Researcher profile. An Inquisitive Researcher usually approaches the research process with a curious and investigative mindset. You are likely to pick a topic you know little about in a given discipline or subject area. You might have come across this topic randomly, but what's important is that it sparked an interest within you.

In the midst of the research process, you want to expand your knowledge and learn something new. This learning preference is mainly intrinsic; you mostly like research for the experience of discovery and the personal accumulation of knowledge.

Because of your open personality, you usually try out various sources of information when you are gathering articles, books, and other resources to inform you on your topic. Throughout the research and writing process you like to remain flexible and adapt easily to speedbumps along the way to the finished paper or assignment.

RESULTS PAGE: RESOURCE LIST

Relevant
Resources



library.wayne.edu

Below are some customized key library services and resources and how they will help you as an **Inquisitive Researcher**.

Click the icon to access the resource.



A source of information that fits with your adventuresome approach is your **subject specialist librarian**. Make an appointment to talk about your research papers, projects, or dissertation or these topic. You can always use our 24x7 chat reference and email to talk with a librarian - library.wayne.edu/help

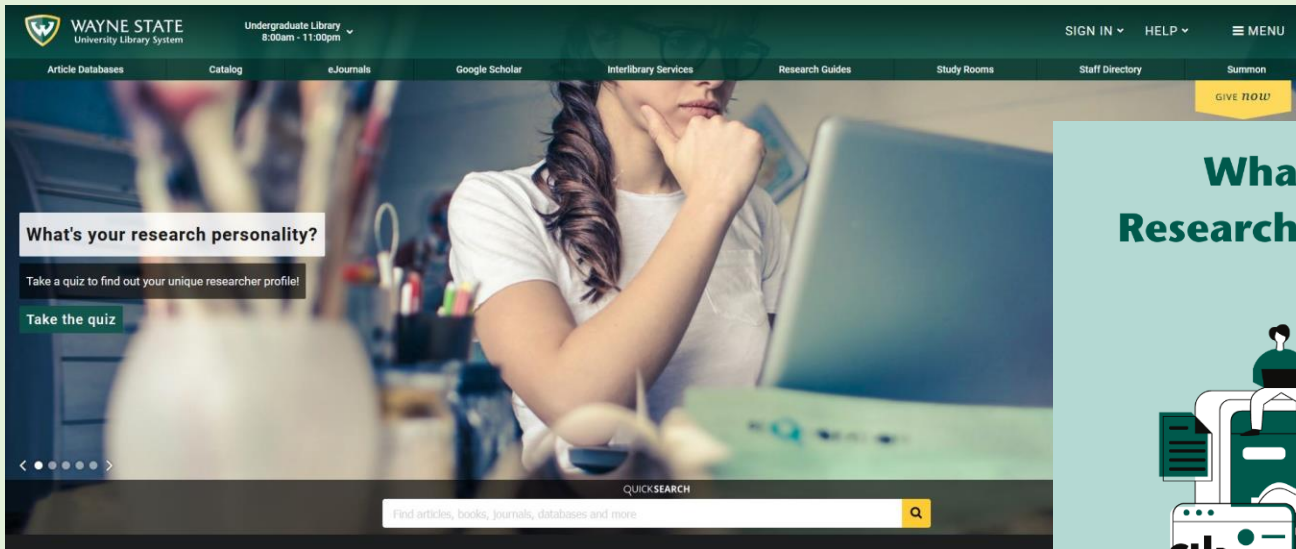


Archives and Special Collections are an essential resource for your inquisitive personality. Since you enjoy discovery while conducting research, primary sources will help you get to the bottom of your chosen research question or topic.



Since like to consult a variety of sources to inform your research topic and ideas, sometimes you must reach beyond some of the library's current holdings while gathering resources. You can use either **MeLCat** and **Interlibrary Loan** to get books and articles delivered to campus to aid your research.

ROLLOUT AND MARKETING



What is your Research Personality?



WHAT'S YOUR RESEARCH PERSONALITY?



Scan the code, take the quiz
go.wayne.edu/researchpersonality



WAYNE STATE
University Library System



WHAT'S YOUR RESEARCH PERSONALITY?

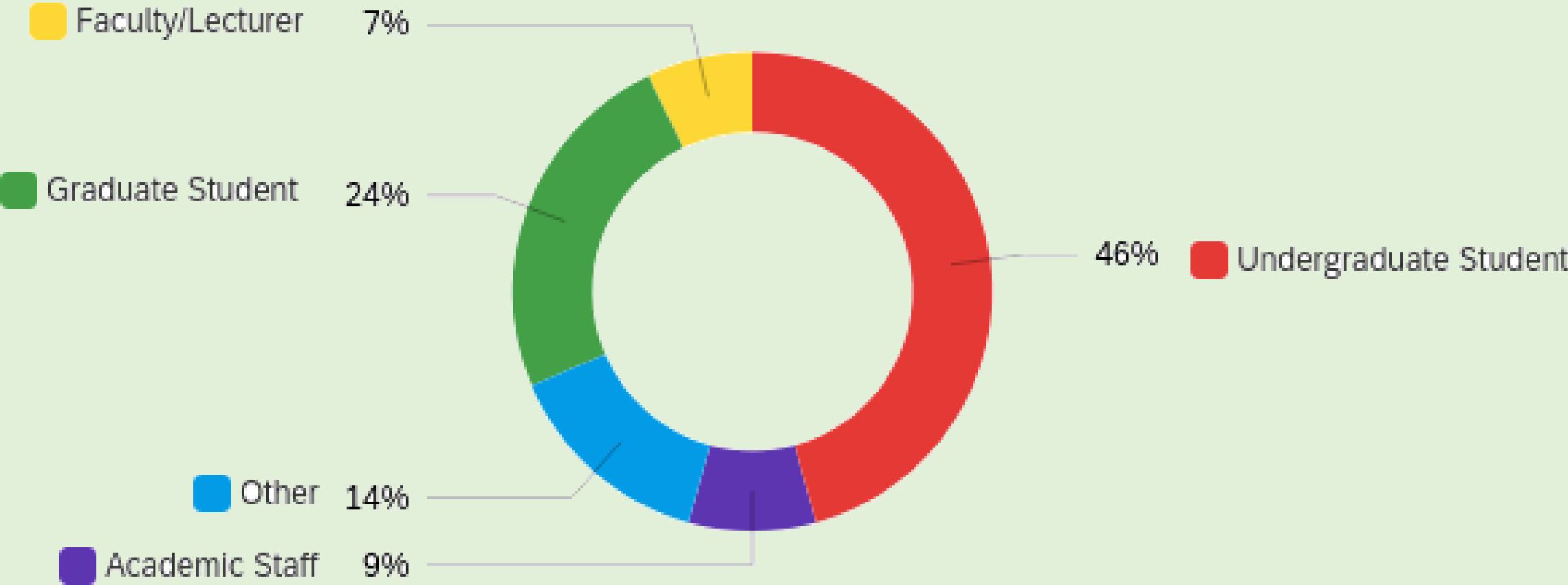
TAKE THE QUIZ!

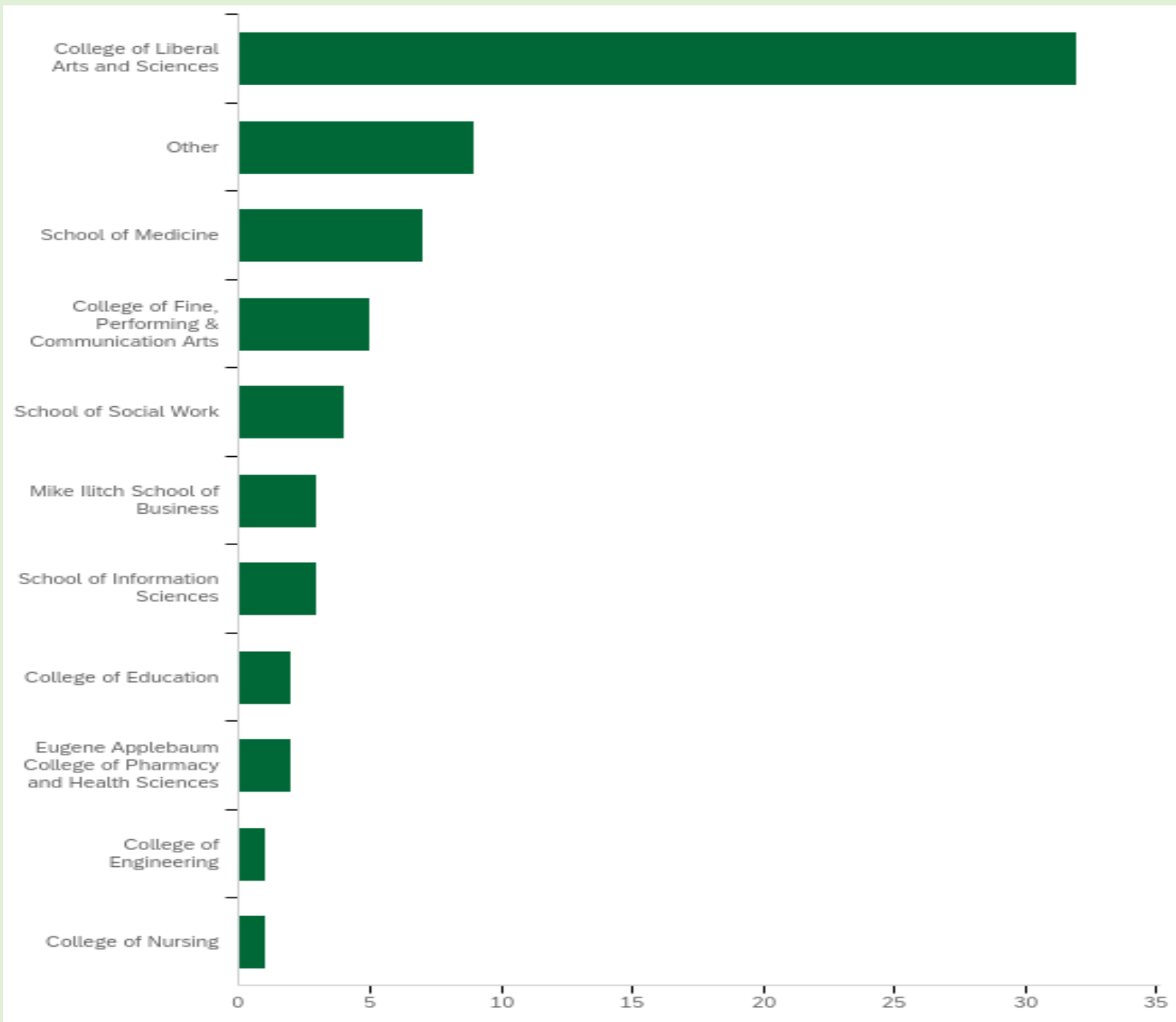
[GO.WAYNE.EDU/RESEARCHPERSONALITY](https://go.wayne.edu/researchpersonality)



WAYNE STATE
University Library System

RESPONDENTS SELECTED CURRENT CLASS STANDING





RESPONDENTS SELECTED COLLEGE OR SCHOOL AFFILIATION

PERSONALITY TYPES



9



40



11



0

V2 ROLLOUT AND RESPONSE ANALYSIS

Feedback—sent 54/received 8 responses

All reported their profile *describes me "well" or "very well"*

Comment:

"I read each question thoroughly and each made me think about how I approach research questions."

FUTURE PLANS

- Continue to solicit feedback from participants
- Add randomization of choices
- Dig into accessibility
- More strategic marketing to graduate students
- Talk to our medical library staff about a customized version for their population

THANK YOU!
QUESTIONS?

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