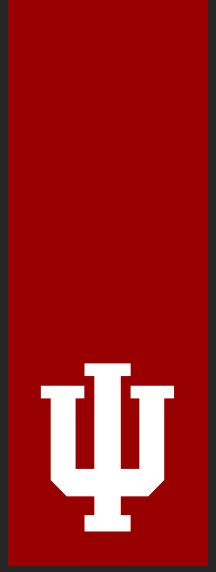


Meg Meiman, Courtney McDonald, Sara Lowe, and Yoo Young Lee

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

INDIANA UNIVERSITY LIBRARIES – BLOOMINGTON and IUPUI

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

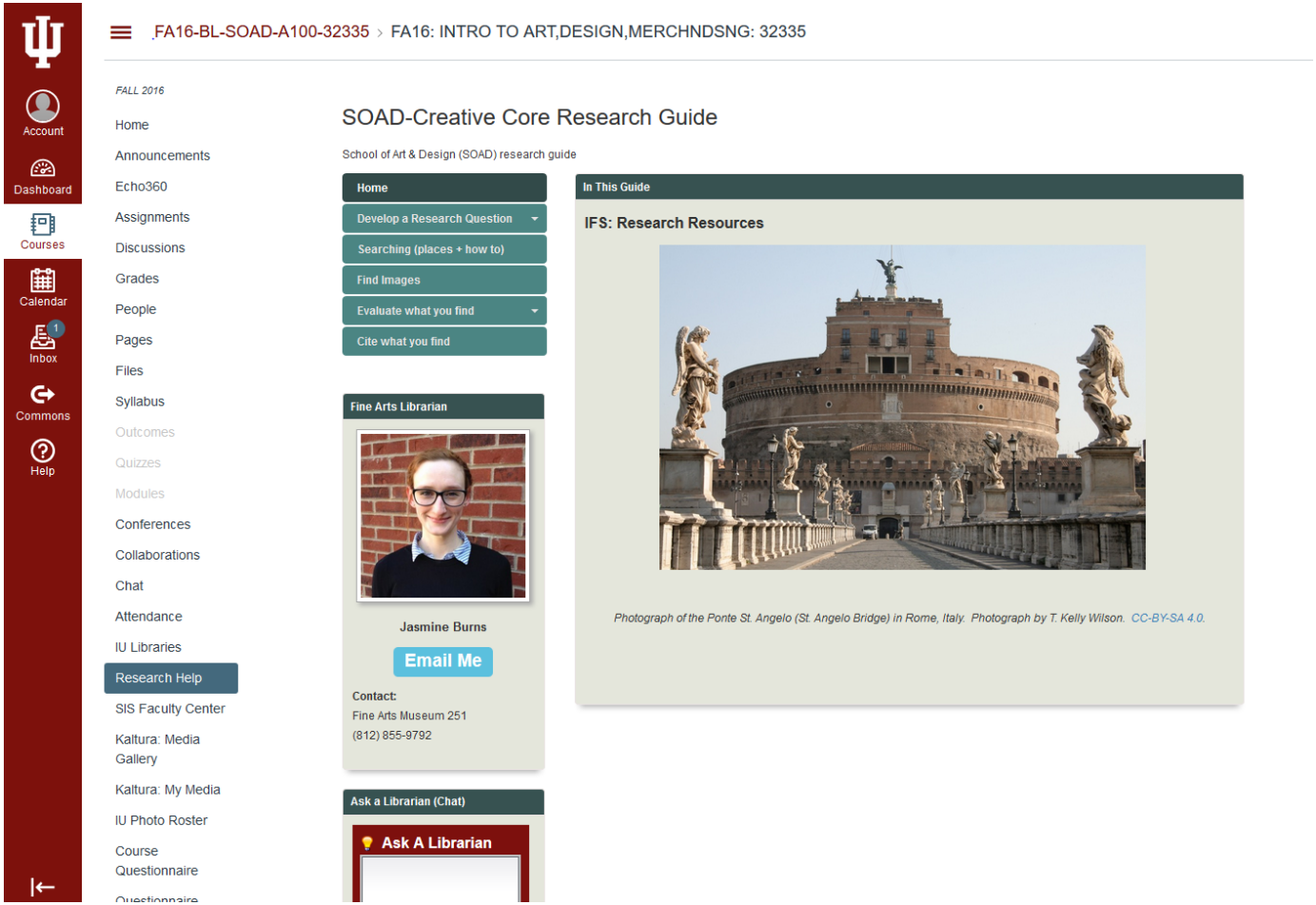
Library Research Guides: LibGuides

- 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

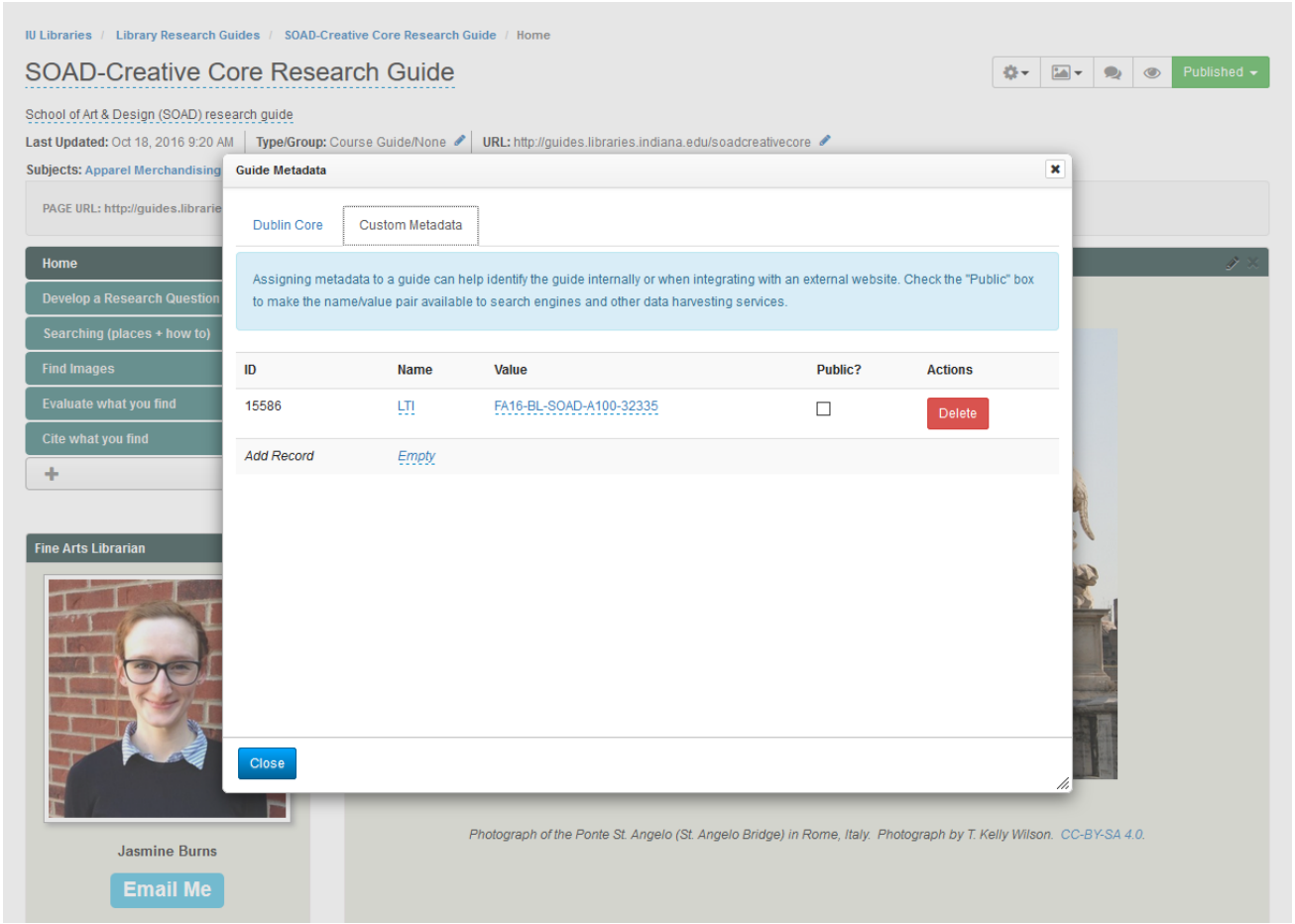
LibGuides LTI Integration

- 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

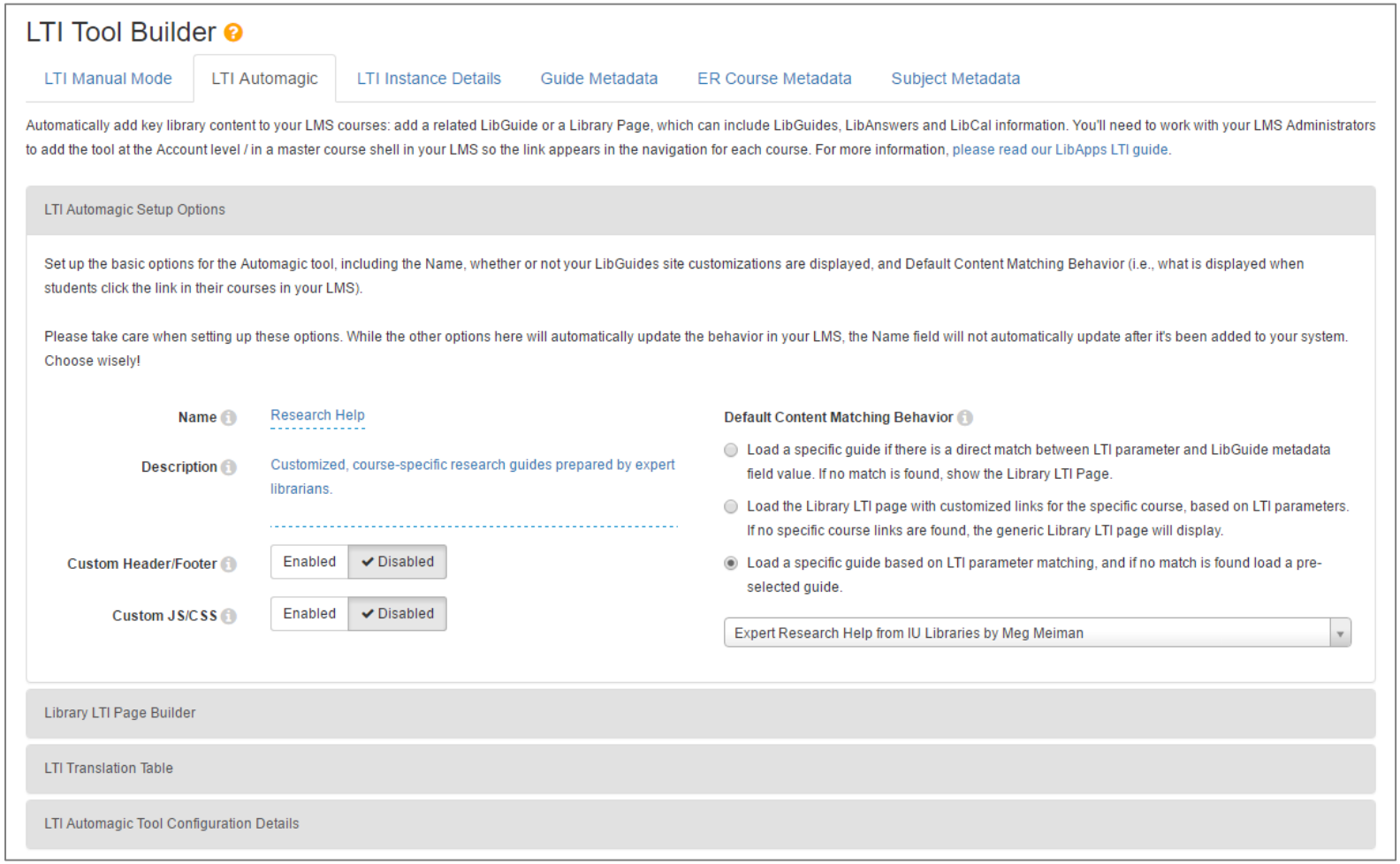
LibGuides LTI Integration



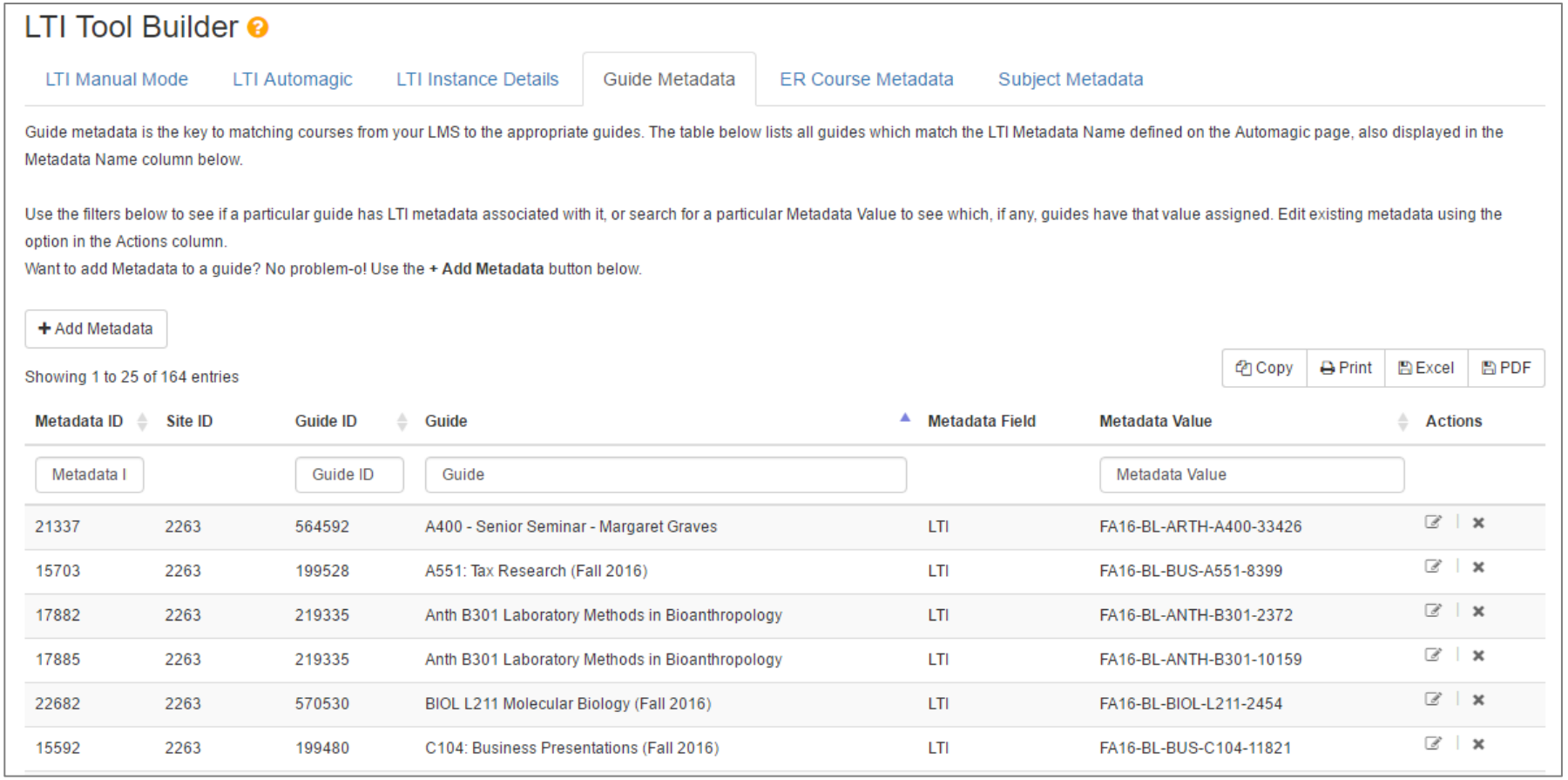
LibGuides LTI Integration



LibGuides LTI Integration



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	Site ID	Guide ID	Guide	Metadata Field	Metadata Value	Actions
Metadata I		Guide ID	Guide		Metadata Value	
21337	2263	564592	A400 - Senior Seminar - Margaret Graves	LTI	FA16-BL-ARTH-A400-33426	
15703	2263	199528	A551: Tax Research (Fall 2016)	LTI	FA16-BL-BUS-A551-8399	
17882	2263	219335	Anth B301 Laboratory Methods in Bioanthropology	LTI	FA16-BL-ANTH-B301-2372	
17885	2263	219335	Anth B301 Laboratory Methods in Bioanthropology	LTI	FA16-BL-ANTH-B301-10159	
22682	2263	570530	BIOL L211 Molecular Biology (Fall 2016)	LTI	FA16-BL-BIOL-L211-2454	
15592	2263	199480	C104: Business Presentations (Fall 2016)	LTI	FA16-BL-BUS-C104-11821	

IUPUI

Case Study

Students' Perspectives

Data from: 2014 Library Website Survey

First Visit to Library Website & Resources

Professors

canvas

OnCourse Learning

Learning Management Systems:
OnCourse or Canvas

Data from: 2014 Library Website Survey

INDIANA UNIVERSITY–PURDUE UNIVERSITY INDIANAPOLIS

University Library

Resources Guides Services Technologies About Us Need Help?

Course Guides

How-To Guides

Subject Librarians

What Are You Looking For?

INDIANA UNIVERSITY–PURDUE UNIVERSITY INDIANAPOLIS

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

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

SPRING 2016

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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

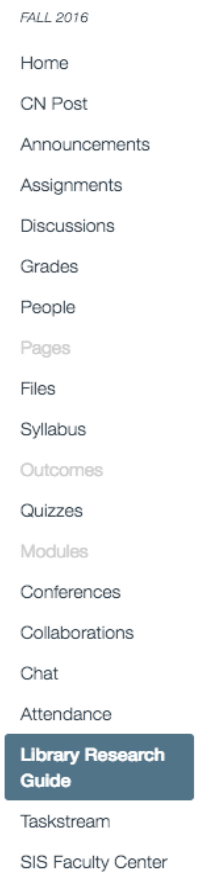
This guide is designed for students who take the SHRS W362 (Legal and Regulatory Aspects in Rehabilitation Organizations) class offered by professor Kathy Weaver for the Journal Report Assignments and Health Law Paper.

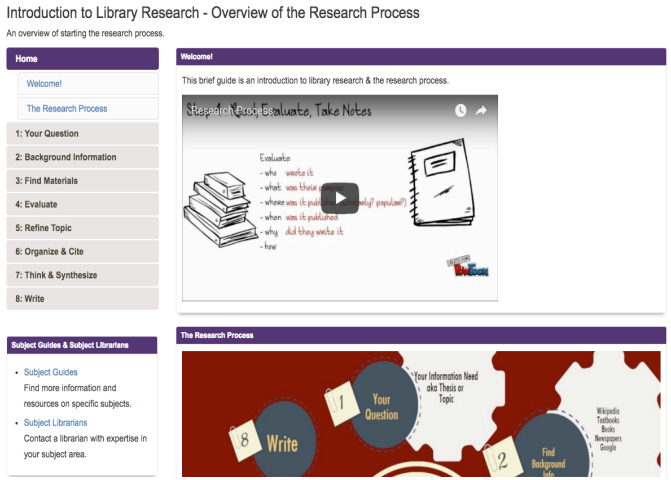
- Find Articles: List of databases, journals, magazine, and newspapers related to Health Care Law where articles can be found
- Find Laws/ Regulations: Includes useful resources in order to find federal and state health care laws and regulations

Where to get resources for the Health Law Paper

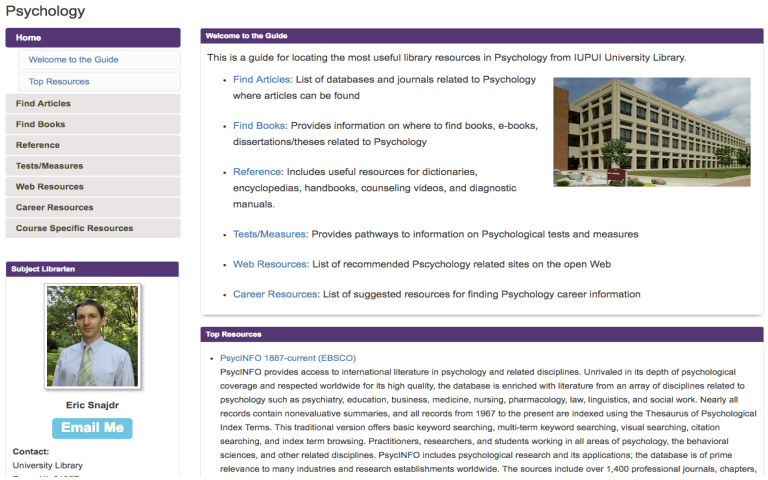
- [Health Law Paper] Where to get resources

Three different set-ups

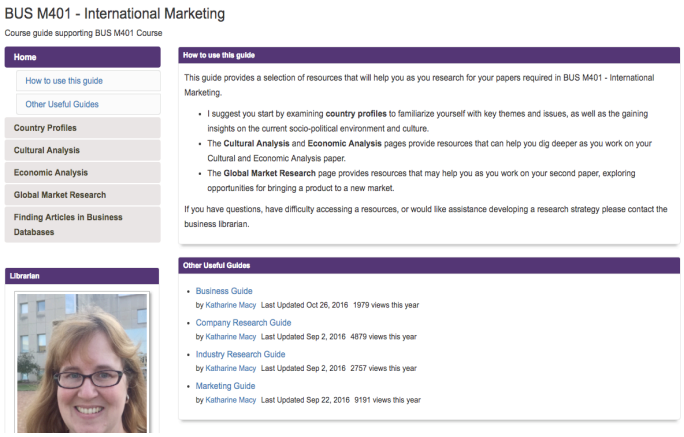




Generic Research Guide



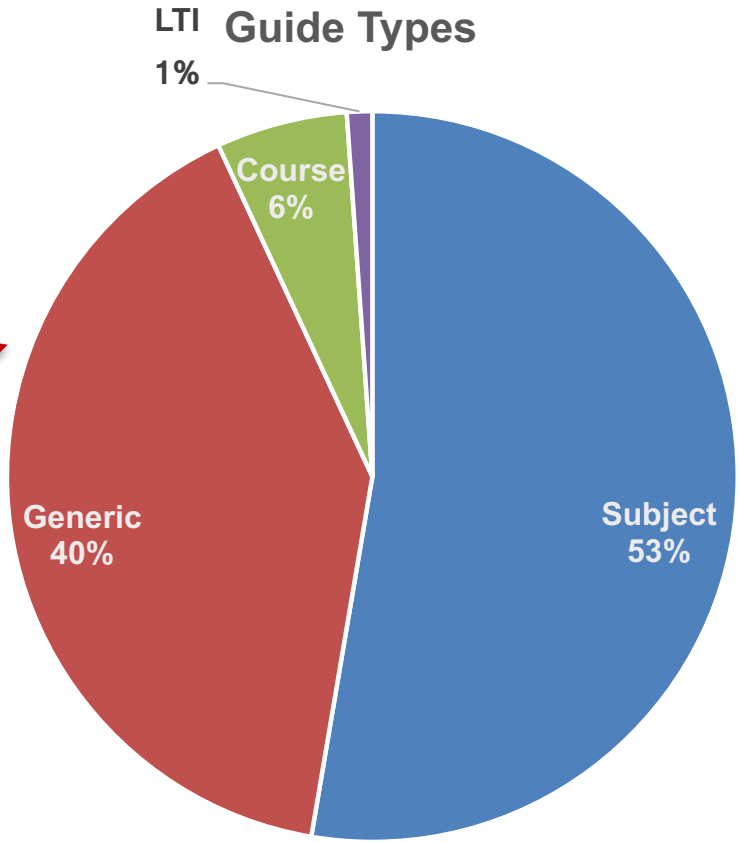
Subject Guide



Course Guide

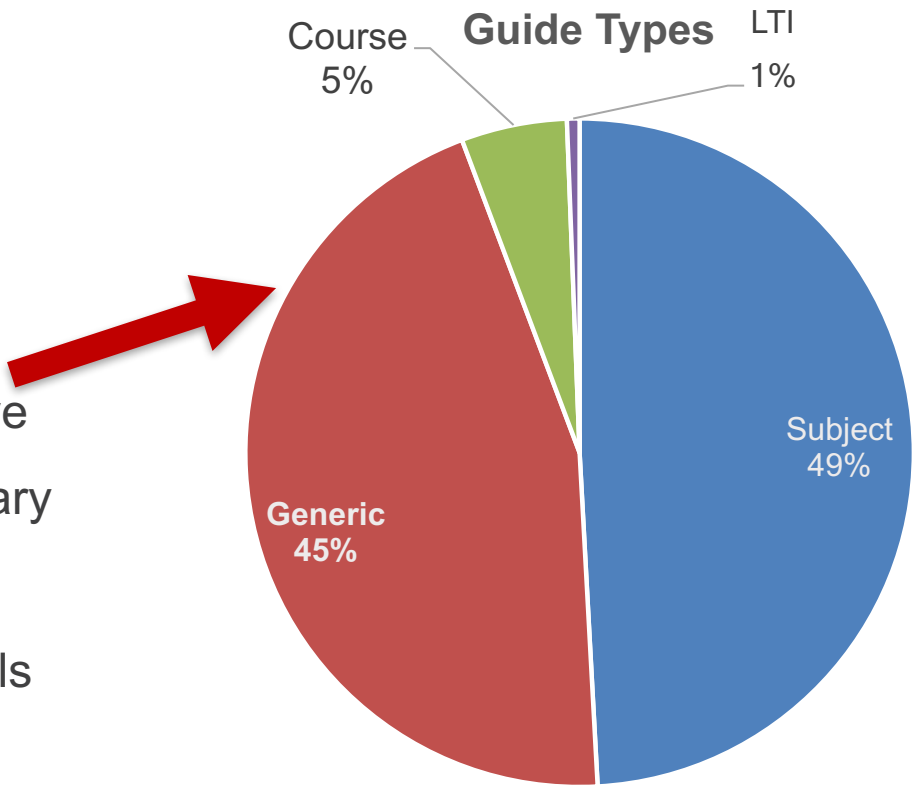
Overview: 2016 Fall Semester

- **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)

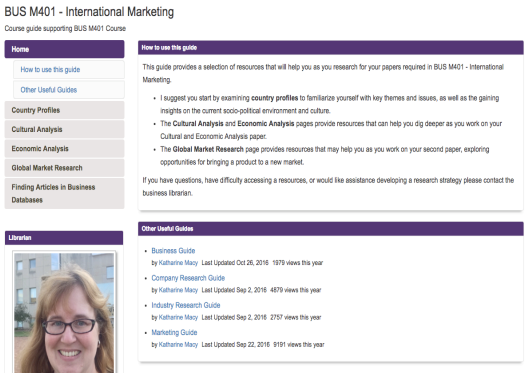


Overview: 2017 Spring Semester

- **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)



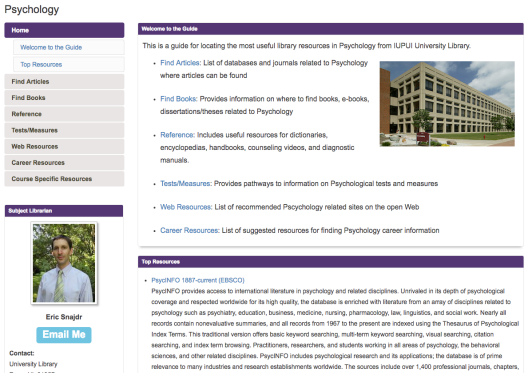
Students' Patterns: 2016 Fall Semester



Course Guide

29

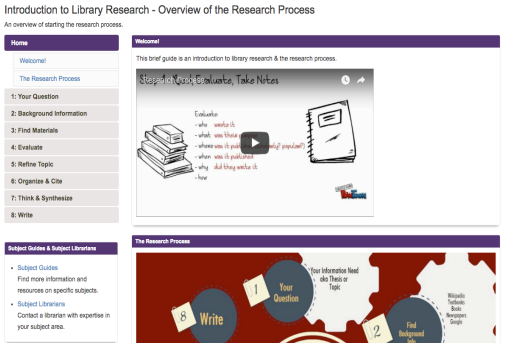
- Customized guide for course and assignments



Subject Guide

7

- Overview of specific subject like nursing, chemistry…



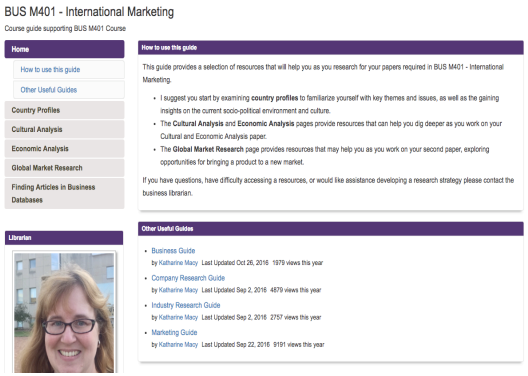
Generic Research Guide

5

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

Data from LTI Instance Details for the 2016 Fall Semester

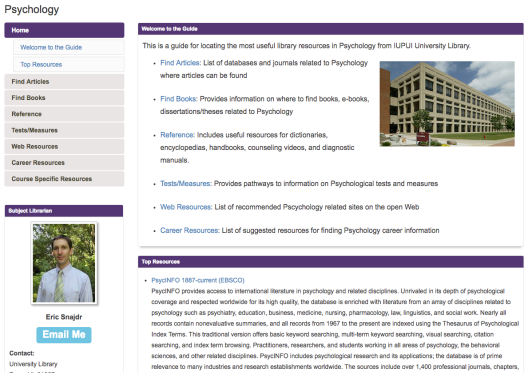
Students' Patterns: 2017 Spring Semester



Course Guide

38

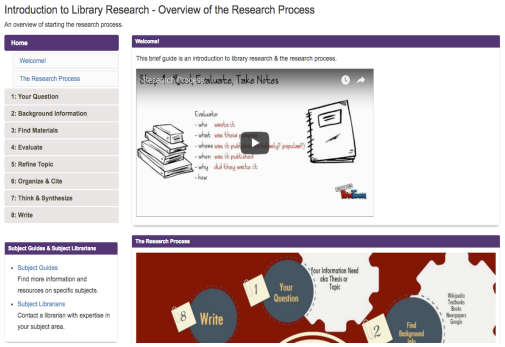
- Customized guide for course and assignments



Subject Guide

6

- Overview of specific subject like nursing, chemistry…



Generic Research Guide

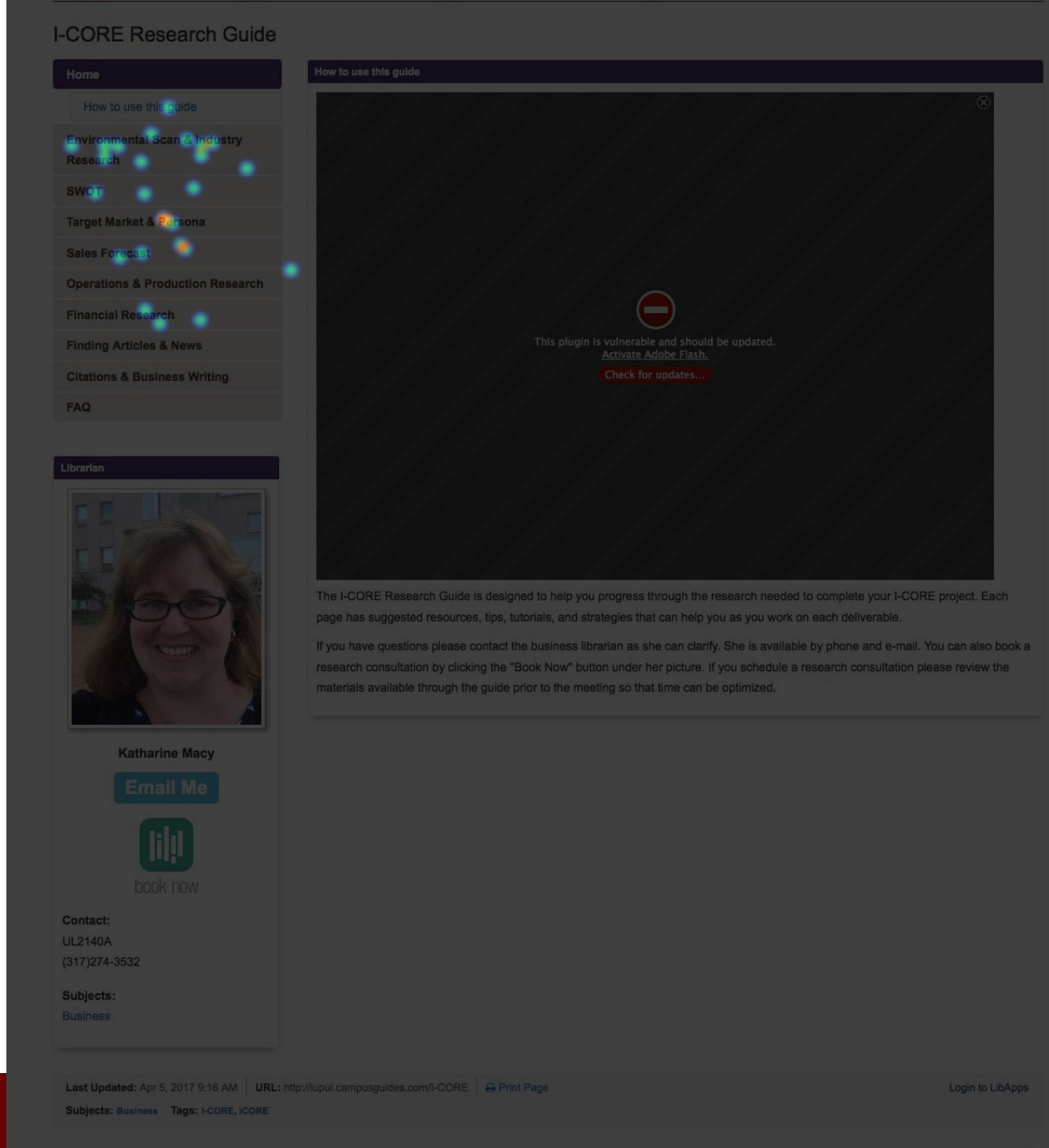
3

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

Data from LTI Instance Details up to April 6, 2017

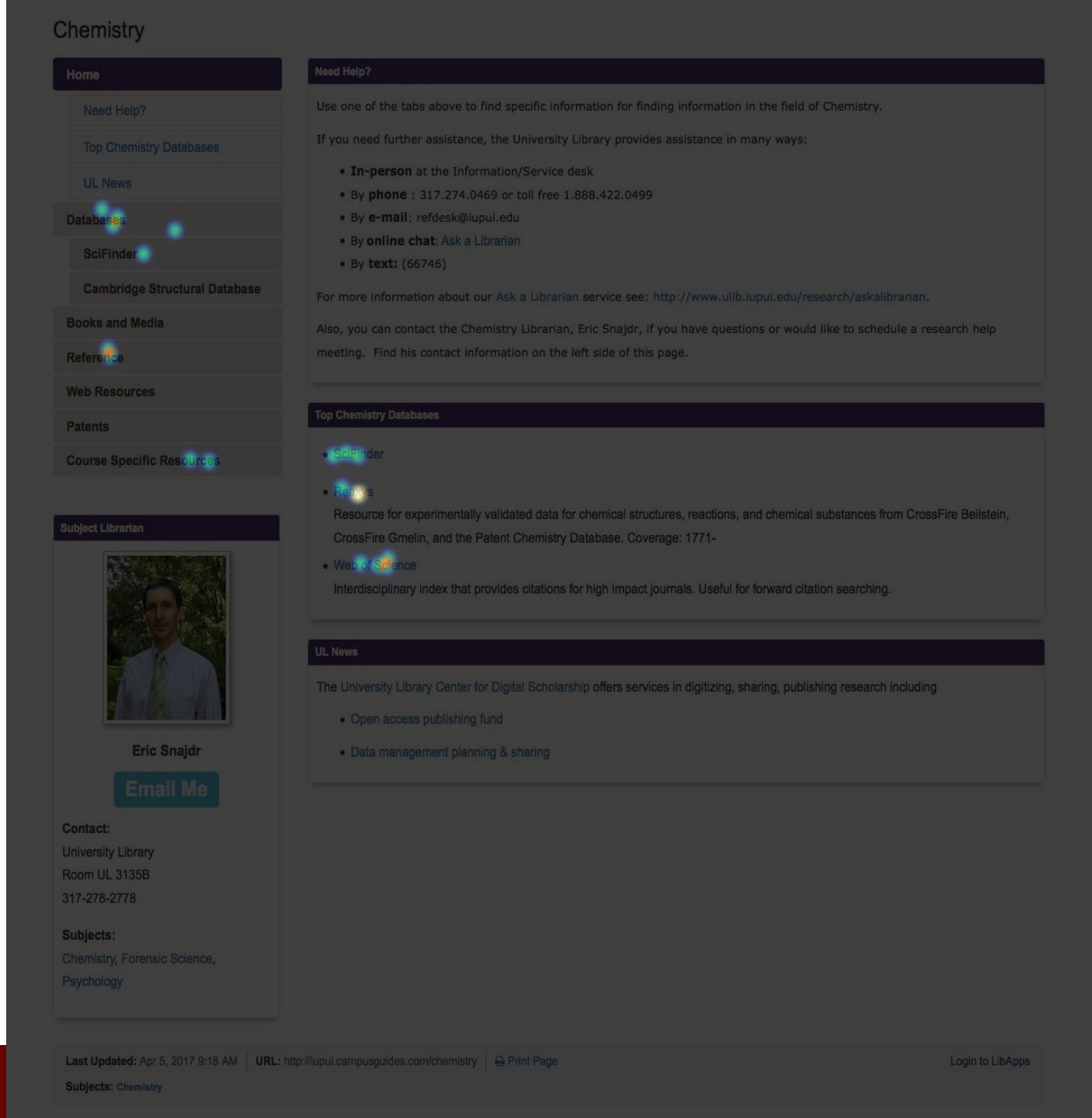
I-CORE Research Guide: Course

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



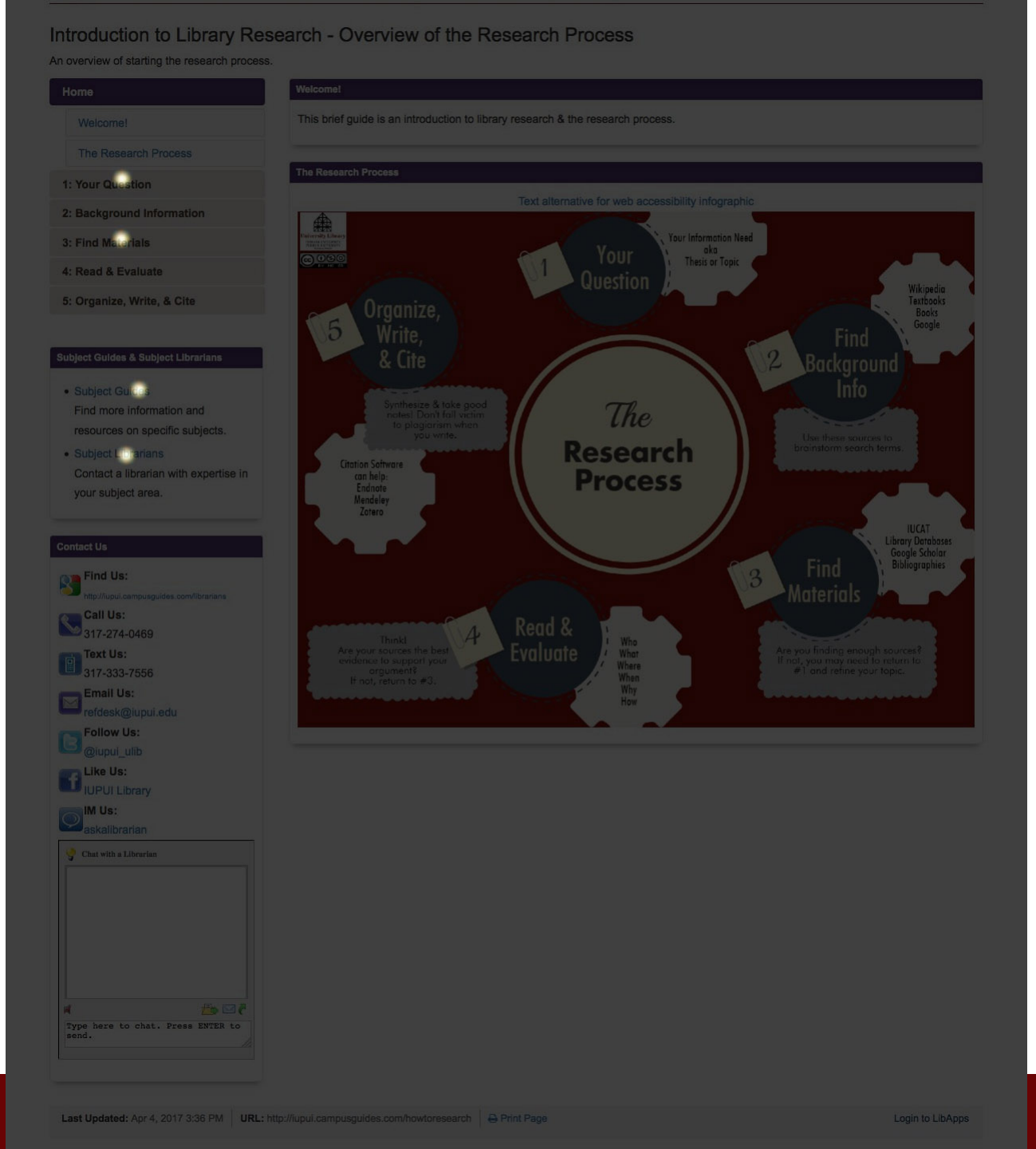
Chemistry Subject Guide

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

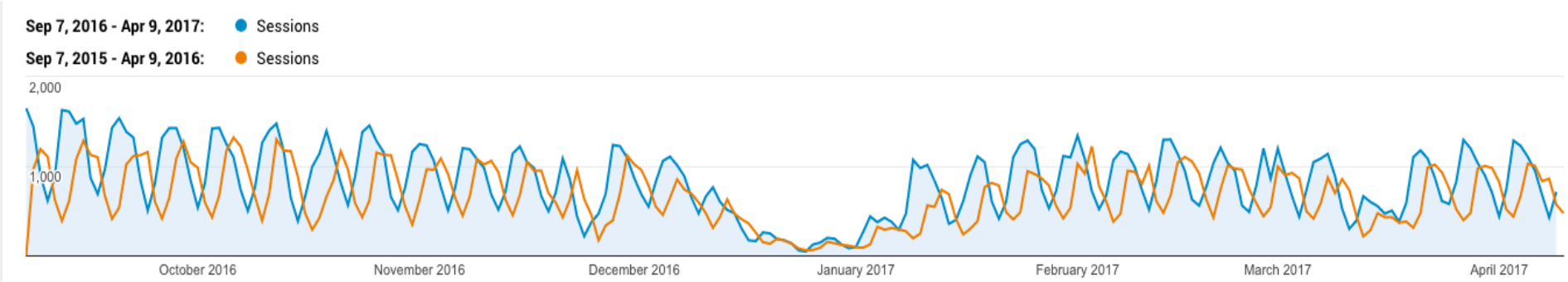


Generic Research Guide

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



Guide Usage



More sessions

178,722 vs 144,705

More users

75,979 vs 61,659

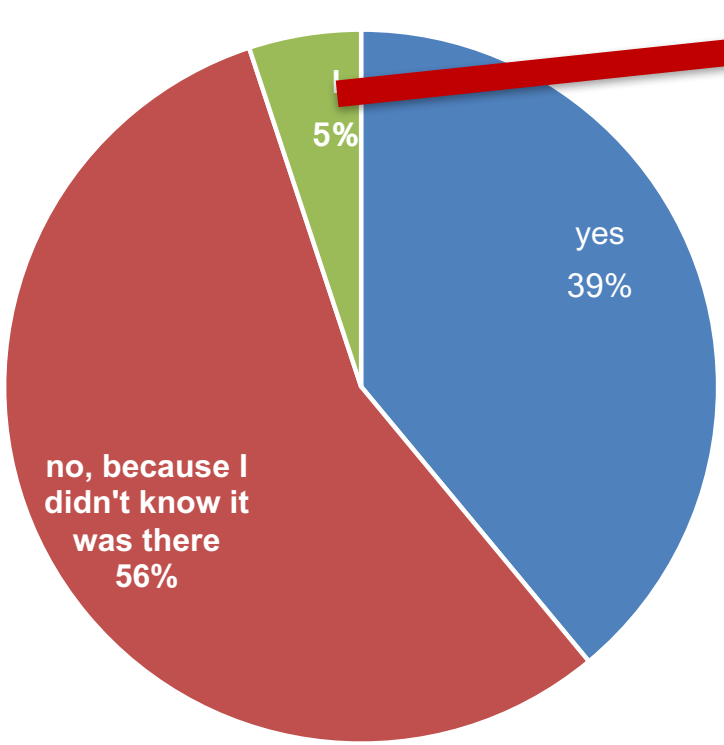
More pageviews

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)

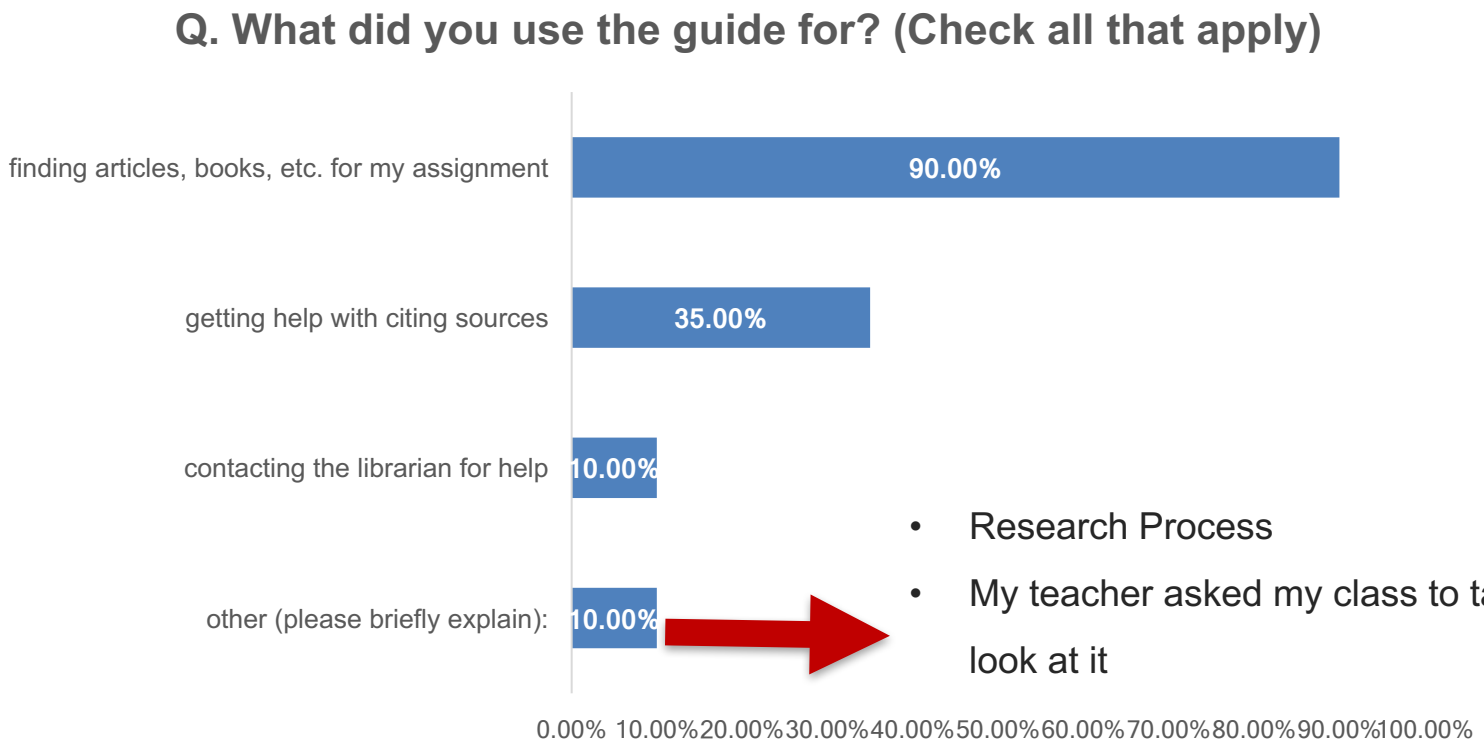
Q. In Canvas, have you used the Library Research Guide page in the left navigation menu?



- 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 consicous 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)

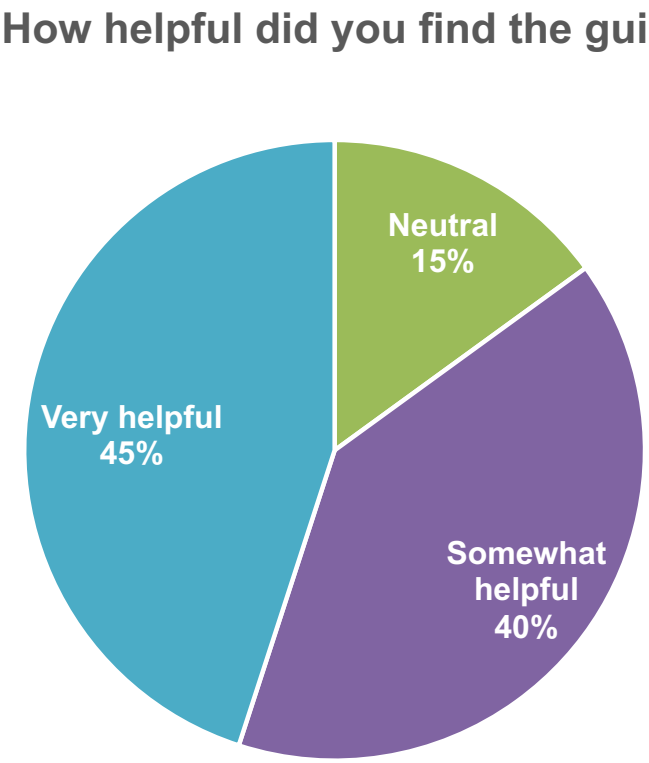
Survey Responses (N=20)



- Research Process
- My teacher asked my class to take a look at it

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

Survey Responses (N=20)



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

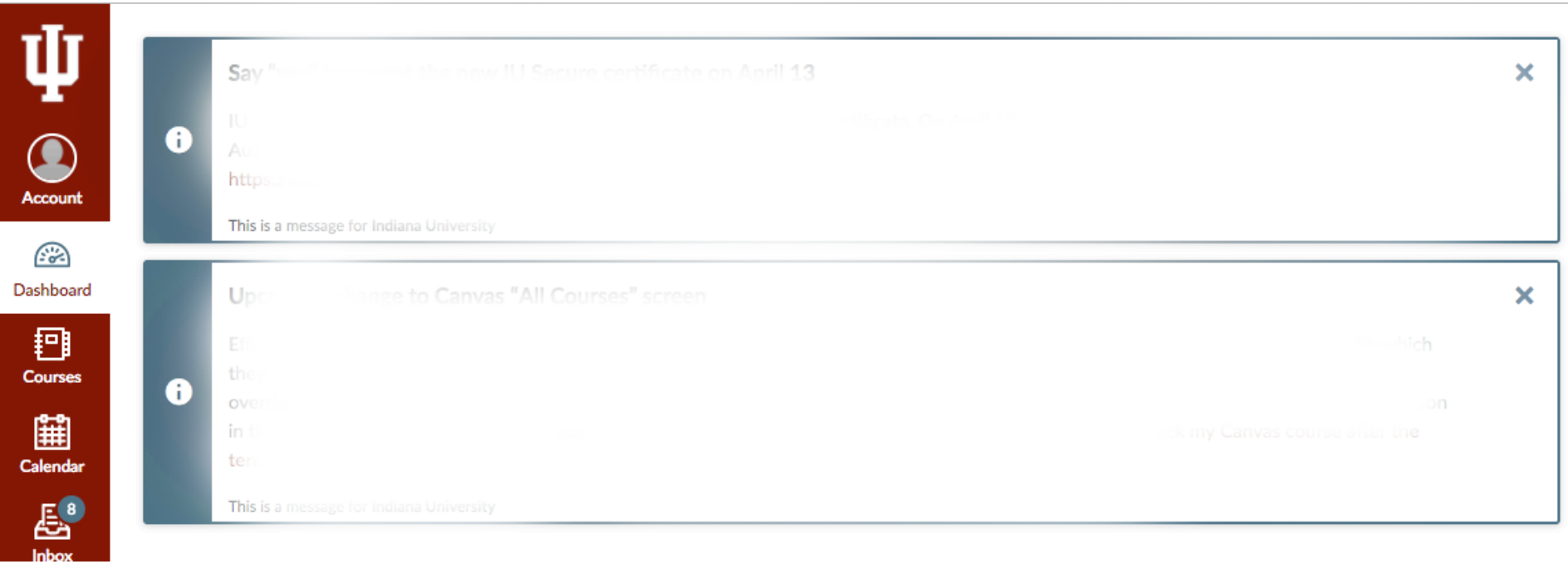
Survey Responses (N=9)

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!

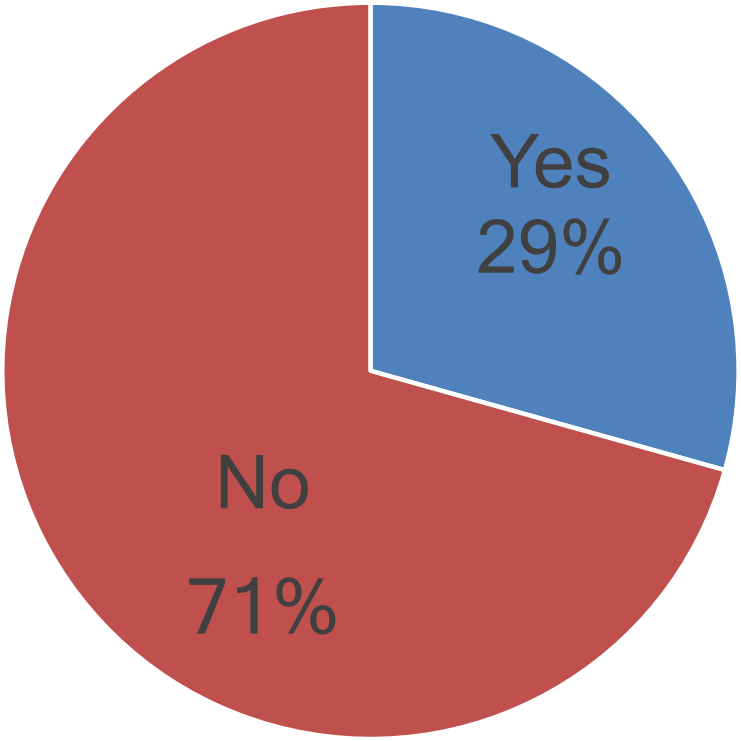
Students Survey in the 2017 Spring Semester (from March 29 to April 10, 2017)

Instructors' Perspectives



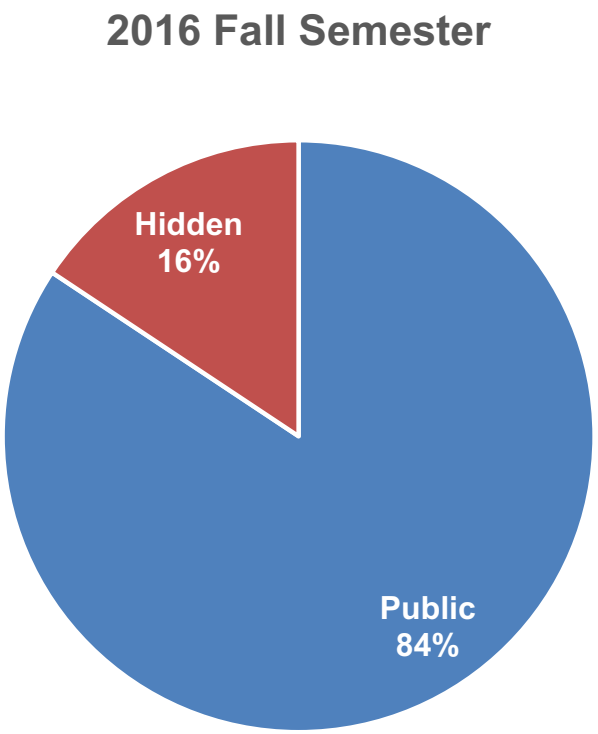
Survey Responses (N=310)

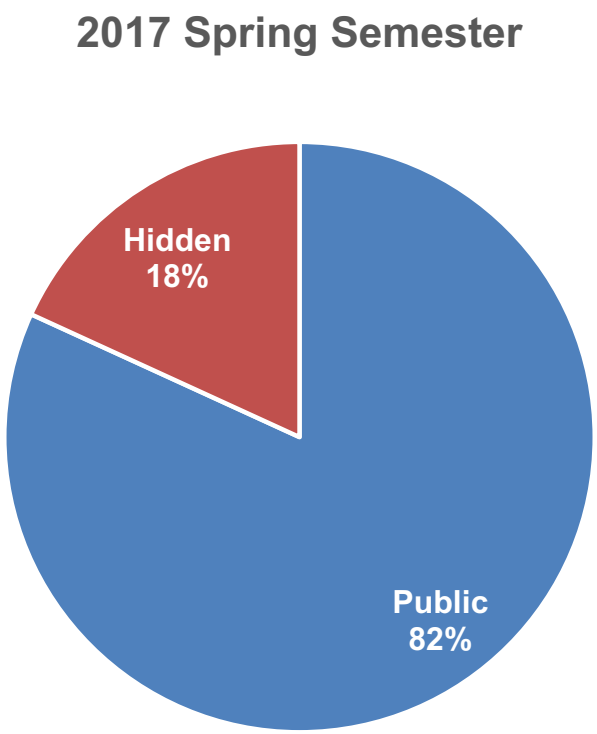
Prior to taking this survey, were you aware of the new library resource in the left-hand navigation of Canvas (called “Library Research Guide”)?



Instructors Survey in the 2016 Fall Semester

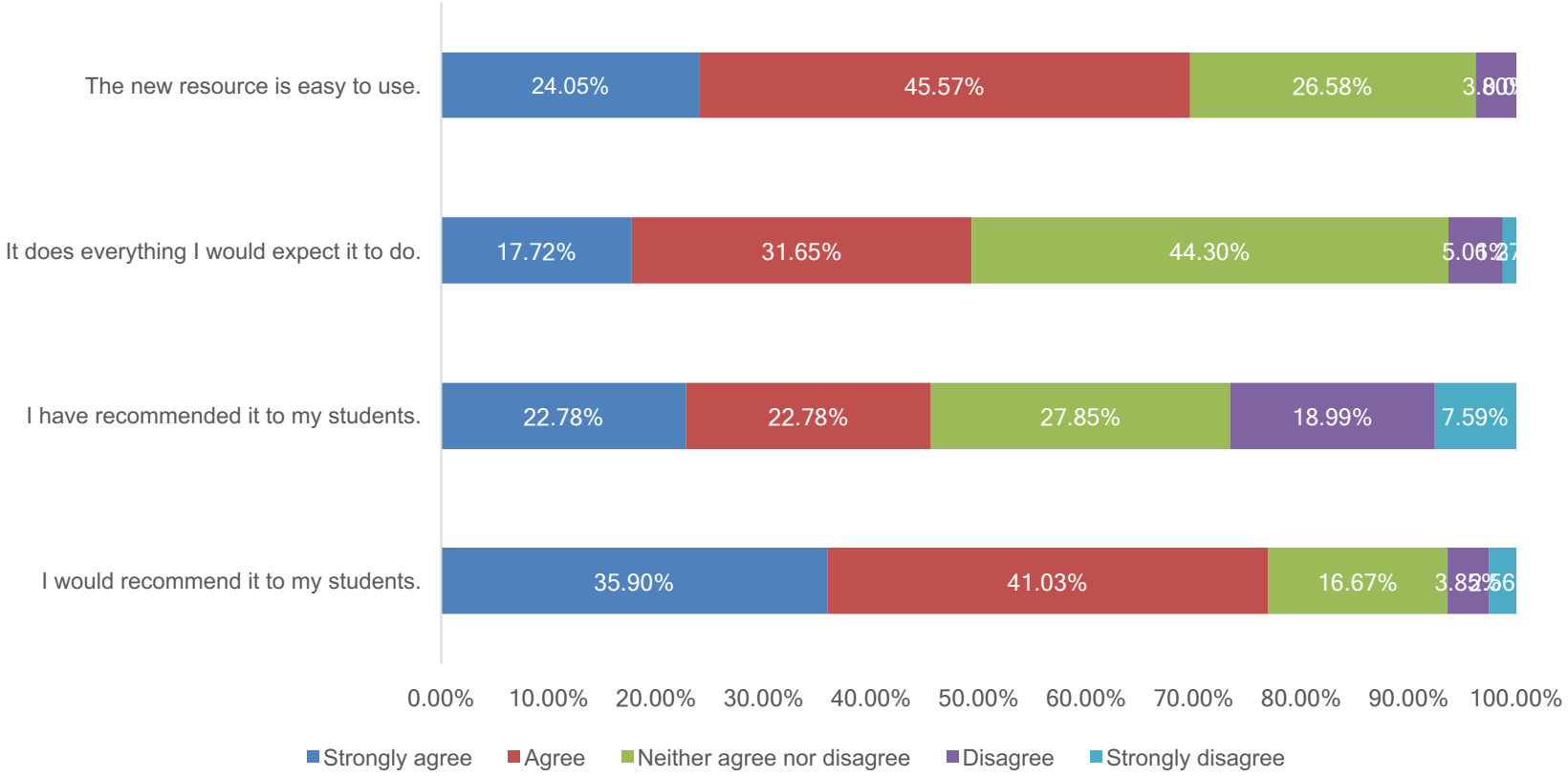
Hidden Library Research Guide





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

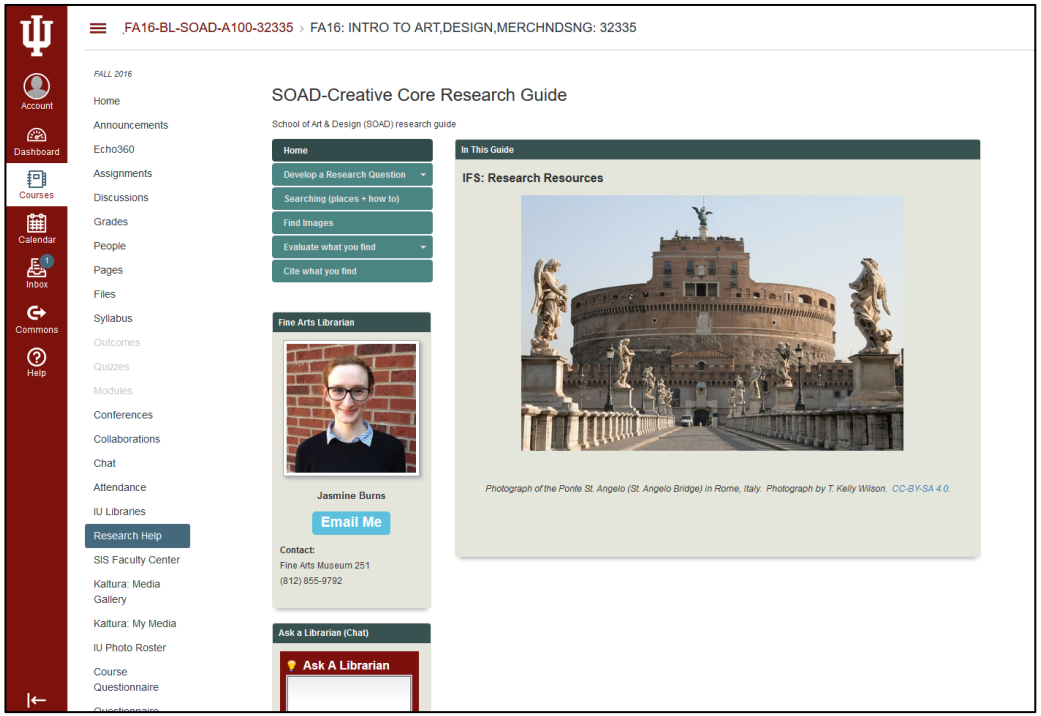
Next Steps

- 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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IU Libraries
Research Help
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
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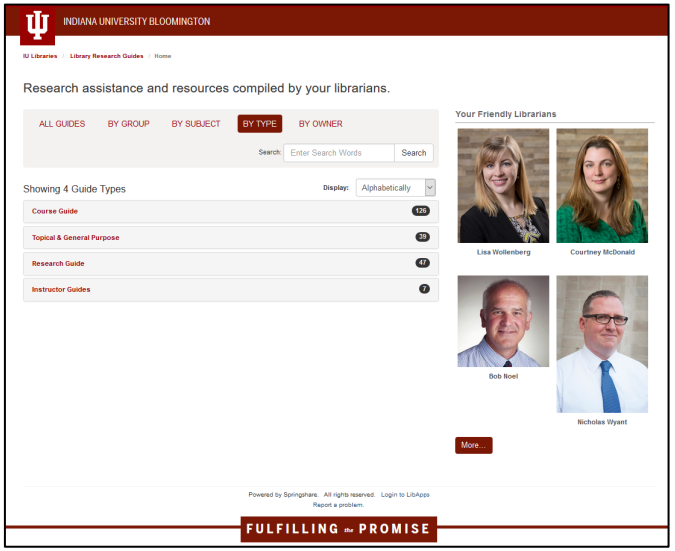
Fine Arts Librarian
Jasmine Burns
Email Me
Contact:
Fine Arts Museum 251
(812) 855-9792
Ask a Librarian (Chat)
Ask A Librarian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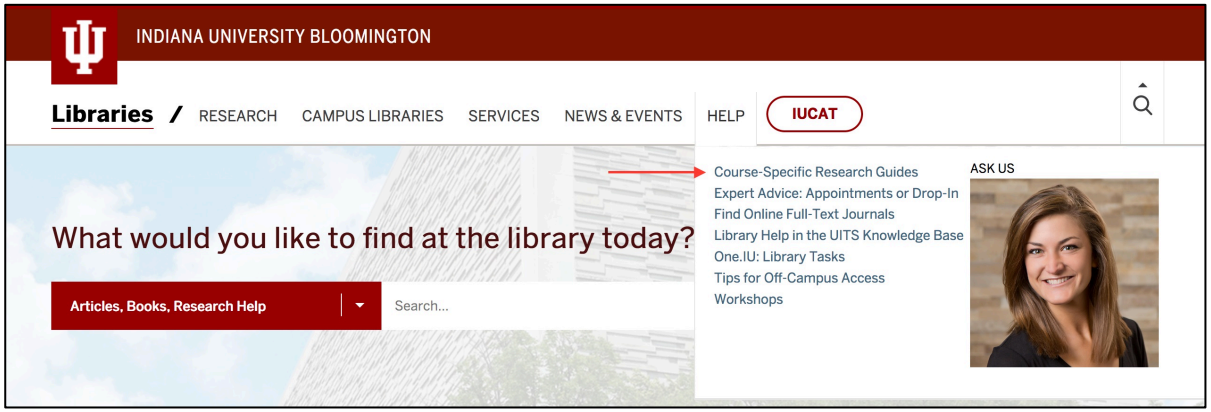
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C204

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C204: Business Communication (Fall 2016)

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

- 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

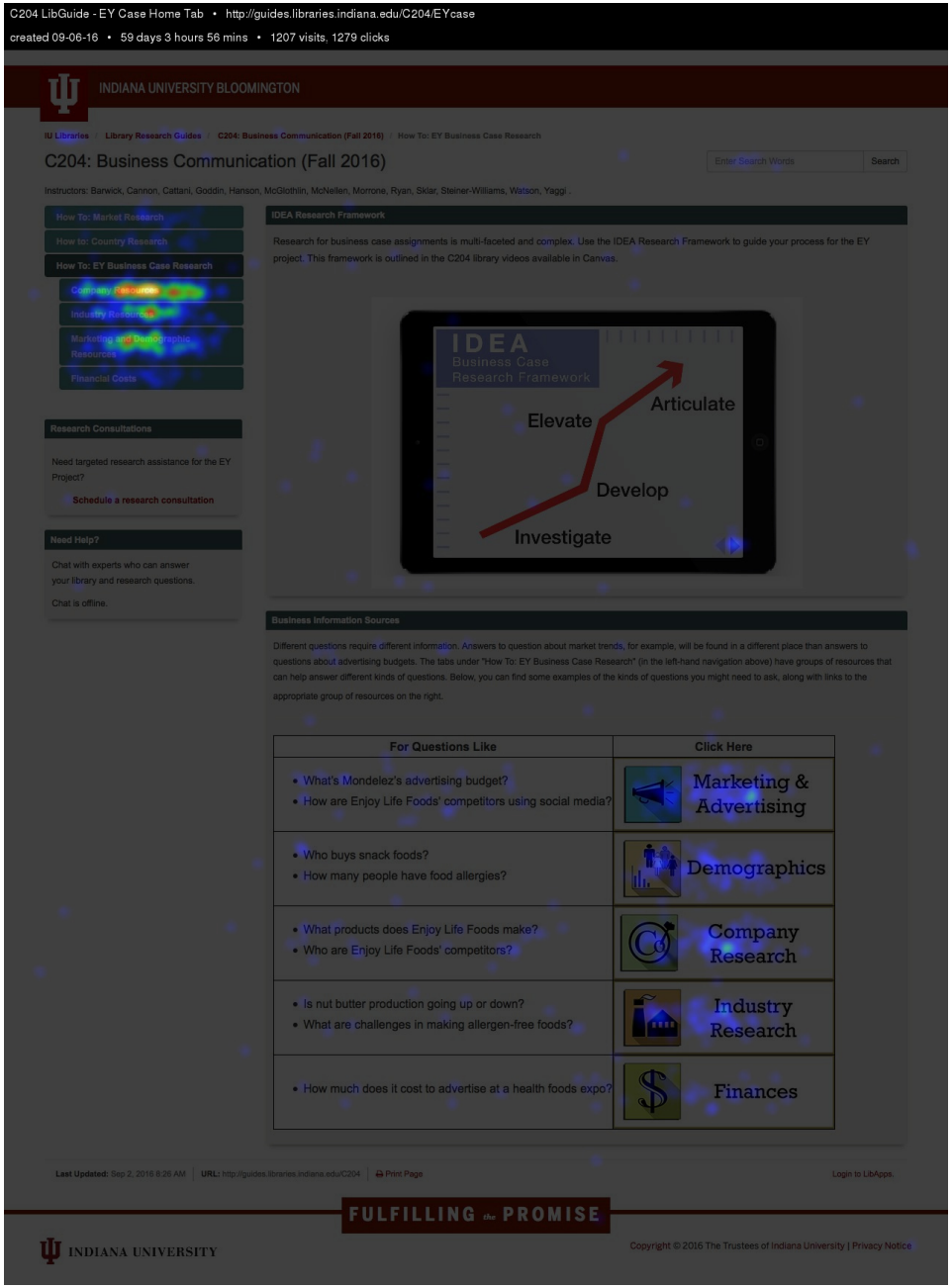
Research for business case assignments is multi-faceted and complex. Use the IDEA Research Framework to guide your process for the EY project. This framework is outlined in the C204 library videos available in Canvas.

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
• What's Mondelez's advertising budget? • How are Enjoy Life Foods' competitors using social media?	Marketing & Advertising
• Who buys snack foods? • How many people have food allergies?	Demographics
• What products does Enjoy Life Foods make? • Who are Enjoy Life Foods' competitors?	Company Research
• Is nut butter production going up or down? • What are challenges in making allergen-free foods?	Industry Research
• How much does it cost to advertise at a health foods expo?	Finances

C204


C204 LibGuide - EY Case Home Tab • http://guides.libraries.indiana.edu/C204/EYcase
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IDEA
Business Case
Research Framework
Elevate
Articulate
Develop
Investigate
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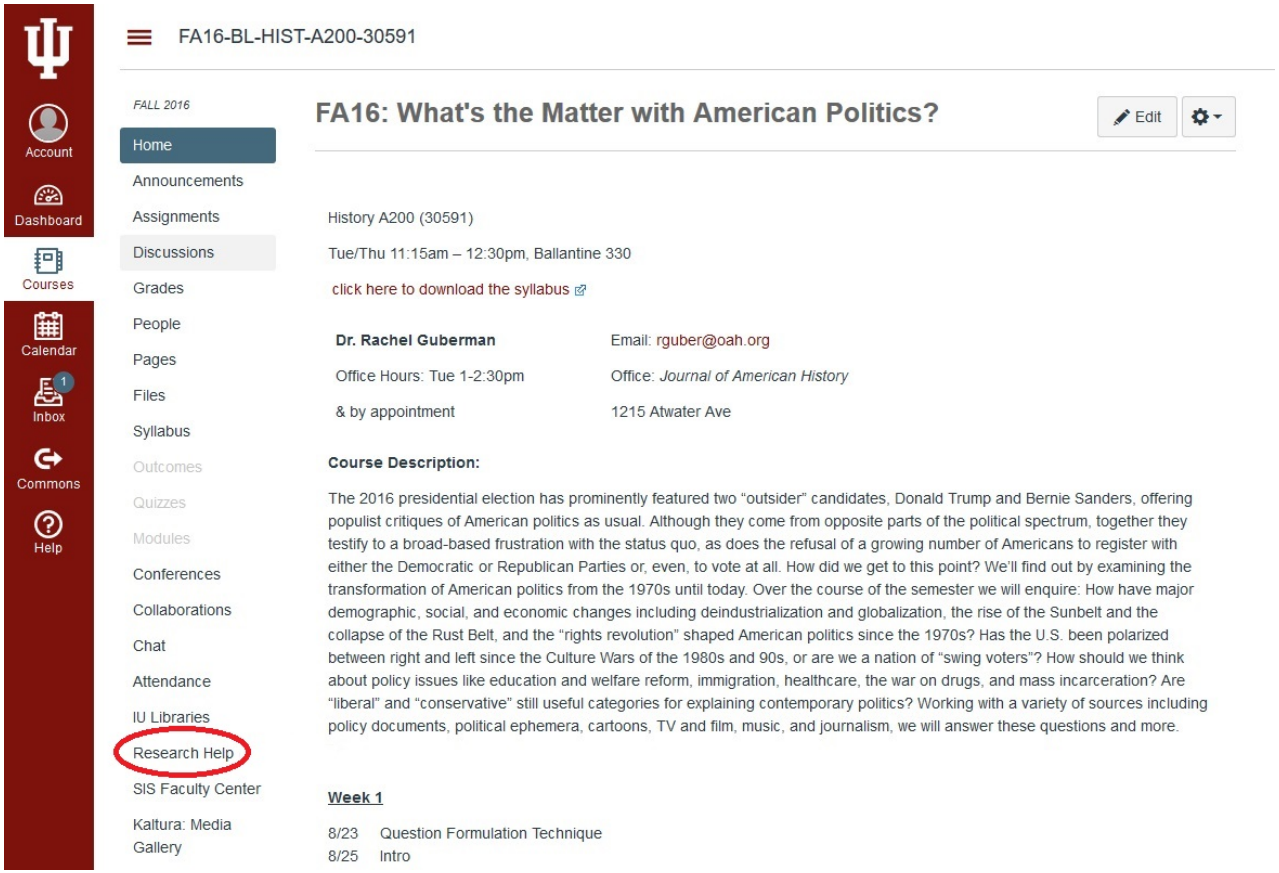
Research Help in Canvas (default guide)



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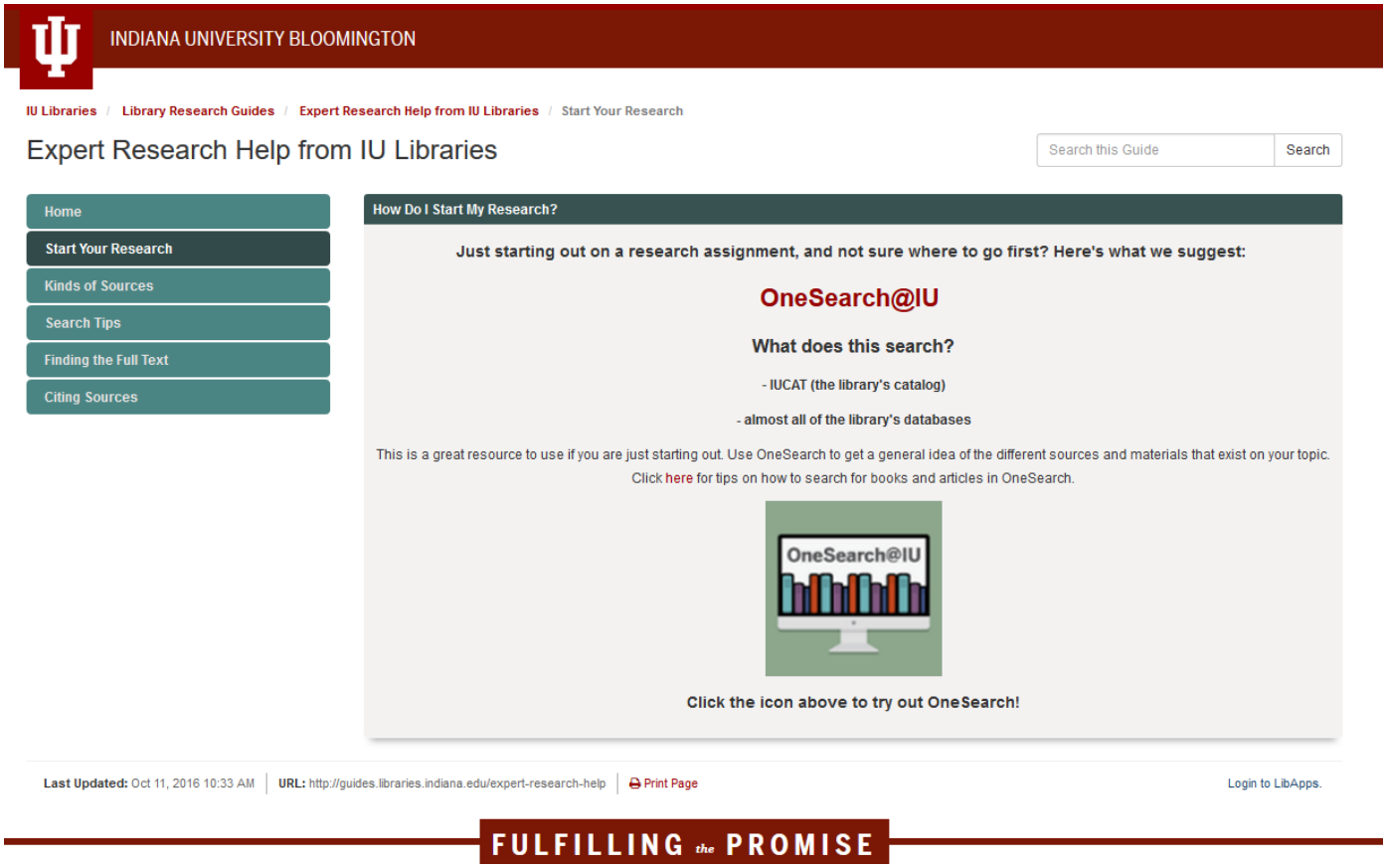
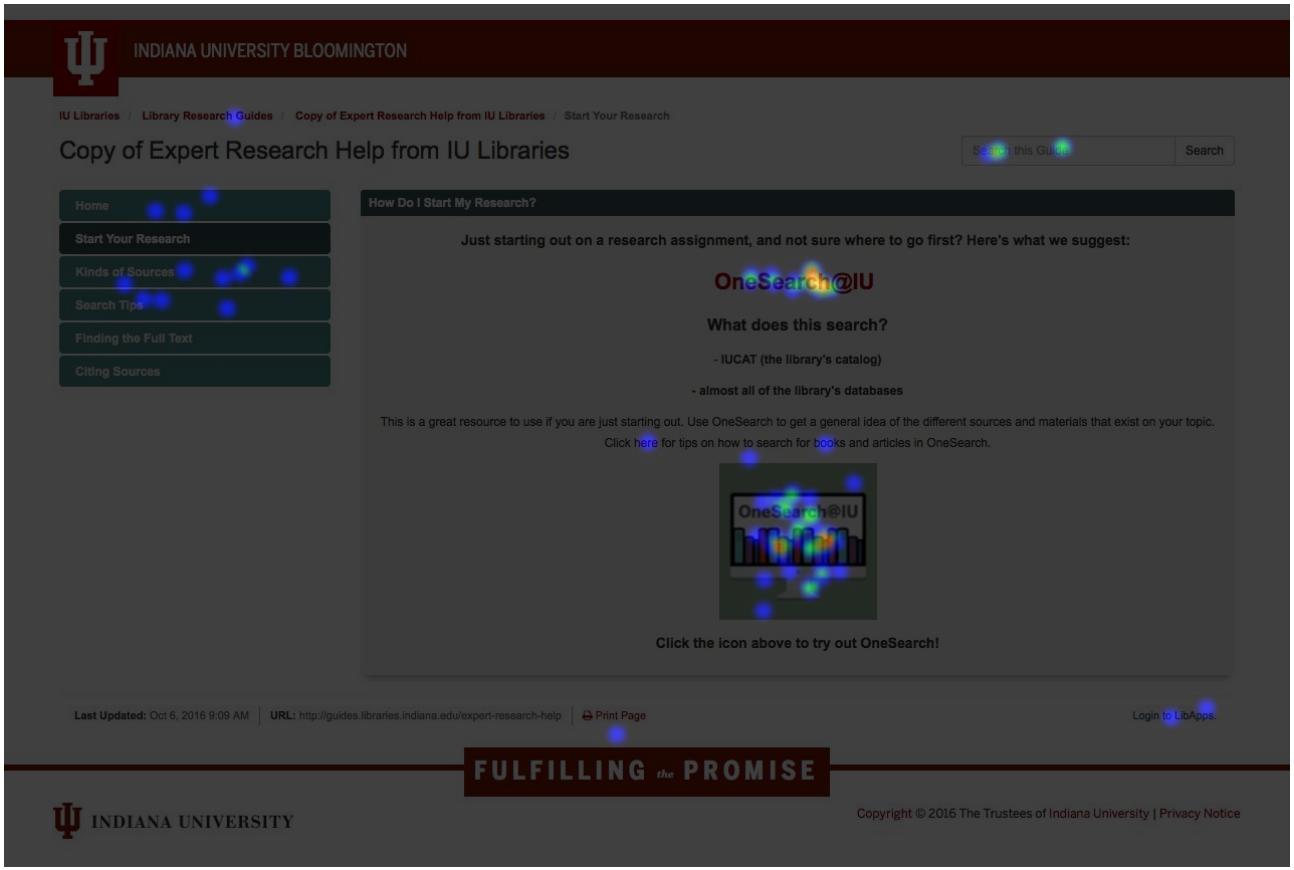


Research Help – heat map usage



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

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

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

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IU Libraries / LIBRARY RESEARCH GUIDES

C104: Business Presentations (Spring 2017)

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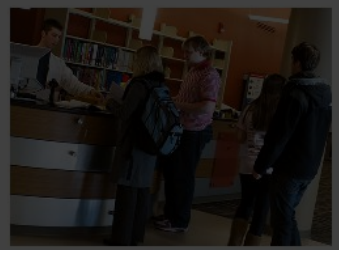

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To request edited captions for the deaf/HOH, see https://kb.iu.edu/d/adad

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- 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.
- Mintel 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
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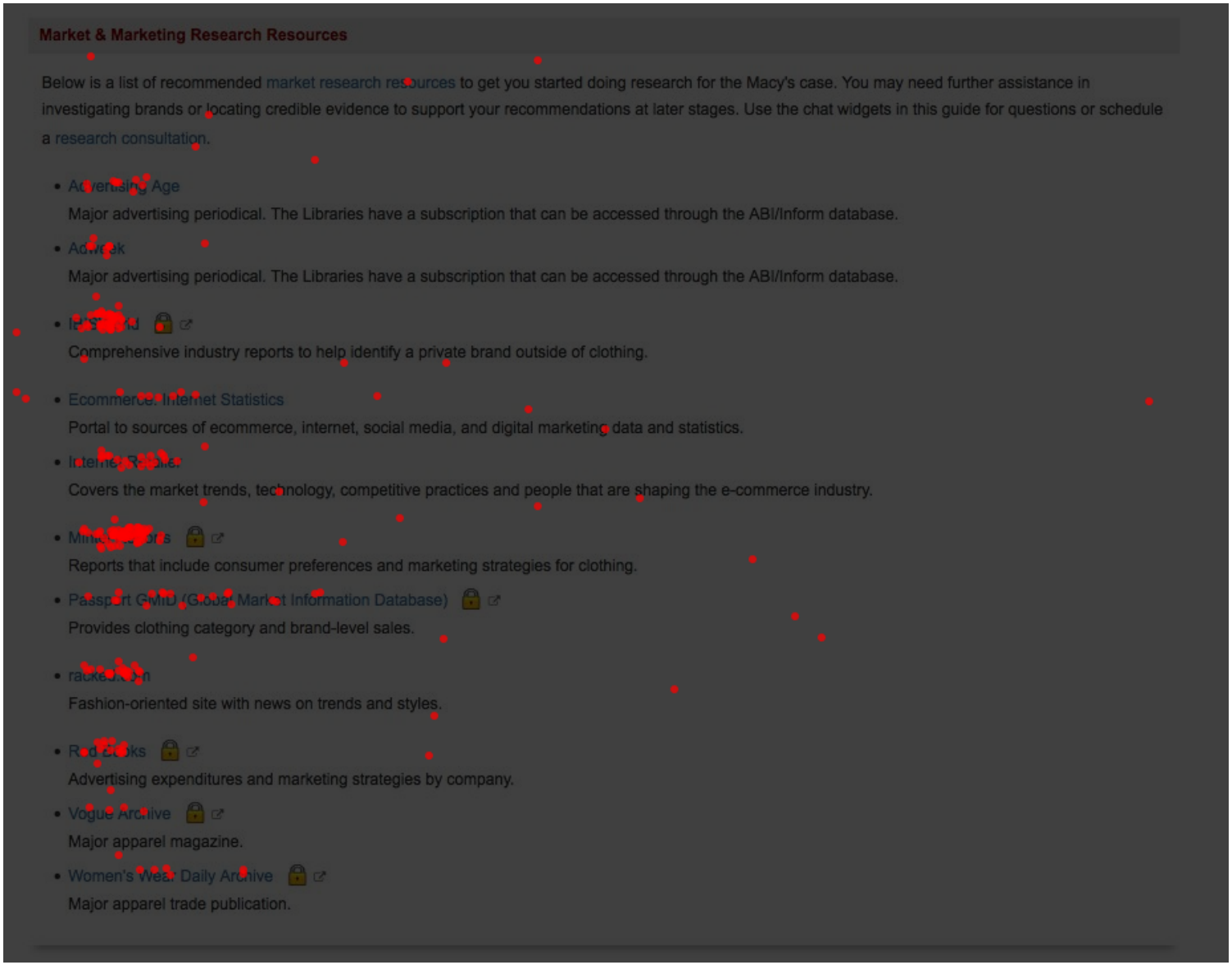

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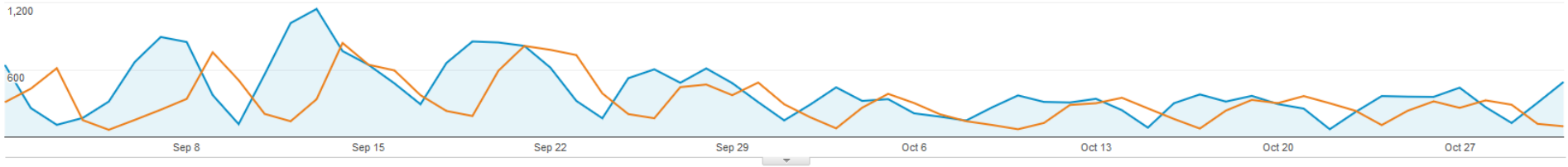
Guide Usage



More sessions

25,563 vs 19,705

More users

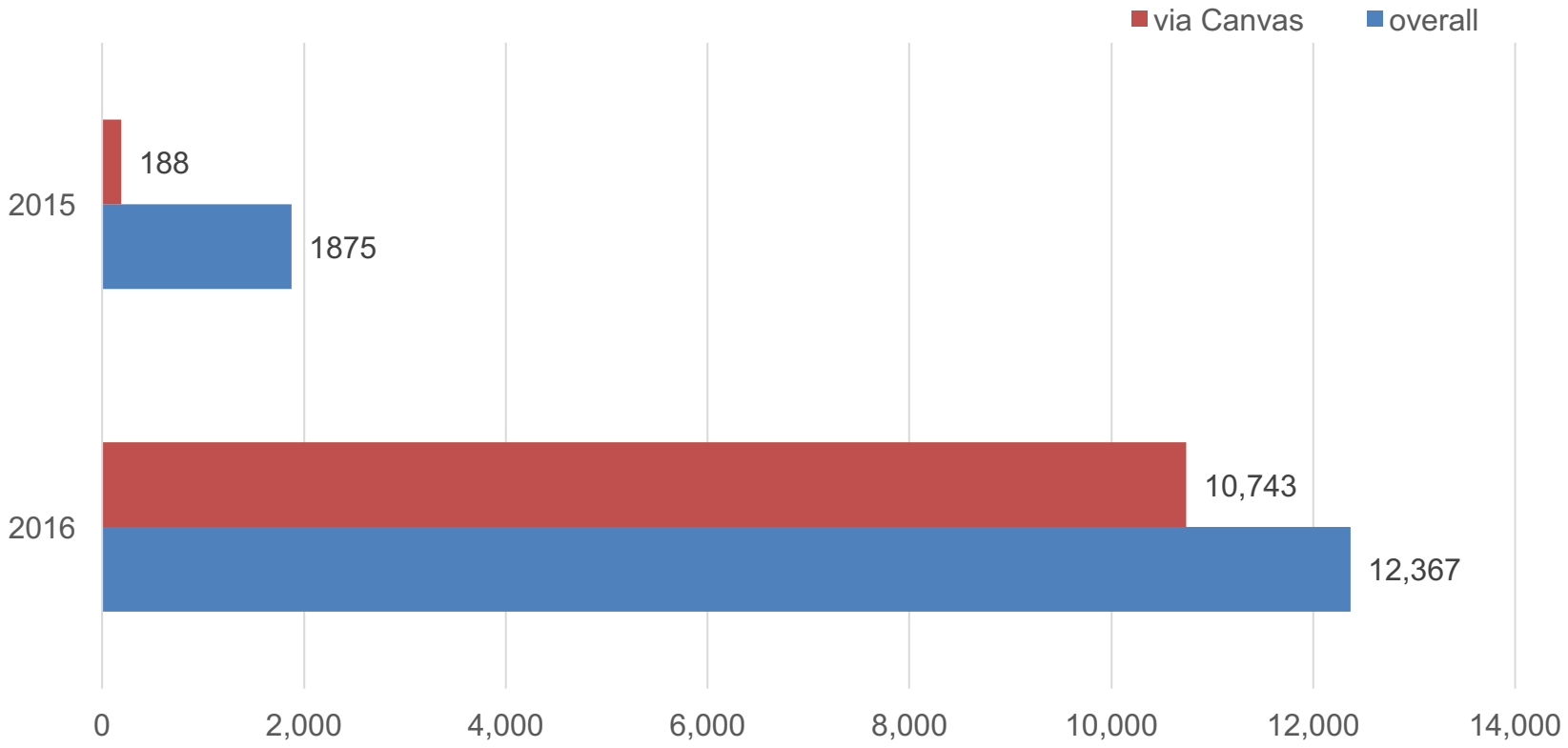
12,045 vs 8,014

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

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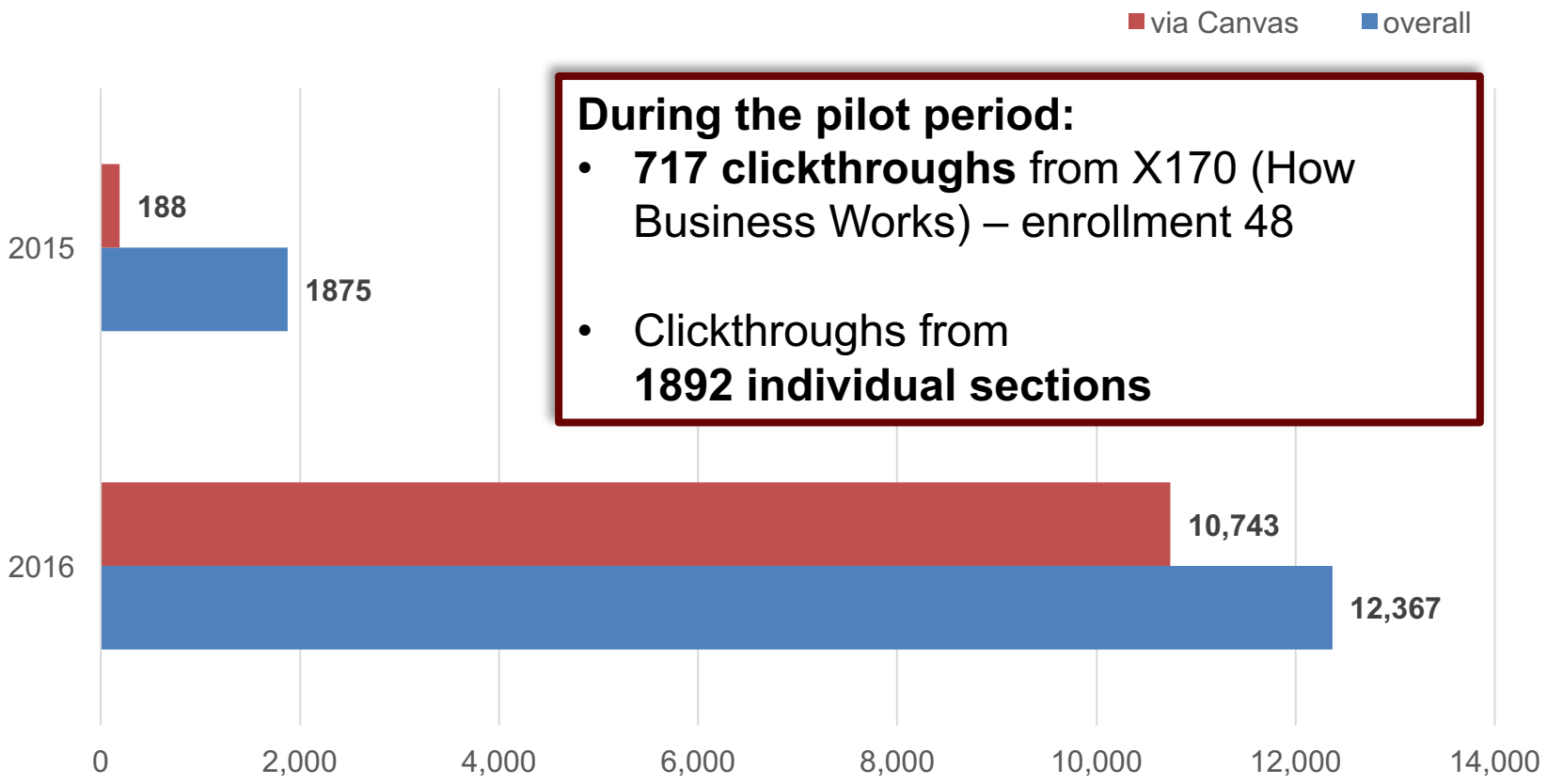
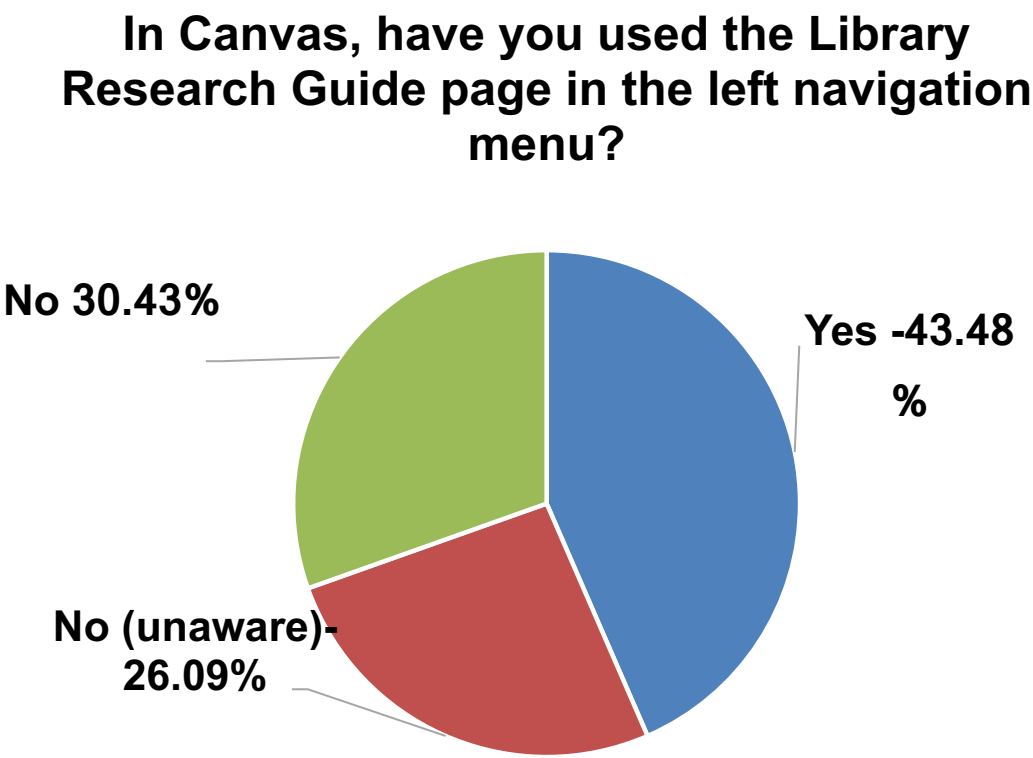


During the pilot period:

- **717 clickthroughs** from X170 (How Business Works) – enrollment 48
- Clickthroughs from **1892 individual sections**

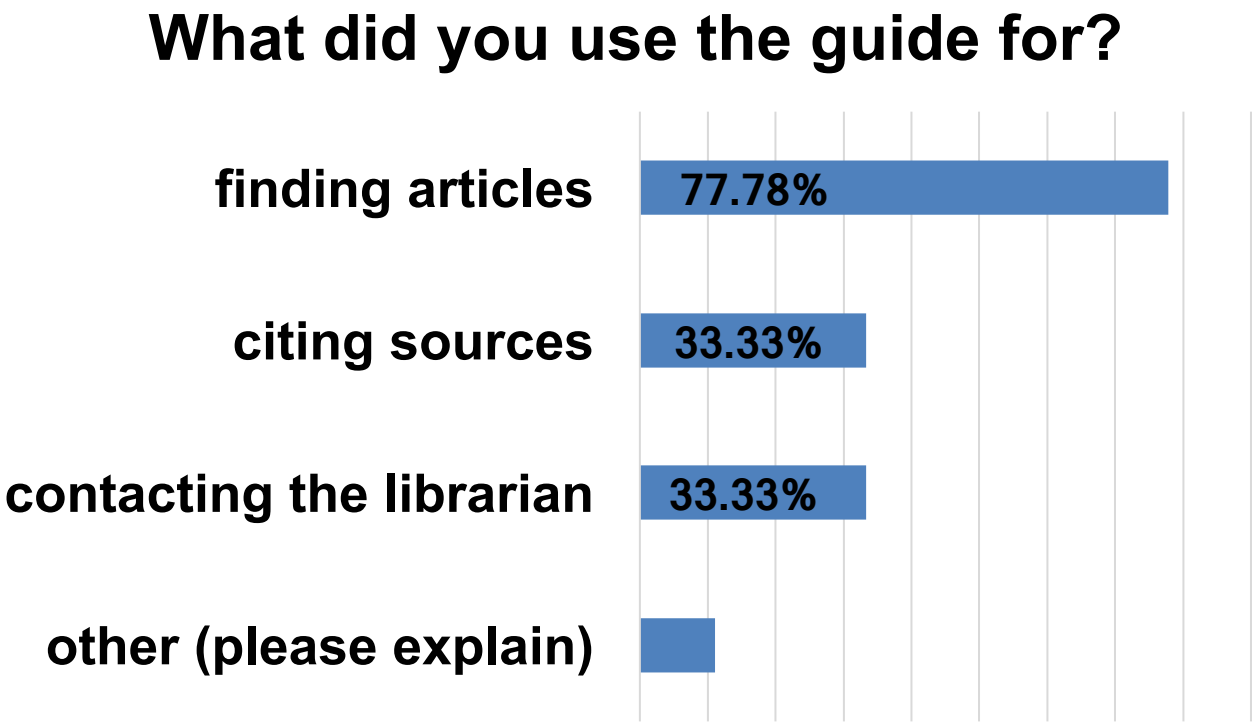
Data from Google Analytics: Aug 15 – Nov 6, 2015 and 2016

Survey Responses (N=9)



Spring 2017 Semester - March 29 to April 10, 2017

Survey Responses (N=9)



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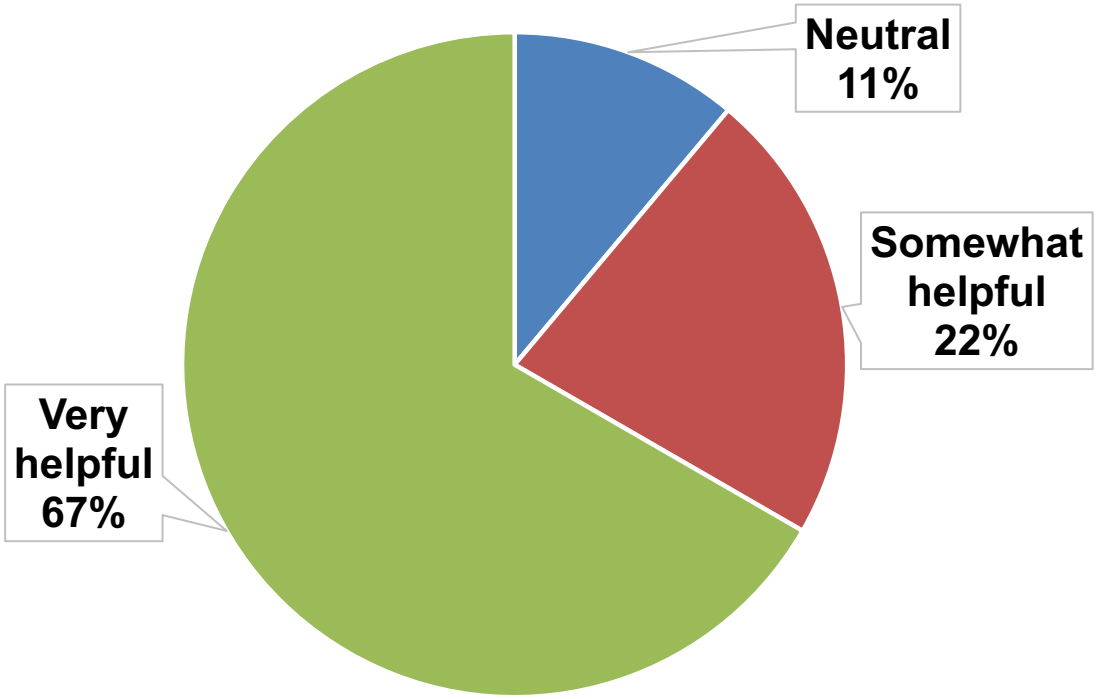
Survey Responses (N=9)

How helpful did you find the guide?



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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!

Spring 2017 Semester - March 29 to April 10, 2017

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:
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Courtney McDonald, crgreene@indiana.edu
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Indianapolis:
Sara Lowe, mlowe@iupui.edu
Yoo Young Lee, yooylee@iupui.edu
http://iupui.campusguides.com/

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