



Meg Meiman, Courtney McDonald, Sara Lowe, and Yoo Young Lee

# Library Research Guides and the Learning Environment: Go Big or Go Home

# Goals

- Integrate library resources within learning ecosystem
- Increase discoverability of library resources
- Create a more seamless experience for users
- Adopt a unified approach to meeting information / access needs

Campus Profiles, Project Goals &c

# Background

# Bloomington: Campus & Libraries

- Flagship campus of Indiana University: over 40,000 students, 3000+ faculty
  - Primarily residential, largely undergraduate population
- 11 libraries across campus, including the Herman B Wells Library and our state of the art offsite storage facility, the ALF (Auxiliary Library Facility) + numerous independent libraries
  - Discovery & User Experience department: 4 FTE
  - Teaching & Learning department: 4 FTE



# Indianapolis: Campus & Libraries

- Serve both Indiana and Purdue programs: over 29,000 students and 2,500 faculty
  - Mix of residential and commuter, largely undergraduate population
- 5 libraries across campus, including University Library and Herron Arts Library
  - LibGuides Task Force
  - University Library and Herron Arts Library: 21 subject liaison librarians



Library Resources & Tools

# Integration with Canvas

# Library Research Guides: LibGuides

- Commonly-used, SaaS vended content management system for creating and publishing library research guides
  - 60K librarians worldwide
- In use at all IU campuses
- Stand-alone or embeddable




# LibGuides LTI Integration

- Working with UITS Canvas team, enabled LTI tool in August 2016 for Bloomington & Indianapolis campuses
- Deliver customized, course-specific guides within Canvas using LTI tool
- Embed guides within course navigation or course modules using metadata



# LibGuides LTI Integration



Account

Dashboard

Courses

Calendar

Inbox

Commons

Help

☰ .FA16-BL-SOAD-A100-32335 > FA16: INTRO TO ART,DESIGN,MERCHNDSNG: 32335

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FALL 2016

Home

Announcements

Echo360

Assignments

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Grades

People

Pages

Files

Syllabus

Outcomes

Quizzes

Modules

Conferences

Collaborations

Chat

Attendance

IU Libraries

Research Help

SIS Faculty Center

Kaltura: Media Gallery

Kaltura: My Media

IU Photo Roster

Course Questionnaire

Questionnaire

## SOAD-Creative Core Research Guide

School of Art & Design (SOAD) research guide

Home

Develop a Research Question ▾

Searching (places + how to)


Find Images

Evaluate what you find ▾

Cite what you find


In This Guide

**IFS: Research Resources**



Photograph of the Ponte St. Angelo (St. Angelo Bridge) in Rome, Italy: Photograph by T. Kelly Wilson. CC-BY-SA 4.0.

Fine Arts Librarian



**Jasmine Burns**

Email Me

Contact:  
Fine Arts Museum 251  
(812) 855-9792

Ask a Librarian (Chat)

💡 **Ask A Librarian**

# LibGuides LTI Integration

IU Libraries / Library Research Guides / SOAD-Creative Core Research Guide / Home

## SOAD-Creative Core Research Guide

School of Art & Design (SOAD) research guide

Last Updated: Oct 18, 2016 9:20 AM | Type/Group: Course Guide/None | URL: <http://guides.libraries.indiana.edu/soadcreativecore>

Subjects: Apparel Merchandising

PAGE URL: <http://guides.libraries.indiana.edu/soadcreativecore>

Home

Develop a Research Question

Searching (places + how to)

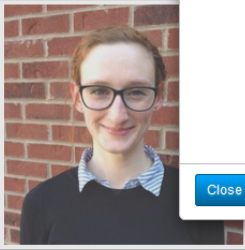
Find Images

Evaluate what you find

Cite what you find

+

Fine Arts Librarian



Jasmine Burns

Email Me

Photograph of the Ponte St. Angelo (St. Angelo Bridge) in Rome, Italy. Photograph by T. Kelly Wilson. CC-BY-SA 4.0.

**Guide Metadata**

Dublin Core  Custom Metadata

Assigning metadata to a guide can help identify the guide internally or when integrating with an external website. Check the "Public" box to make the name/value pair available to search engines and other data harvesting services.

ID	Name	Value	Public?	Actions
15586	<a href="#">LTI</a>	<a href="#">FA16-BL-SOAD-A100-32335</a>	<input type="checkbox"/>	Delete
Add Record		<a href="#">Empty</a>		

Close



# LibGuides LTI Integration

## LTI Tool Builder ?

LTI Manual Mode
LTI Automagic
LTI Instance Details
Guide Metadata
ER Course Metadata
Subject Metadata

Automatically add key library content to your LMS courses: add a related LibGuide or a Library Page, which can include LibGuides, LibAnswers and LibCal information. You'll need to work with your LMS Administrators to add the tool at the Account level / in a master course shell in your LMS so the link appears in the navigation for each course. For more information, [please read our LibApps LTI guide](#).

### LTI Automagic Setup Options

Set up the basic options for the Automagic tool, including the Name, whether or not your LibGuides site customizations are displayed, and Default Content Matching Behavior (i.e., what is displayed when students click the link in their courses in your LMS).

Please take care when setting up these options. While the other options here will automatically update the behavior in your LMS, the Name field will not automatically update after it's been added to your system. Choose wisely!

**Name** ⓘ Research Help

**Description** ⓘ Customized, course-specific research guides prepared by expert librarians.

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**Custom Header/Footer** ⓘ Enabled ▼ Disabled

**Custom JS/CSS** ⓘ Enabled ▼ Disabled

**Default Content Matching Behavior** ⓘ

- Load a specific guide if there is a direct match between LTI parameter and LibGuide metadata field value. If no match is found, show the Library LTI Page.
- Load the Library LTI page with customized links for the specific course, based on LTI parameters. If no specific course links are found, the generic Library LTI page will display.
- Load a specific guide based on LTI parameter matching, and if no match is found load a pre-selected guide.

Expert Research Help from IU Libraries by Meg Meiman
▼

### Library LTI Page Builder

### LTI Translation Table

### LTI Automagic Tool Configuration Details



# LibGuides LTI Integration

## LTI Tool Builder ?

[LTI Manual Mode](#)
[LTI Automagic](#)
[LTI Instance Details](#)
[Guide Metadata](#)
[ER Course Metadata](#)
[Subject Metadata](#)

Guide metadata is the key to matching courses from your LMS to the appropriate guides. The table below lists all guides which match the LTI Metadata Name defined on the Automagic page, also displayed in the Metadata Name column below.

Use the filters below to see if a particular guide has LTI metadata associated with it, or search for a particular Metadata Value to see which, if any, guides have that value assigned. Edit existing metadata using the option in the Actions column.

Want to add Metadata to a guide? No problem-o! Use the **+ Add Metadata** button below.

[+ Add Metadata](#)

Showing 1 to 25 of 164 entries

[Copy](#)
[Print](#)
[Excel](#)
[PDF](#)

Metadata ID <span>⬇</span>	Site ID	Guide ID <span>⬇</span>	Guide <span>▲</span>	Metadata Field	Metadata Value	Actions <span>⬇</span>
<input type="text" value="Metadata ID"/>		<input type="text" value="Guide ID"/>	<input type="text" value="Guide"/>		<input type="text" value="Metadata Value"/>	
21337	2263	564592	A400 - Senior Seminar - Margaret Graves	LTI	FA16-BL-ARTH-A400-33426	<a href="#">✎</a>   <a href="#">✕</a>
15703	2263	199528	A551: Tax Research (Fall 2016)	LTI	FA16-BL-BUS-A551-8399	<a href="#">✎</a>   <a href="#">✕</a>
17882	2263	219335	Anth B301 Laboratory Methods in Bioanthropology	LTI	FA16-BL-ANTH-B301-2372	<a href="#">✎</a>   <a href="#">✕</a>
17885	2263	219335	Anth B301 Laboratory Methods in Bioanthropology	LTI	FA16-BL-ANTH-B301-10159	<a href="#">✎</a>   <a href="#">✕</a>
22682	2263	570530	BIOL L211 Molecular Biology (Fall 2016)	LTI	FA16-BL-BIOL-L211-2454	<a href="#">✎</a>   <a href="#">✕</a>
15592	2263	199480	C104: Business Presentations (Fall 2016)	LTI	FA16-BL-BUS-C104-11821	<a href="#">✎</a>   <a href="#">✕</a>



IUPUI

# Case Study

# Students' Perspectives

Data from: 2014 Library Website Survey



# First Visit to Library Website & Resources



Professors



Learning Management Systems:  
OnCourse or Canvas

Data from: 2014 Library Website Survey





# University Library

- Resources ▾
- Guides ▾**
- Services ▾
- Technologies ▾
- About Us ▾
- Need Help? ▾

- Subject Guides
- Course Guides**
- How-To Guides
- Subject Librarians

What Are You Looking For?



SP16-IN-SHRS-W362-25867 > SP16: LEGAL&REGULATORY ASPECTS-REHAB: 25867

SPRING 2016

- Home
- Announcements
- Assignments
- Discussions
- Grades
- People
- Files
- Syllabus

### Library Research Guide

- SIS Faculty Center
- IU Photo Roster
- IUPUI Academic & Student Support Services
- Campus Course Policies
- Outcomes
- Pages
- Quizzes
- Modules
- Conferences
- Collaborations

## SHRS-W362 Journal Report Assignments Guide

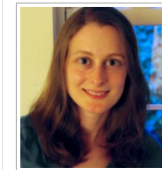
### Home

- Welcome to the Guide
- Where to get resources for the Health Law Paper

### Find Articles

Find Laws/ Regulations

### Librarian



Rachel Hinrichs

Email Me

Contact:  
University Library  
UL 3115A  
(317) 274-0488

Subjects:  
Health and Rehabilitation Sciences,  
Public Health

### Welcome to the Guide

This guide is designed for students who take the SHRS W362 (Legal and Regulatory Aspects in Rehabilitation Organizations) class offered by professor Kathy Weaver for the Journal Report Assignments and Health Law Paper.



- **Find Articles:** List of databases, journals, magazine, and newspapers related to Health Care Law where articles can be found
- **Find Laws/ Regulations:** Includes useful resources in order to find federal and state health care laws and regulations

### Where to get resources for the Health Law Paper

- [Health Law Paper] Where to get resources

Start



# University Library

- Resources ▾
- Guides ▾**
- Services ▾
- Technologies ▾
- About Us ▾
- Need Help? ▾

## Course Guides: To support your course assignments

### Course Guides

- **Bridge**  
by Sara Lowe Last Updated Mar 17, 2017
- **BUS M401 - International Marketing**  
by Katharine Macy Last Updated Mar 28, 2017
- **BUS M594 - Global Marketing**  
by Katharine Macy Last Updated Mar 28, 2017
- **BUS X103 / X203**  
by Katharine Macy Last Updated Mar 28, 2017
- **BUS X220 / X320 - Career Research**  
by Katharine Macy Last Updated Mar 28, 2017
- **BUSG L512 - Law and Ethics in Business**  
by Katharine Macy Last Updated Mar 28, 2017
- **ENG L506: Introduction to Methods of Criticism and Research**  
by Bronwen K. Maxson Last Updated Mar 28, 2017
- **ENG W130: Principles of Composition [English for Academic Purposes (EAP)]**  
by Bronwen K. Maxson Last Updated Mar 17, 2017





# Three different set-ups

- FALL 2016
- Home
- CN Post
- Announcements
- Assignments
- Discussions
- Grades
- People
- Pages
- Files
- Syllabus
- Outcomes
- Quizzes
- Modules
- Conferences
- Collaborations
- Chat
- Attendance
- Library Research Guide**
- Taskstream
- SIS Faculty Center

## Introduction to Library Research - Overview of the Research Process

An overview of starting the research process.

**Home**

Welcome!

The Research Process

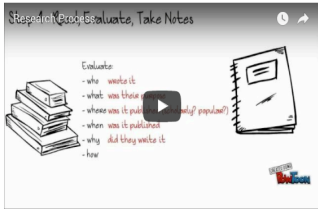
- 1: Your Question
- 2: Background Information
- 3: Find Materials
- 4: Evaluate
- 5: Refine Topic
- 6: Organize & Cite
- 7: Think & Synthesize
- 8: Write

**Subject Guides & Subject Librarians**


- [Subject Guides](#)  
Find more information and resources on specific subjects.
- [Subject Librarians](#)  
Contact a librarian with expertise in your subject area.

**Welcome!**

This brief guide is an introduction to library research & the research process.



**The Research Process**



## Psychology

**Home**

Welcome to the Guide

Top Resources

Find Articles

Find Books

Reference

Tests/Measures

Web Resources


Career Resources

Course Specific Resources


**Welcome to the Guide**

This is a guide for locating the most useful library resources in Psychology from IUPUI University Library.

- **Find Articles:** List of databases and journals related to Psychology where articles can be found
- **Find Books:** Provides information on where to find books, e-books, dissertations/theses related to Psychology
- **Reference:** Includes useful resources for dictionaries, encyclopedias, handbooks, counseling videos, and diagnostic manuals.
- **Tests/Measures:** Provides pathways to information on Psychological tests and measures
- **Web Resources:** List of recommended Psychology related sites on the open Web
- **Career Resources:** List of suggested resources for finding Psychology career information



**Subject Librarian**



**Eric Snajdr**

**Email Me**

Contact:  
University Library  
[Address]

**Top Resources**

- **PsycINFO 1987-current (EBSCO)**  
PsycINFO provides access to international literature in psychology and related disciplines. Unrivaled in its depth of psychological coverage and respected worldwide for its high quality, the database is enriched with literature from an array of disciplines related to psychology such as psychiatry, education, business, medicine, nursing, pharmacology, law, linguistics, and social work. Nearly all records contain nonevaluative summaries, and all records from 1967 to the present are indexed using the Thesaurus of Psychological Index Terms. This traditional version offers basic keyword searching, multi-term keyword searching, visual searching, citation searching, and index term browsing. Practitioners, researchers, and students working in all areas of psychology, the behavioral sciences, and other related disciplines. PsycINFO includes psychological research and its applications; the database is of prime relevance to many industries and research establishments worldwide. The sources include over 1,400 professional journals, chapters,

## Generic Research Guide

## BUS M401 - International Marketing

Course guide supporting BUS M401 Course

**Home**

How to use this guide

Other Useful Guides

Country Profiles

Cultural Analysis

Economic Analysis

Global Market Research

Finding Articles in Business Databases

**How to use this guide**

This guide provides a selection of resources that will help you as you research for your papers required in BUS M401 - International Marketing.

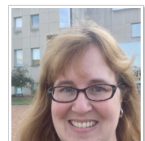
- I suggest you start by examining **country profiles** to familiarize yourself with key themes and issues, as well as the gaining insights on the current socio-political environment and culture.
- The **Cultural Analysis and Economic Analysis** pages provide resources that can help you dig deeper as you work on your Cultural and Economic Analysis paper.
- The **Global Market Research** page provides resources that may help you as you work on your second paper, exploring opportunities for bringing a product to a new market.

If you have questions, have difficulty accessing a resources, or would like assistance developing a research strategy please contact the business librarian.

**Other Useful Guides**

- **Business Guide**  
by Katharine Macy Last Updated Oct 26, 2016 1979 views this year
- **Company Research Guide**  
by Katharine Macy Last Updated Sep 2, 2016 4879 views this year
- **Industry Research Guide**  
by Katharine Macy Last Updated Sep 2, 2016 2757 views this year
- **Marketing Guide**  
by Katharine Macy Last Updated Sep 22, 2016 9191 views this year

**Librarian**



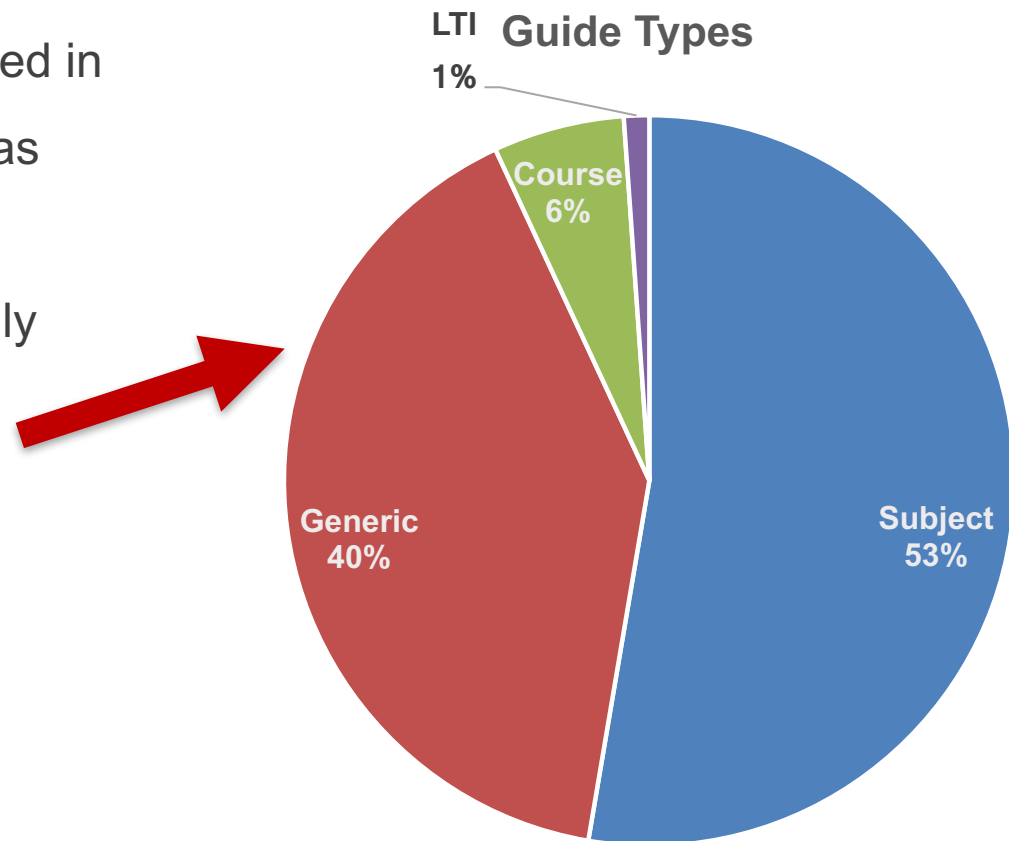
## Subject Guide

## Course Guide



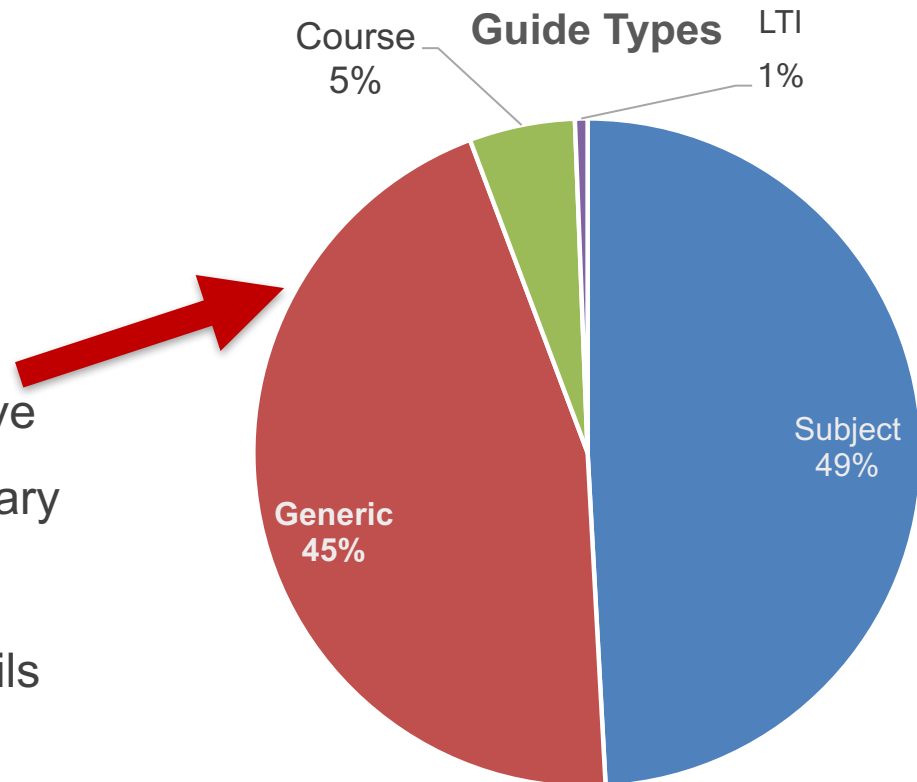
# Overview: 2016 Fall Semester

- **4512 courses** were offered in Canvas (data from Canvas Administrator)
- Among 4512 courses, only **2411 courses** in Canvas clicked at least one time Library Research Guide submenu (data from LTI Instance Details)



# Overview: 2017 Spring Semester

- **4056 courses** have been offered in Canvas (data from Canvas Administrator)
- Among 4056 courses, only **1974 courses** in Canvas have clicked at least one time Library Research Guide submenu (data from LTI Instance Details up to April 6)



# Students' Patterns: 2016 Fall Semester

## BUS M401 - International Marketing

Course guide supporting BUS M401 Course

## Course Guide

29

- Customized guide for course and assignments

## Psychology

## Subject Guide

7

- Overview of specific subject like nursing, chemistry...

## Introduction to Library Research - Overview of the Research Process

An overview of starting the research process.

## Generic Research Guide

5

- Generic research guide like how to conduct research & where to find resources...

Data from LTI Instance Details for the 2016 Fall Semester



# Students' Patterns: 2017 Spring Semester

## BUS M401 - International Marketing

Course guide supporting BUS M401 Course

## Course Guide

38

- Customized guide for course and assignments

## Psychology

## Subject Guide

6

- Overview of specific subject like nursing, chemistry...

## Introduction to Library Research - Overview of the Research Process

An overview of starting the research process.

## Generic Research Guide

3

- Generic research guide like how to conduct research & where to find resources...

Data from LTI Instance Details up to April 6, 2017



# I-CORE Research Guide: Course

Data from Crazy Egg  
(April 5 to April 12, 2017)

## I-CORE Research Guide

Home

How to use this guide

Environmental Scan & Industry  
Research

SWOT

Target Market & Persona

Sales Forecast

Operations & Production Research

Financial Research

Finding Articles & News

Citations & Business Writing

FAQ

Librarian



Katharine Macy

Email Me



book now

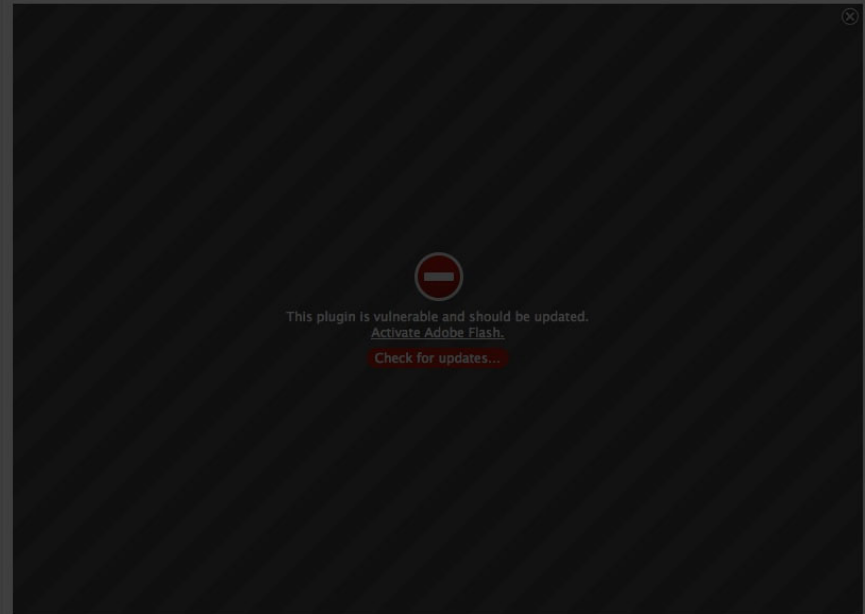
Contact:

UL2140A  
(317)274-3532

Subjects:

Business

How to use this guide



The I-CORE Research Guide is designed to help you progress through the research needed to complete your I-CORE project. Each page has suggested resources, tips, tutorials, and strategies that can help you as you work on each deliverable.

If you have questions please contact the business librarian as she can clarify. She is available by phone and e-mail. You can also book a research consultation by clicking the "Book Now" button under her picture. If you schedule a research consultation please review the materials available through the guide prior to the meeting so that time can be optimized.



# Chemistry Subject Guide

Data from Crazy Egg  
(April 5 to April 12, 2017)



## Chemistry

### Home

[Need Help?](#)

[Top Chemistry Databases](#)

[UL News](#)

### Databases

[SciFinder](#)

[Cambridge Structural Database](#)

### Books and Media

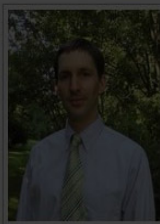
[Reference](#)

[Web Resources](#)

[Patents](#)

[Course Specific Resources](#)

### Subject Librarian



Eric Snajdr

[Email Me](#)

#### Contact:

University Library  
Room UL 3135B  
317-278-2778

#### Subjects:

Chemistry, Forensic Science,  
Psychology

### Need Help?

Use one of the tabs above to find specific information for finding information in the field of Chemistry.

If you need further assistance, the University Library provides assistance in many ways:

- **In-person** at the Information/Service desk
- **By phone** : 317.274.0469 or toll free 1.888.422.0499
- **By e-mail**: [refdesk@iupui.edu](mailto:refdesk@iupui.edu)
- **By online chat**: Ask a Librarian
- **By text**: (66746)

For more information about our Ask a Librarian service see: <http://www.ulib.iupui.edu/research/askalibrarian>.

Also, you can contact the Chemistry Librarian, Eric Snajdr, if you have questions or would like to schedule a research help meeting. Find his contact information on the left side of this page.

### Top Chemistry Databases

• [SciFinder](#)

• [Reaxys](#)

Resource for experimentally validated data for chemical structures, reactions, and chemical substances from CrossFire Beilstein, CrossFire Gmelin, and the Patent Chemistry Database. Coverage: 1771-

• [Web of Science](#)

Interdisciplinary index that provides citations for high impact journals. Useful for forward citation searching.

### UL News

The University Library Center for Digital Scholarship offers services in digitizing, sharing, publishing research including

- Open access publishing fund
- Data management planning & sharing

# Generic Research Guide

Data from Crazy Egg  
(April 5 to April 12, 2017)

## Introduction to Library Research - Overview of the Research Process

An overview of starting the research process.

**Home**

- Welcome!
- The Research Process

**1: Your Question**

**2: Background Information**

**3: Find Materials**

**4: Read & Evaluate**

**5: Organize, Write, & Cite**

**Subject Guides & Subject Librarians**

- Subject Guides:**  
Find more information and resources on specific subjects.
- Subject Librarians:**  
Contact a librarian with expertise in your subject area.

**Contact Us**

**Find Us:**  
<http://iupui.campusguides.com/librarians>

**Call Us:**  
317-274-0469

**Text Us:**  
317-333-7556

**Email Us:**  
[refdesk@iupui.edu](mailto:refdesk@iupui.edu)

**Follow Us:**  
[@iupui\\_ulib](#)

**Like Us:**  
IUPUI Library

**IM Us:**  
[askalibrarian](#)

**Chat with a Librarian**

Type here to chat. Press ENTER to send.

**Welcome!**

This brief guide is an introduction to library research & the research process.

**The Research Process**

Text alternative for web accessibility infographic

**1 Your Question**  
Your Information Need aka Thesis or Topic

**2 Find Background Info**  
Use these sources to brainstorm search terms.  
Wikipedia  
Textbooks  
Books  
Google

**3 Find Materials**  
Are you finding enough sources? If not, you may need to return to #1 and refine your topic.  
IUCAT  
Library Databases  
Google Scholar  
Bibliographies

**4 Read & Evaluate**  
Think!  
Are your sources the best evidence to support your argument?  
If not, return to #3.  
Who  
What  
When  
Why  
How

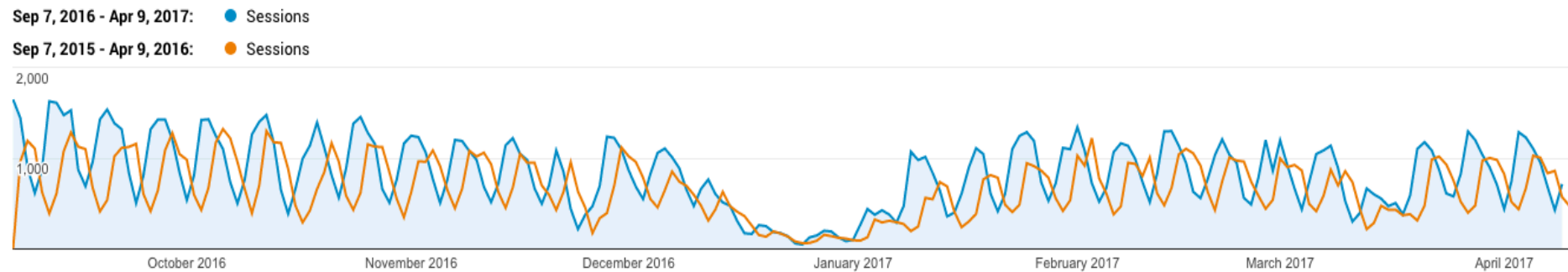
**5 Organize, Write, & Cite**  
Synthesize & take good notes! Don't fall victim to plagiarism when you write.  
Citation Software can help:  
Endnote  
Mendeley  
Zotero

**The Research Process**





# Guide Usage



**More sessions**

178,722 vs 144,705

**More users**

75,979 vs 61,659

**More pageviews**

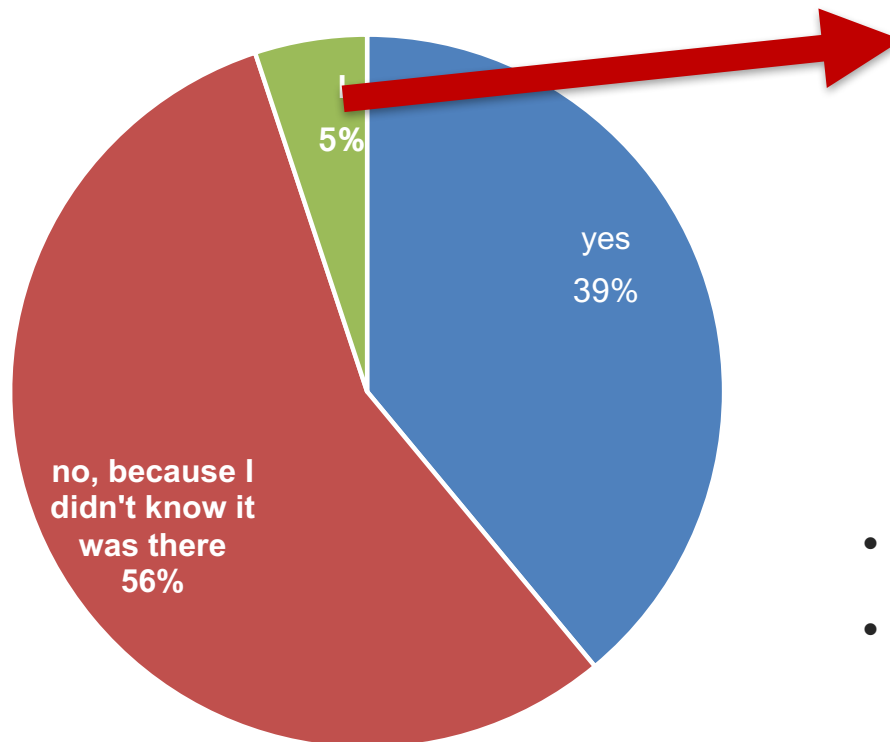
384,423 vs 304,385

Data from Google Analytics from Sept. 7, 2016 to April 9, 2017 and from Sept. 7, 2015 to April 9, 2016



# Survey Responses (N=59)

Q. In Canvas, have you used the Library Research Guide page in the left navigation menu?



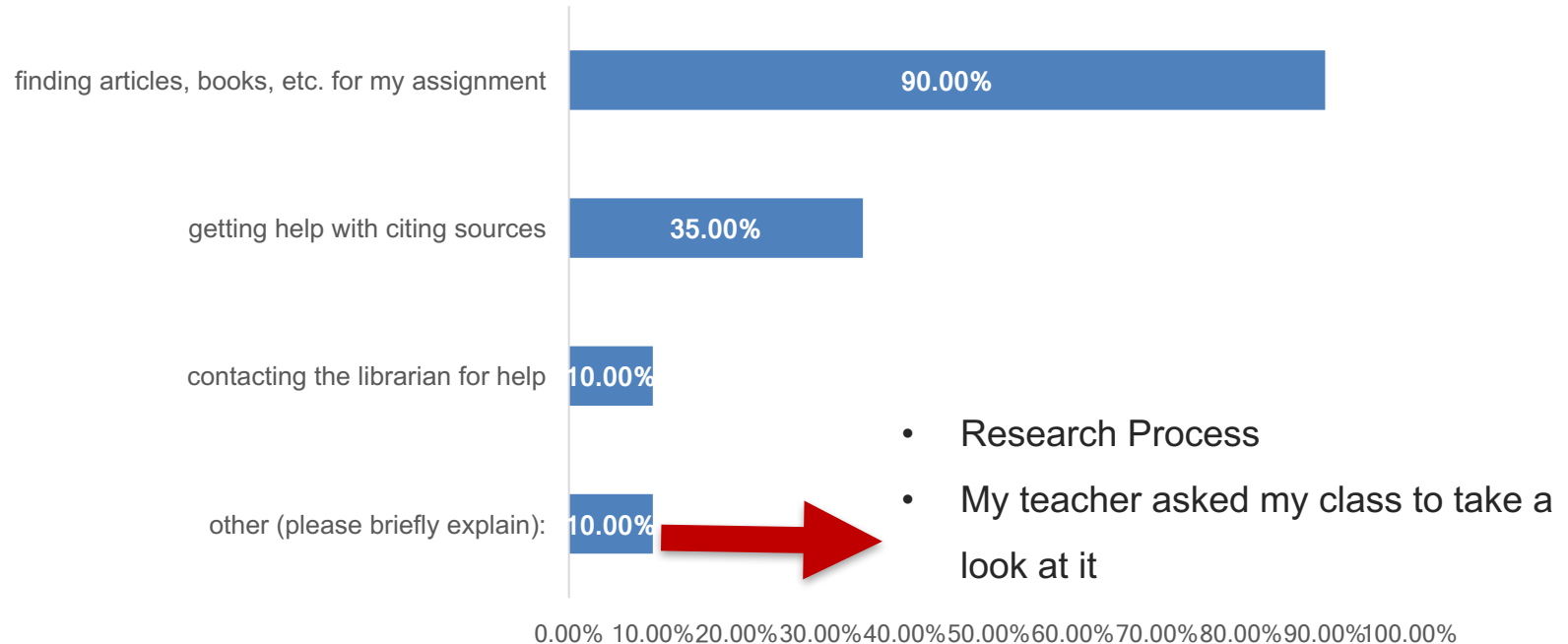
- I learned about it just last semester and have looked at it and loved it for French... I just haven't "used" it yet, but plan to integrate it into courses in a conscious manner in the upcoming Fall semester.
- I use the Library link.
- I am an awesome researcher.

Students Survey in the 2017 Spring Semester (from March 29 to April 10, 2017)



# Survey Responses (N=20)

Q. What did you use the guide for? (Check all that apply)

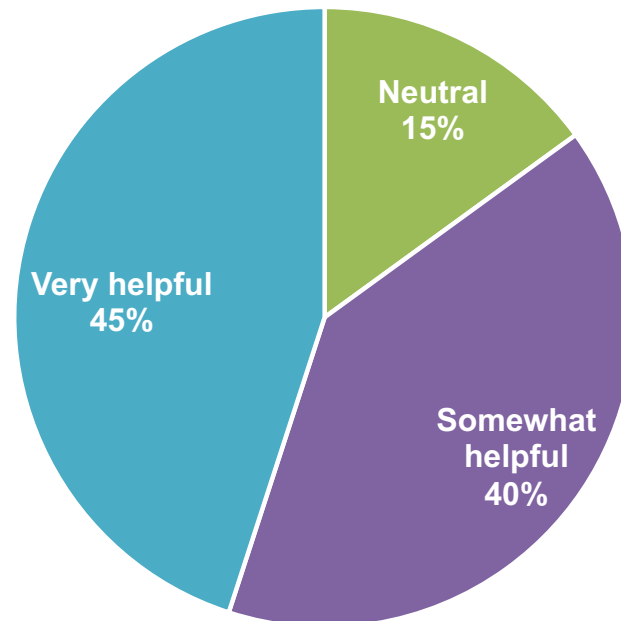


Students Survey in the 2017 Spring Semester (from March 29 to April 10, 2017)



# Survey Responses (N=20)

Q. How helpful did you find the guide?



Students Survey in the 2017 Spring Semester (from March 29 to April 10, 2017)



# Survey Responses (N=9)

## Q. Would you briefly explain why the guide was helpful/not helpful?

- It's thorough and insightful.
- Easy to navigate and locate sources.
- I get access to lots of resources for my papers by using lots of different databases.
- It was somewhat helpful in a few different areas, but it mostly seemed like common sense to me.
- Made finding scientific article easy.
- It helped me find what I was looking for.
- Gave resources to find the articles that I needed for the assignment.
- Librarians are awesome!

Students Survey in the 2017 Spring Semester (from March 29 to April 10, 2017)



# Instructors' Perspectives

-  Account
-  Dashboard
-  Courses
-  Calendar
-  Inbox

Say "well" to meet the new IJ Secure certificate on April 13

IUPUI is pleased to announce the new IJ Secure certificate. On April 13, 2023, we will be updating the certificate to include the new IJ Secure certificate. The new certificate will be available on the IJ Secure website. For more information, please visit <https://www.iupui.edu/ijsecure>.

This is a message for Indiana University

Update to Canvas "All Courses" screen

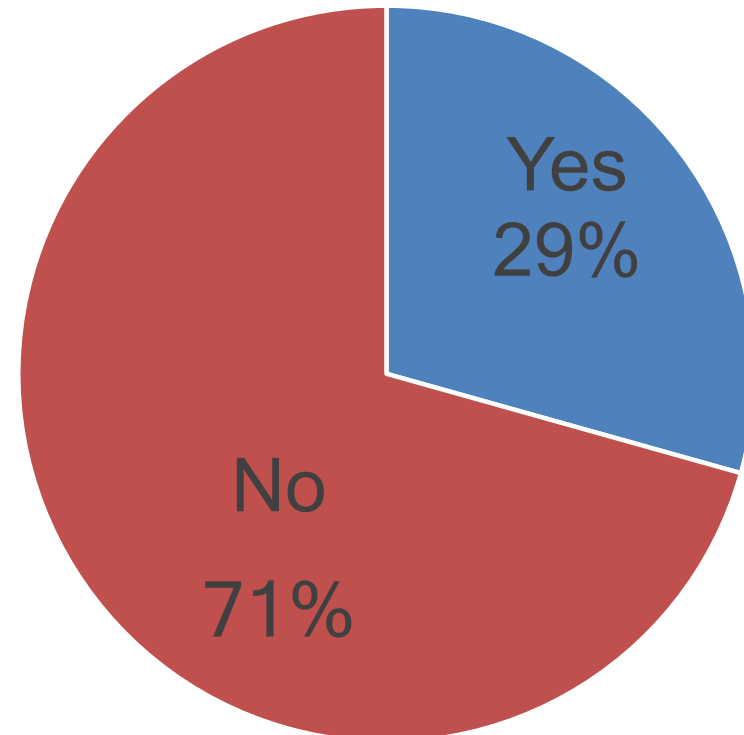
Effective 4/13/23, the Canvas "All Courses" screen will be updated to include the new IJ Secure certificate. This update will affect all instructors who have courses in the system. You will be notified via email when the update is complete. Please check my Canvas course after the update.

This is a message for Indiana University



## Survey Responses (N=310)

Prior to taking this survey, were you aware of the new library resource in the left-hand navigation of Canvas (called “Library Research Guide”)?

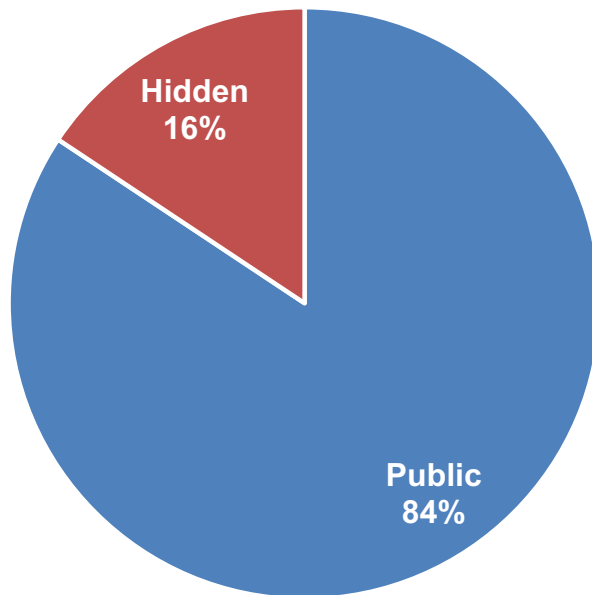


Instructors Survey in the 2016 Fall Semester

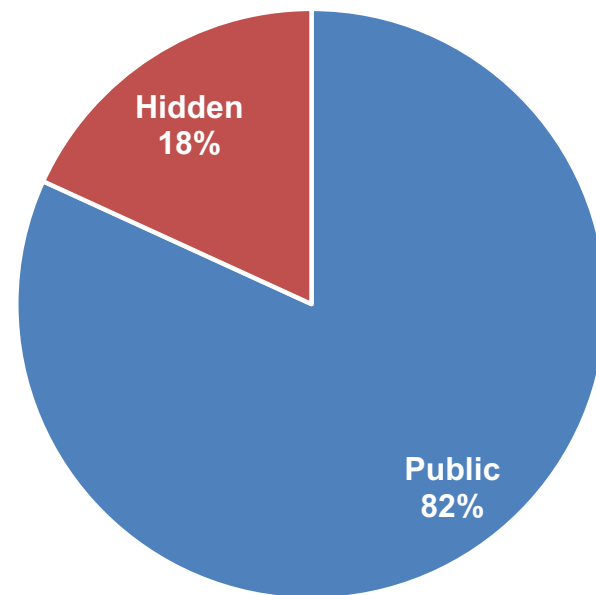


# Hidden Library Research Guide

2016 Fall Semester



2017 Spring Semester

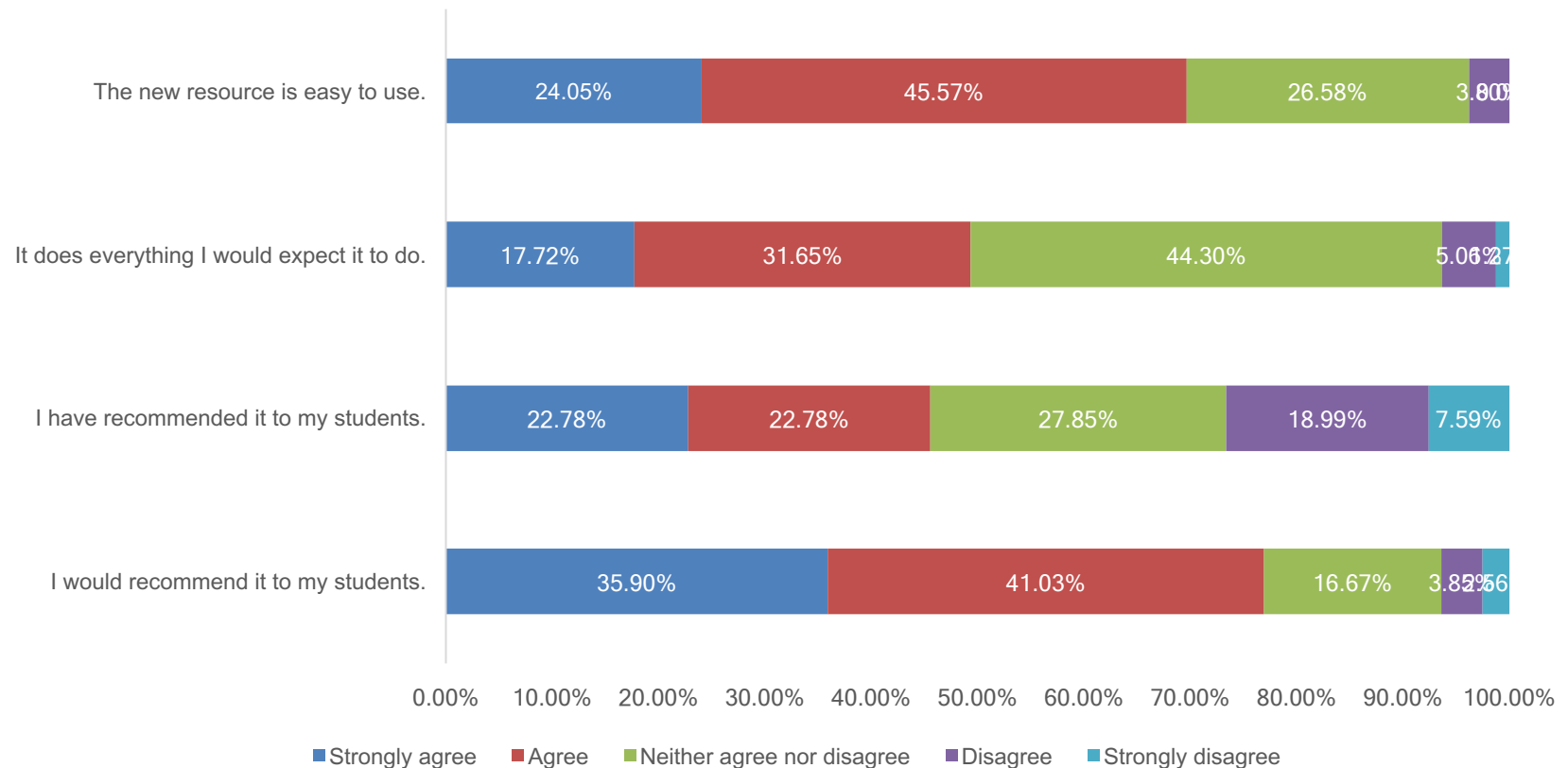


Data from Canvas Administrator





# Survey Responses (N=79)



Instructors Survey in the 2016 Fall Semester




# Librarians' Perspectives

I think that it's a game changing feature, and I've seen a big spike in the number of views that my guides are getting compared to last year. Also, I've felt inspired to create course specific guides for most of the classes I've visited this semester. **The faculty and students express a lot gratitude for the resources being embedded into their course sites. This is the best thing to happen to my instruction this year.**



# Lessons Learned

- More usages  since launch of embedded guides in Canvas but still need to increase awareness of guide availability in Canvas among students and instructors
- Course-specific guides > Subject Guides > Generic Research Guide
  - More positive and direct learning experience from course-specific guides

# Next Steps

- Promote manual and automatic integration to faculty
  - Manual – You can do it yourself! (Or ask your subject librarian)
  - Automatic – Ask your subject librarian!  
<http://iupui.campusguides.com/librarians>
- More consistent user experience in guide design
- Integration of EBSCO Curriculum Builder and Discovery Layer



Bloomington Libraries

# Case Study

# Students' Perspectives



FA16-BL-SOAD-A100-32335 > FA16: INTRO TO ART,DESIGN,MERCHDNGSNG: 32335

FALL 2016

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SIS Faculty Center

Kaltura: Media Gallery

Kaltura: My Media

IU Photo Roster

Course Questionnaire

### SOAD-Creative Core Research Guide

School of Art & Design (SOAD) research guide

**Home**

- Develop a Research Question
- Searching (places + how to)
- Find Images
- Evaluate what you find
- Cite what you find

**In This Guide**

#### IFS: Research Resources

Photograph of the Ponte St. Angelo (St. Angelo Bridge) in Rome, Italy. Photograph by T. Kelly Wilson. CC-BY-SA 4.0.

**Fine Arts Librarian**

**Jasmine Burns**

Email Me

Contact:  
SIS Faculty Center  
Fine Arts Museum 251  
(812) 855-9792

Ask a Librarian (Chat)

Ask A Librarian

INDIANA UNIVERSITY BLOOMINGTON

IU Libraries Library Research Guides Home

Research assistance and resources compiled by your librarians.

ALL GUIDES BY GROUP BY SUBJECT BY TYPE BY OWNER

Search Enter Search Words Search

Showing 4 Guide Types Display: Alphabetically

- Course Guide 123
- Topical & General Purpose 23
- Research Guide 47
- Instructor Guides 7

**Your Friendly Librarians**

Lisa Vollenberg

Courtney McDonald

Bob Hoel

Nicholas Wyatt

More

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**Libraries** / RESEARCH CAMPUS LIBRARIES SERVICES NEWS & EVENTS HELP **IUCAT**

What would you like to find at the library today?

Articles, Books, Research Help Search...

Course-Specific Research Guides  
Expert Advice: Appointments or Drop-In  
Find Online Full-Text Journals  
Library Help in the UITS Knowledge Base  
One.IU: Library Tasks  
Tips for Off-Campus Access  
Workshops

ASK US





### C204: Business Communication (Fall 2016)

Search this Guide Search

Instructors: Barwick, Cannon, Cattani, Godin, Hanson, McGlothlin, McVellien, Morrone, Ryan, Sklar, Steiner-Williams, Watson, Yaggi.

# C204

- How To: Market Research
- How to: Country Research
- How To: EY Business Case Research
  - Company Resources
  - Industry Resources
  - Marketing and Demographic Resources
  - Financial Costs

**Research Consultations**

Need targeted research assistance for the EY Project?

[Schedule a research consultation](#)

**Need Help?**

Chat with experts who can answer your library and research questions.

**Ask Business/SPEA IC**

Type here to chat. Press ENTER to send.

#### IDEA Research Framework

Research for business case assignments is multi-faceted and complex. Use the IDEA Research Framework to guide your process for the EY project. This framework is outlined in the C204 library videos available in Canvas.



#### Business Information Sources

Different questions require different information. Answers to question about market trends, for example, will be found in a different place than answers to questions about advertising budgets. The tabs under "How To: EY Business Case Research" (in the left-hand navigation above) have groups of resources that can help answer different kinds of questions. Below, you can find some examples of the kinds of questions you might need to ask, along with links to the appropriate group of resources on the right.

For Questions Like	Click Here
<ul style="list-style-type: none"> <li>What's Mondelez's advertising budget?</li> <li>How are Enjoy Life Foods' competitors using social media?</li> </ul>	<p><b>Marketing &amp; Advertising</b></p>
<ul style="list-style-type: none"> <li>Who buys snack foods?</li> <li>How many people have food allergies?</li> </ul>	<p><b>Demographics</b></p>
<ul style="list-style-type: none"> <li>What products does Enjoy Life Foods make?</li> <li>Who are Enjoy Life Foods' competitors?</li> </ul>	<p><b>Company Research</b></p>
<ul style="list-style-type: none"> <li>Is nut butter production going up or down?</li> <li>What are challenges in making allergen-free foods?</li> </ul>	<p><b>Industry Research</b></p>
<ul style="list-style-type: none"> <li>How much does it cost to advertise at a health foods expo?</li> </ul>	<p><b>Finances</b></p>





# C204

INDIANA UNIVERSITY BLOOMINGTON

U Libraries Library Research Guides C204: Business Communication (Fall 2016) How To: EY Business Case Research

## C204: Business Communication (Fall 2016)

Instructors: Barwick, Cannon, Cattani, Goddin, Hanson, McGlothlin, McNeilen, Morrone, Ryan, Sklar, Steiner-Williams, Watson, Yaggi.

**How To: Market Research**

**How To: Country Research**

**How To: EY Business Case Research**

Company Research

Industry Research

Marketing and Promotional Resources

Financials

**IDEA Research Framework**

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Last Updated: Sep 2, 2016 8:26 AM URL: http://guides.libraries.indiana.edu/C204 Print Page Login to LibApps









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# Research Help in Canvas (default guide)


 Account  
 Dashboard  
 Courses  
 Calendar  
 Inbox  
 Commons  
 Help

☰ FA16-BL-HIST-A200-30591

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FALL 2016

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- Modules
- Conferences
- Collaborations
- Chat
- Attendance
- IU Libraries
- Research Help
- SIS Faculty Center
- Kaltura: Media Gallery

## FA16: What's the Matter with American Politics?

Edit ⚙️

History A200 (30591)

Tue/Thu 11:15am – 12:30pm, Ballantine 330

[click here to download the syllabus](#)

<b>Dr. Rachel Guberman</b>	Email: <a href="mailto:rguber@oah.org">rguber@oah.org</a>
Office Hours: Tue 1-2:30pm	Office: <i>Journal of American History</i>
& by appointment	1215 Atwater Ave

**Course Description:**

The 2016 presidential election has prominently featured two "outsider" candidates, Donald Trump and Bernie Sanders, offering populist critiques of American politics as usual. Although they come from opposite parts of the political spectrum, together they testify to a broad-based frustration with the status quo, as does the refusal of a growing number of Americans to register with either the Democratic or Republican Parties or, even, to vote at all. How did we get to this point? We'll find out by examining the transformation of American politics from the 1970s until today. Over the course of the semester we will enquire: How have major demographic, social, and economic changes including deindustrialization and globalization, the rise of the Sunbelt and the collapse of the Rust Belt, and the "rights revolution" shaped American politics since the 1970s? Has the U.S. been polarized between right and left since the Culture Wars of the 1980s and 90s, or are we a nation of "swing voters"? How should we think about policy issues like education and welfare reform, immigration, healthcare, the war on drugs, and mass incarceration? Are "liberal" and "conservative" still useful categories for explaining contemporary politics? Working with a variety of sources including policy documents, political ephemera, cartoons, TV and film, music, and journalism, we will answer these questions and more.

**Week 1**

8/23	Question Formulation Technique
8/25	Intro



# Research Help (default guide)

Ψ
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[IU Libraries](#) / [Library Research Guides](#) / [Expert Research Help from IU Libraries](#) / [Start Your Research](#)

## Expert Research Help from IU Libraries

[Home](#)  
[Start Your Research](#)  
[Kinds of Sources](#)  
[Search Tips](#)  
[Finding the Full Text](#)  
[Citing Sources](#)

### How Do I Start My Research?


**Just starting out on a research assignment, and not sure where to go first? Here's what we suggest:**

OneSearch@IU

**What does this search?**

- IUCAT (the library's catalog)
- almost all of the library's databases

This is a great resource to use if you are just starting out. Use OneSearch to get a general idea of the different sources and materials that exist on your topic. [Click here](#) for tips on how to search for books and articles in OneSearch.



Click the icon above to try out OneSearch!

**Last Updated:** Oct 11, 2016 10:33 AM | **URL:** <http://guides.libraries.indiana.edu/expert-research-help> | [Print Page](#) | [Login to LibApps](#)

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# Research Help – heat map usage

The screenshot shows the IU Libraries website with a dark theme. The page title is "Copy of Expert Research Help from IU Libraries". The navigation menu includes "Home", "Start Your Research", "Kinds of Sources", "Search Tips", "Finding the Full Text", and "Citing Sources". The main content area is titled "How Do I Start My Research?" and contains the following text:

Just starting out on a research assignment, and not sure where to go first? Here's what we suggest:

**OneSearch@IU**

What does this search?

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Below the text is an image of a computer monitor displaying the OneSearch@IU logo and a bar chart. Below the image is the text "Click the icon above to try out OneSearch!".

At the bottom of the page, there is a footer with the text "FULFILLING the PROMISE" and "INDIANA UNIVERSITY". The copyright notice reads "Copyright © 2016 The Trustees of Indiana University | Privacy Notice".





## C104: Business Presentations (Spring 2017)

Instructors: Agger, Butters, Deeds, Fletcher, Haywood, Kerle, Kolovou, Kutza, Land, Landis, Loucks, Lovelace, Metz, Perry, Rahko, Renn, Walton, Wisher

Informative Team Presentation

Macy's Case Competition

### Research Consultations

Need targeted research assistance for the Macy's Case?

[Schedule a research consultation](#)

### Need Help?

Chat with experts who can answer your library and research questions.

**Ask Business/SPEA IC**

Type here to chat. Press ENTER to

## This video outlines the research process for the Macy's case:

To request edited captions for the deaf/HOH, see <https://kb.iu.edu/d/adad>



### Market & Marketing Research Resources

Below is a list of recommended [market research resources](#) to get you started doing research for the Macy's case. You may need further assistance in investigating brands or locating credible evidence to support your recommendations at later stages. Use the chat widgets in this guide for questions or





# C104: Business Presentations (Spring 2017)

Search this Guide Search

Instructors: Agger, Butters, Deeds, Fletcher, Haywood, Kerle, Kolovou, Kutza, Landis, Landis, Loucks, Lovelace, Metz, Perry, Rahko, Renn, Walton, Wisner

Informative Team Presentation

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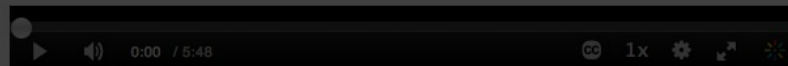
Chat is offline.

Business/SPEA IC



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## Market & Marketing Research Resources













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- [Advertising Age](#)  
Major advertising periodical. The Libraries have a subscription that can be accessed through the ABI/Inform database.
- [Adweek](#)  
Major advertising periodical. The Libraries have a subscription that can be accessed through the ABI/Inform database.
- [IBISWorld](#)    
Comprehensive industry reports to help identify a private brand outside of clothing.
- [Ecommerce: Internet Statistics](#)  
Portal to sources of ecommerce, internet, social media, and digital marketing data and statistics.
- [Internet Retailer](#)  
Covers the market trends, technology, competitive practices and people that are shaping the e-commerce industry.
- [Intel Reports](#)    
Reports that include consumer preferences and marketing strategies for clothing.
- [Passport GMID \(Global Market Information Database\)](#)    
Provides clothing category and brand-level sales.
- [racked.com](#)  
Fashion-oriented site with news on trends and styles.
- [Red Books](#)    
Advertising expenditures and marketing strategies by company.
- [Vogue Archive](#)    
Major apparel magazine.
- [Women's Wear Daily Archive](#)    
Major apparel trade publication.



## Market & Marketing Research Resources

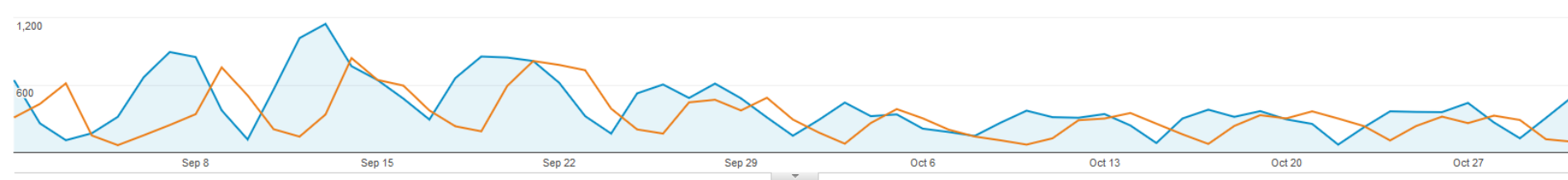
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Major advertising periodical. The Libraries have a subscription that can be accessed through the ABI/Inform database.
- [IBISWorld](#)    
Comprehensive industry reports to help identify a private brand outside of clothing.
- [Ecommerce & Internet Statistics](#)  
Portal to sources of ecommerce, internet, social media, and digital marketing data and statistics.
- [Internet Retailer](#)  
Covers the market trends, technology, competitive practices and people that are shaping the e-commerce industry.
- [Mind Garden](#)    
Reports that include consumer preferences and marketing strategies for clothing.
- [Passport Global \(Global Market Information Database\)](#)    
Provides clothing category and brand-level sales.
- [racknet.com](#)  
Fashion-oriented site with news on trends and styles.
- [Red Books](#)    
Advertising expenditures and marketing strategies by company.
- [Vogue Archive](#)    
Major apparel magazine.
- [Women's Wear Daily Archive](#)    
Major apparel trade publication.





# Guide Usage



## More sessions

25,563 vs 19,705

## More users

12,045 vs 8,014

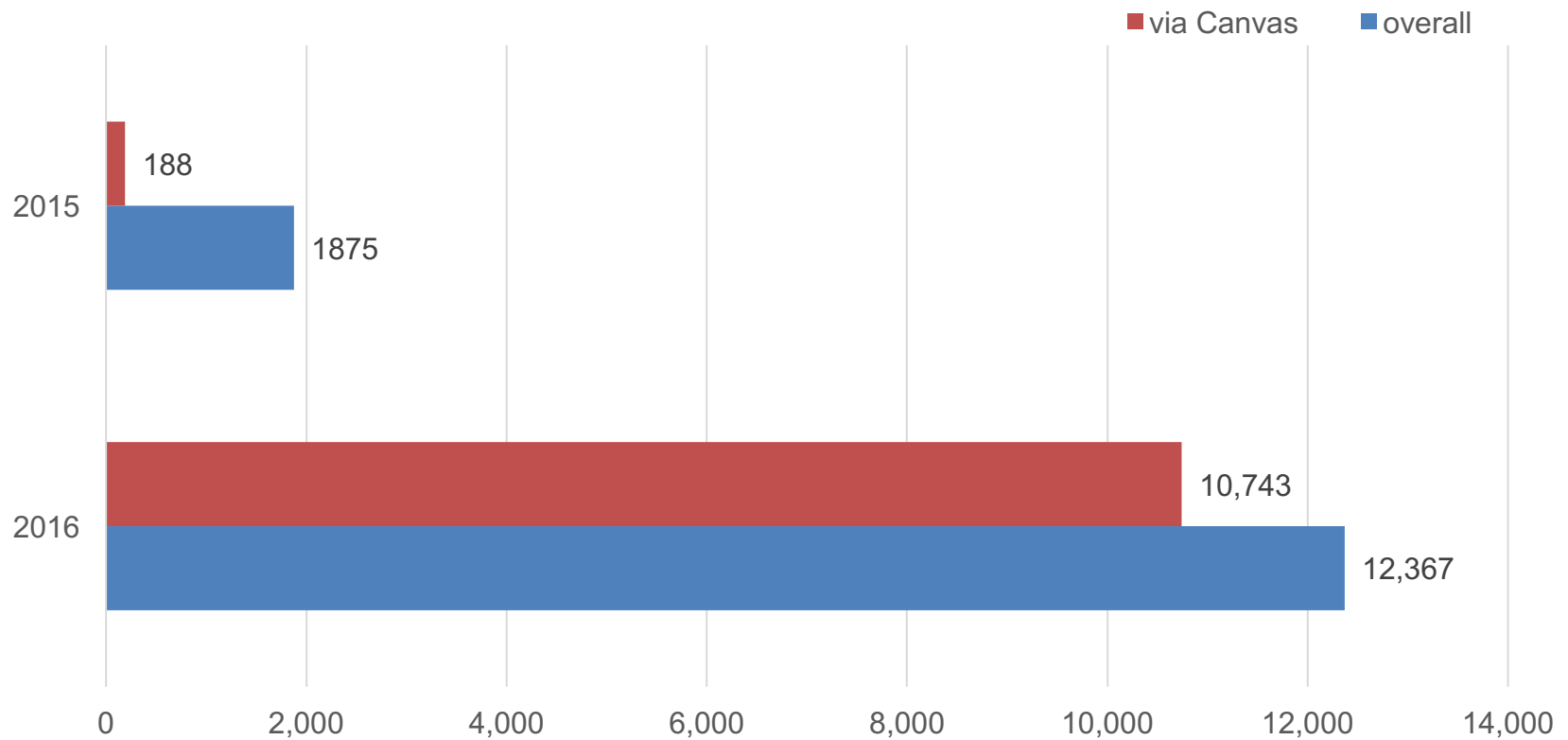
## More page views

80,934 vs 62,321

Data from Google Analytics: [Sept. 1 – Oct. 31 2016](#) and [Sept. 1 – Oct. 31, 2015](#)



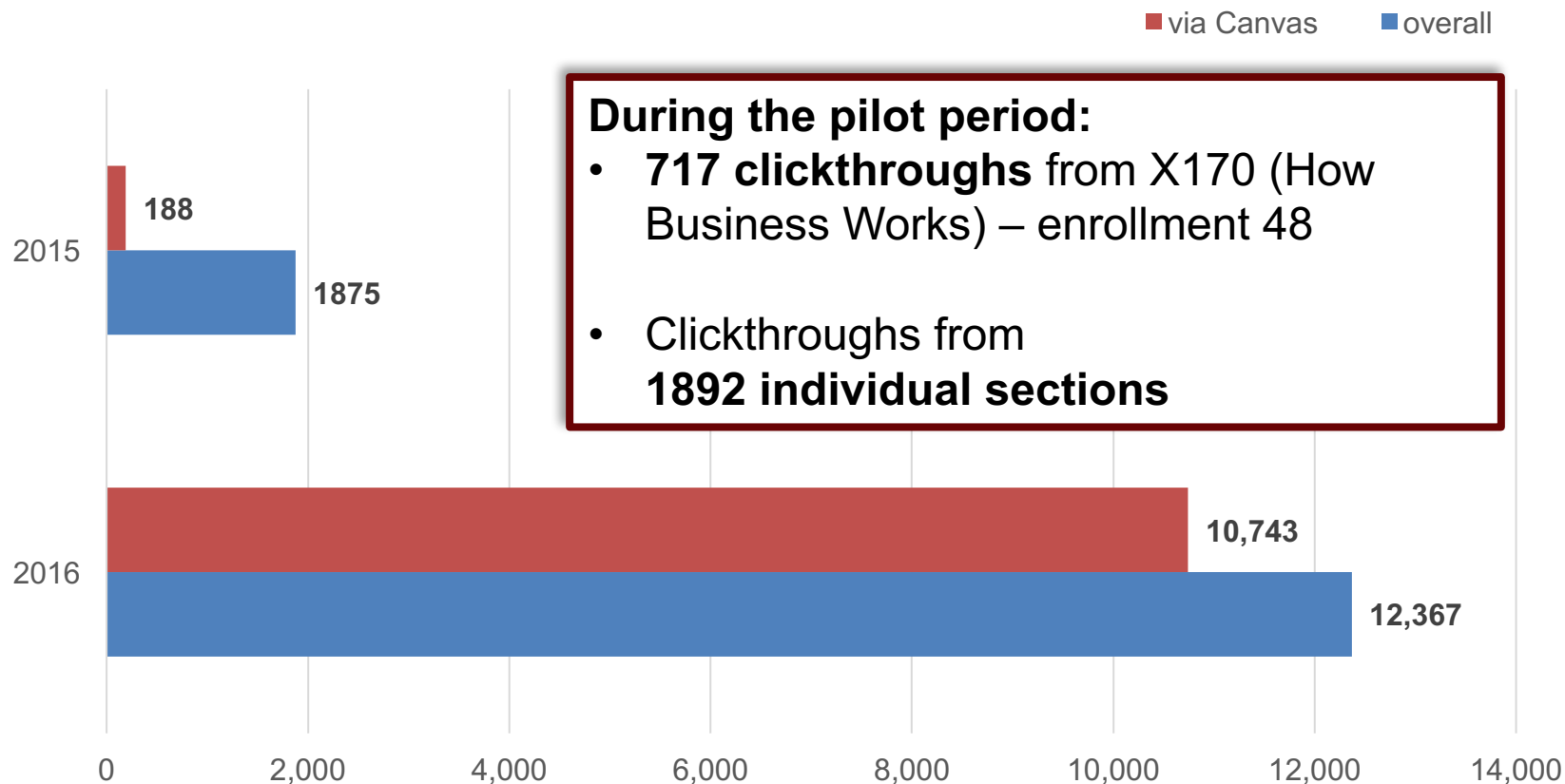
# Referrals to LibGuides



Data from Google Analytics: Aug 15 – Nov 6, 2015 and 2016



# Referrals to LibGuides

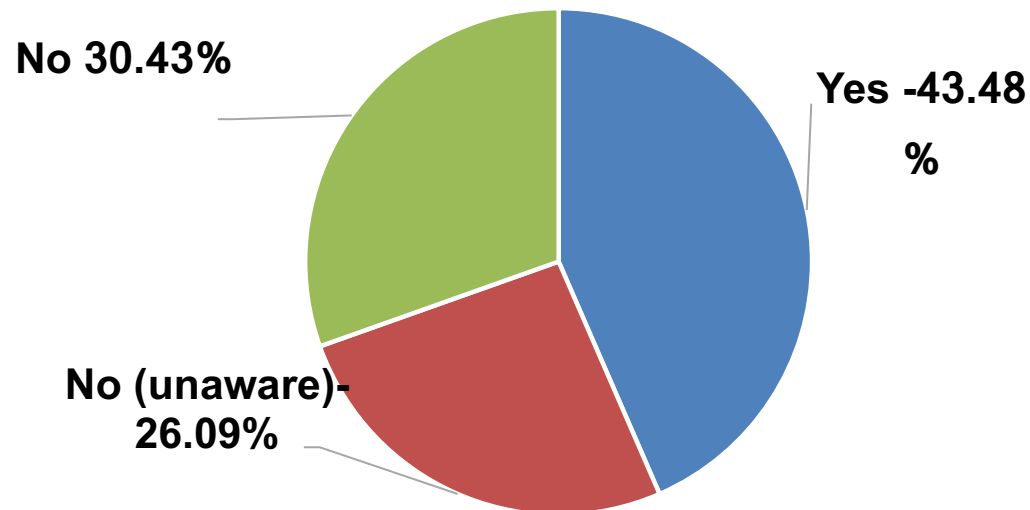


Data from Google Analytics: Aug 15 – Nov 6, 2015 and 2016



# Survey Responses (N=9)

**In Canvas, have you used the Library Research Guide page in the left navigation menu?**

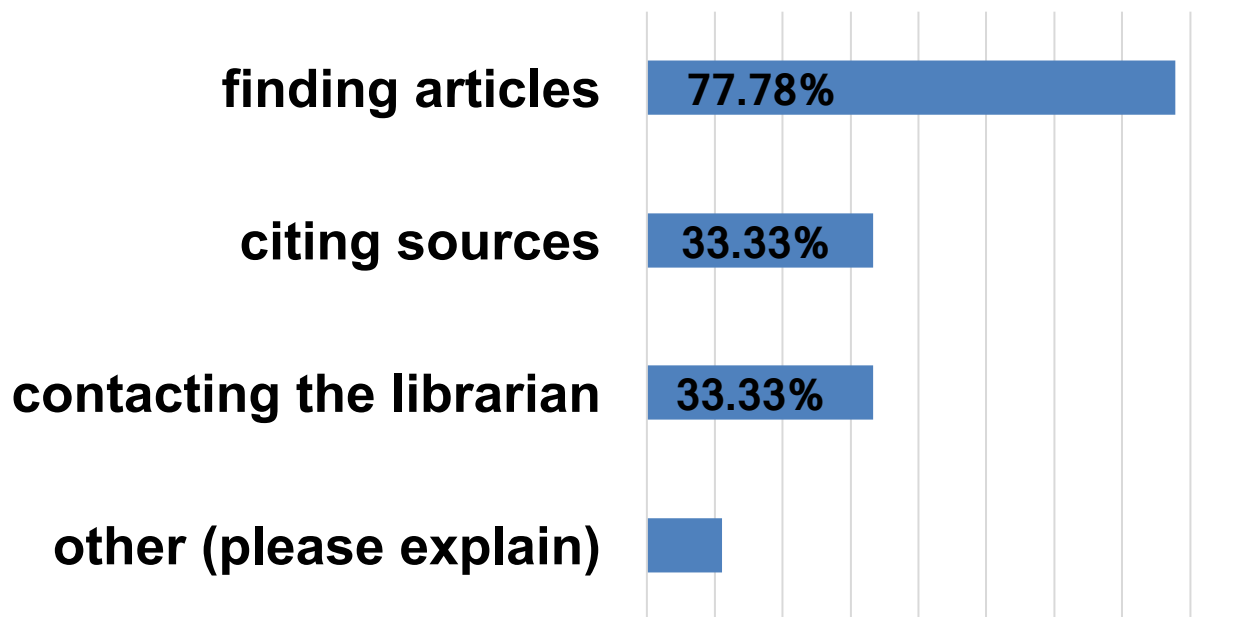


Spring 2017 Semester - March 29 to April 10, 2017



# Survey Responses (N=9)

## What did you use the guide for?

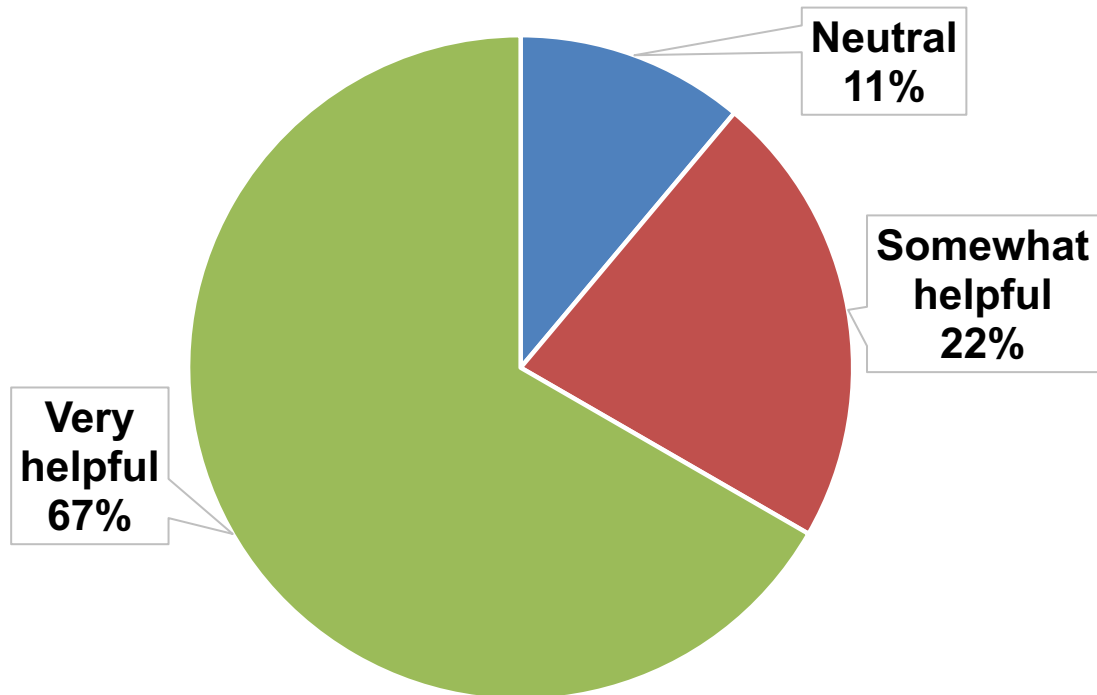


Spring 2017 Semester - March 29 to April 10, 2017



# Survey Responses (N=9)

How helpful did you find the guide?



Spring 2017 Semester - March 29 to April 10, 2017



# Survey Responses (N=9)

## Why was the guide helpful (or not helpful)?

- It helped me weed out unreliable sources.
- Because instructions were simple and easy to follow.
- It helped refresh what I had previously learned regarding citing sources.
- It helped give me IU links to scholarly articles and books as sources.
- The guide took me directly to a site that would help me find sources for a research paper.
- Great design!

# Feedback from faculty

“I am always interested in giving students access to something that focuses the seemingly infinite world of information to sites, databases, and search engines that more closely fit their needs...it helps me to know that, if I assign a task, subject, or problem, **they have more reliable paths to success when completing, exploring, or solving those assignments.**”

*--faculty*





# Next Steps

- Continue to promote current guides to students
- Promote ability to integrate customized guides
- Solicit input from faculty about integrating other learning modules within LibGuides/Canvas
- Adopt a unified approach to meeting information / access needs



# Thank you!

## **Bloomington:**

Meg Meiman, [mmeiman@indiana.edu](mailto:mmeiman@indiana.edu)

Courtney McDonald, [crgreene@indiana.edu](mailto:crgreene@indiana.edu)

<http://guides.libraries.indiana.edu>

## **Indianapolis:**

Sara Lowe, [mloewe@iupui.edu](mailto:mloewe@iupui.edu)

Yoo Young Lee, [yooylee@iupui.edu](mailto:yooylee@iupui.edu)

<http://iupui-campusguides.com/>



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