Library Is a Game, First-Year Students Are the Players

WPWVC/ACRL Spring Conference
June 10, 2016

Road Map

- Background
- Collaboration with First-Year Seminar
- Gamification defined
- LibCrawlr content creation
- Challenges/lessons

West Virginia University

- WV's flagship and land grant university
- Recently attained R1 Carnegie Classification
- Enrollment of 28,776 main campus
  - >5,000 first year students
- Librarians reach >26,000/year
  - 10,000 instruction
  - 16,000 reference transactions
- New leadership & new aspirations
  - 90% retention is the new goal

Rethinking the FYS

2011 - Blueprint for Student Success

- FYS moves from Student Affairs to Academic Affairs
- Retention & completion emphasized
- Multiple Working Groups
- FYE Working Group identifies core objectives
- Subgroup develops bank of assignments & lesson plans
  - Library (Jing) creates LibGuides for instructors & for FY students
- Library content not universally adopted

2011 First-Year Seminar objectives

1. Set expectations about higher ed & value of GEC
2. Provide opportunities to develop critical thinking skills
3. Promote metacognition
4. Engage in major & career exploration
5. Promote diversity
6. Provide enriching educational experiences

- Deja Vu All Over Again - 2015/16

- Desire for transformation!
- New associate provost for academic affairs convenes FYS Steering Committee
- New library opportunity to reach first year students
- Working groups
  - Technology - find a repository for content - OA material
  - Goals - fresh look
  - Content - 2 library lessons: plagiarism & library gamification

2016 Goals of First-Year Seminar

1. Connect with WVU's diverse population and a global community through participation and assessment
2. Identify and use the resources necessary to apply skills for student success
3. Participate in & reflect upon a common First Year experience
4. Demonstrate critical thinking skills
5. Demonstrate an understanding of their chosen discipline

Gamification ≠ Game

http://s3.amazonaws.com/digitaltrends-uploads-prod/2013/08/video-game-back-to-school-gaming-dorm.jpg

http://www.overpass.co.uk/wp-content/uploads/2015/07/gaming-apps.jpeg

http://wwwimage.cbsstatic.com/base/files/blog/racesec_1_0.jpg

Gamification defined

“use of game design elements to motivate user behavior in non-game contexts”

Deterding, S., (2011). Situated motivational affordances of game elements: A conceptual model, in: Presented at Gamification: Using Game Design Elements in Non-Gaming Contexts, a workshop at CHI 2011. Retrieved October 14, 2014 from http://gamification-research.org/wpcontent/uploads/2011/04/09-Deterding.pdf

ELEMENTS IN BEHAVIORIST LEARNING THEORY

- positive reinforcements
- small step-by-step tasks
- immediate feedback
- progressive challenges

http://blerds.atlantablackstar.com/wp-content/uploads/2014/11/Screen-Shot-2014-03-27-at-12.02.04-PM.png

H

ttp://static1.squarespace.com/static/54e38550e4b0ba67be8f9fa9/t/56169e54e4b0f6da032c5d9d/1444322902271/

http://www.soundsfunmom.com/wp-content/uploads/2015/07/SFM_JULY_TEEN-1.jpg?11d7fd

Gamification, Politics Style

Earn points and badges for taking action to get our country back on track.

Tweet: #SCON12

http://image.slidesharecdn.com/socialcrmandthe2012electionver2-brentleary-120424165437-phpapp01/95/social-session-3-crm-and-election-2012-24-728.jpg?cb=1335286635

http://elearningindustry.com/wp-content/uploads/2015/06/top-gamification-benefits-in-elearning.jpg

http://www.homeschooldad.com/wp-content/uploads/2014/01/amy_chua_tiger_mom.jpg

LibCrawlr content creation

- Subgroup of Teaching & Learning Committee
- Brainstorm learning outcomes
- Meet with the internal software developers (Systems)
- Decide on format and set time table
- Committee generated 30 questions/tasks

Student learning outcomes

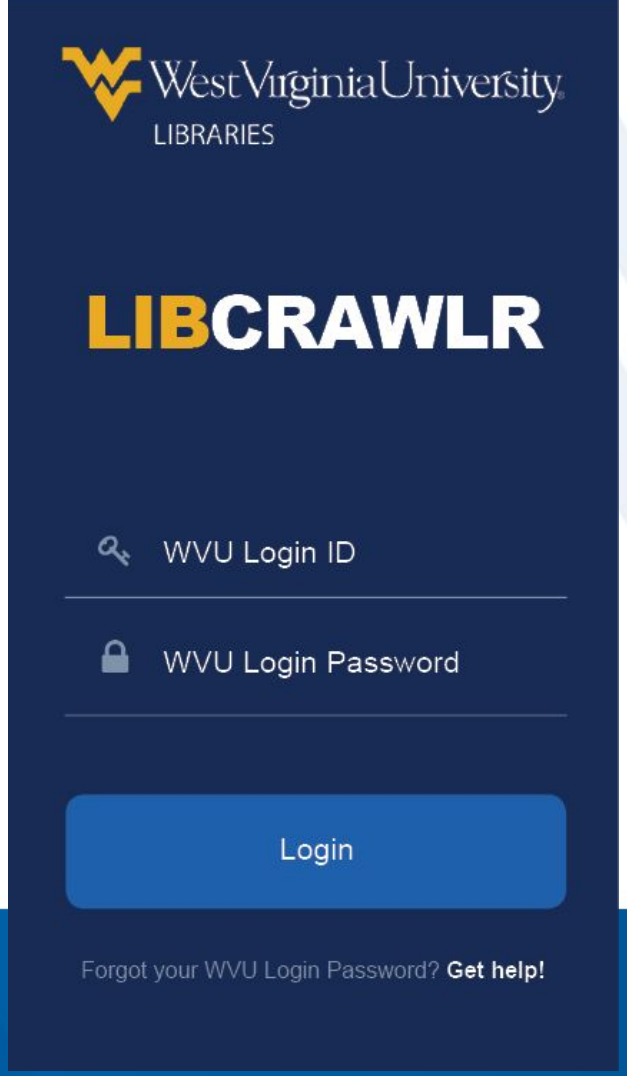
Through playing *LibCrawlr* students will recognize

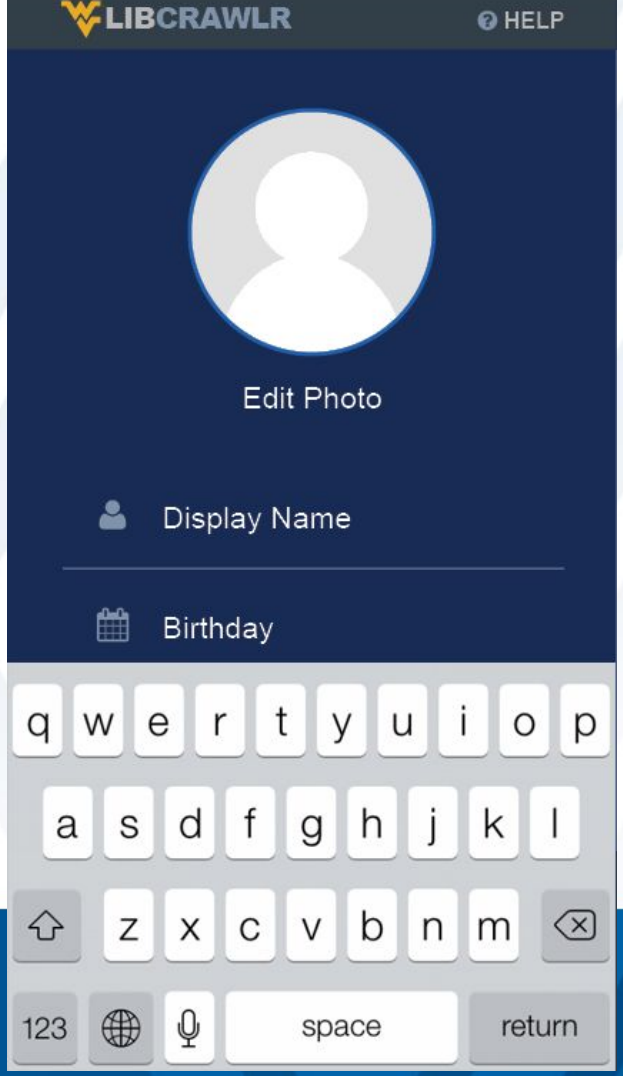
- the physical and virtual location of WVU Libraries and the key services and resources
- that library provides easy access to credible sources to help them achieve academic success

"Play, Explore, Learn"

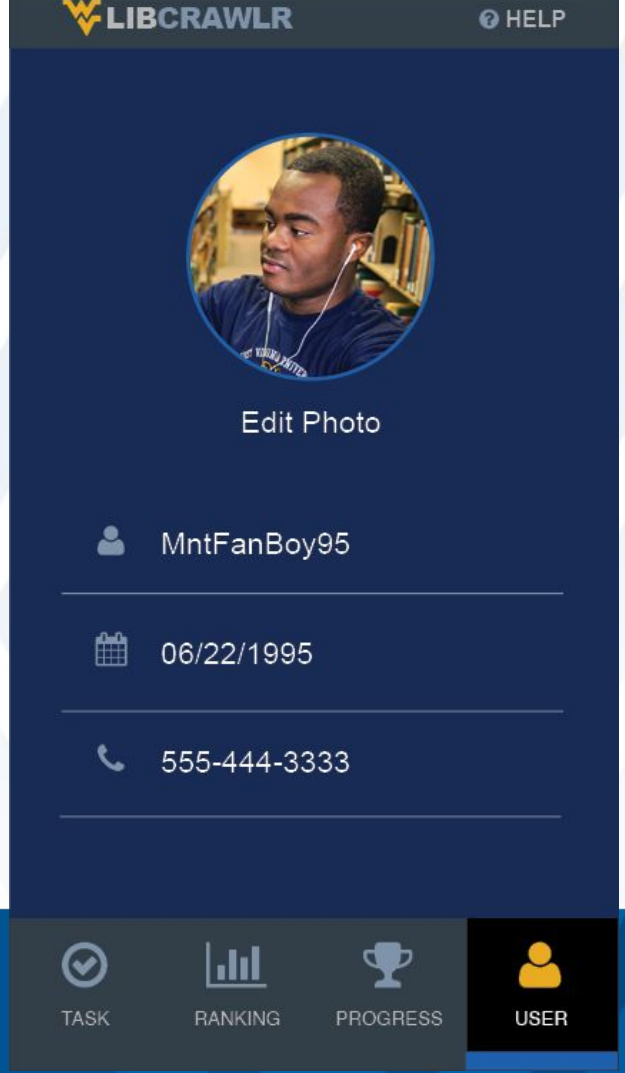
Crowdsourcing

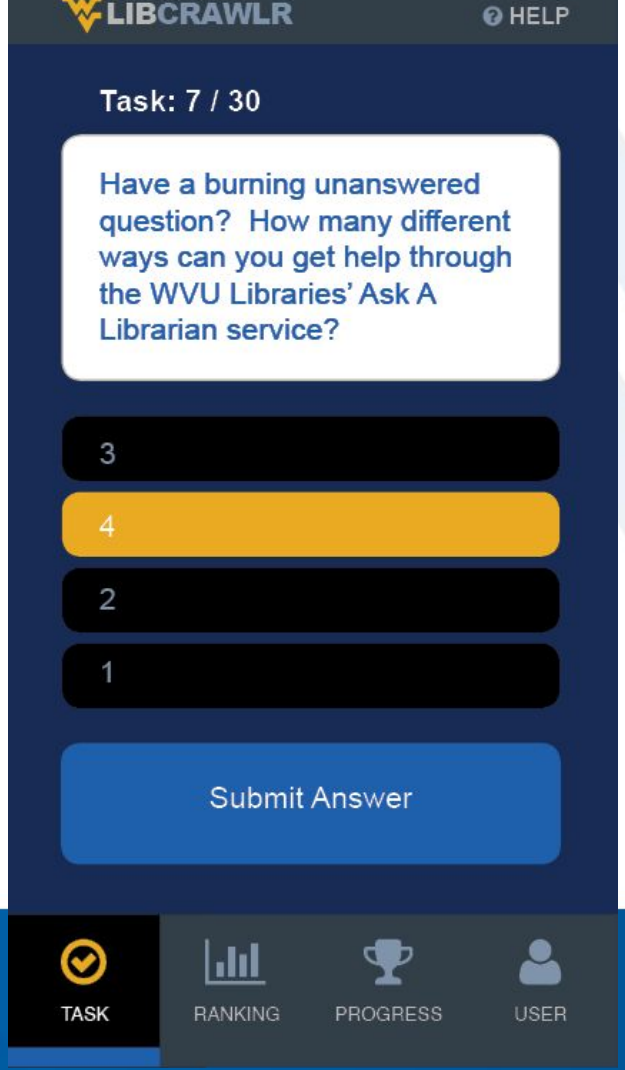
- Email library listserv to invite all personnel to contribute interesting facts and tasks for the first-year students
- Raise awareness of the potential impact on service points
- Generated 40 questions/tasks


West Virginia University
LIBRARIES
LIBCRAWLR
WVU Login ID
WVU Login Password
Login
Forgot your WVU Login Password? Get help!

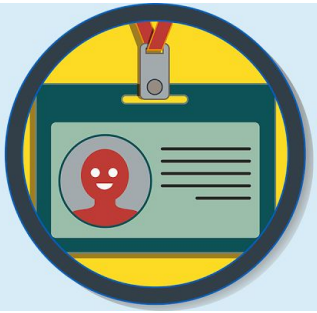

LIBCRAWLR
HELP
Edit Photo
Display Name
Birthday
q w e r t y u i o p
a s d f g h j k l
z x c v b n m
123
space
return

LIBCRAWLR
HELP
08/17/2016
Task 11
COMPLETED
08/18/2016
Task 12
COMPLETED
08/18/2016
Task 13
COMPLETED
08/19/2016
Task 14
COMPLETED
History
Badges
TASK
RANKING
PROGRESS
USER


LIBCRAWLR
HELP
Edit Photo
MntFanBoy95
06/22/1995
555-444-3333
TASK
RANKING
PROGRESS
USER

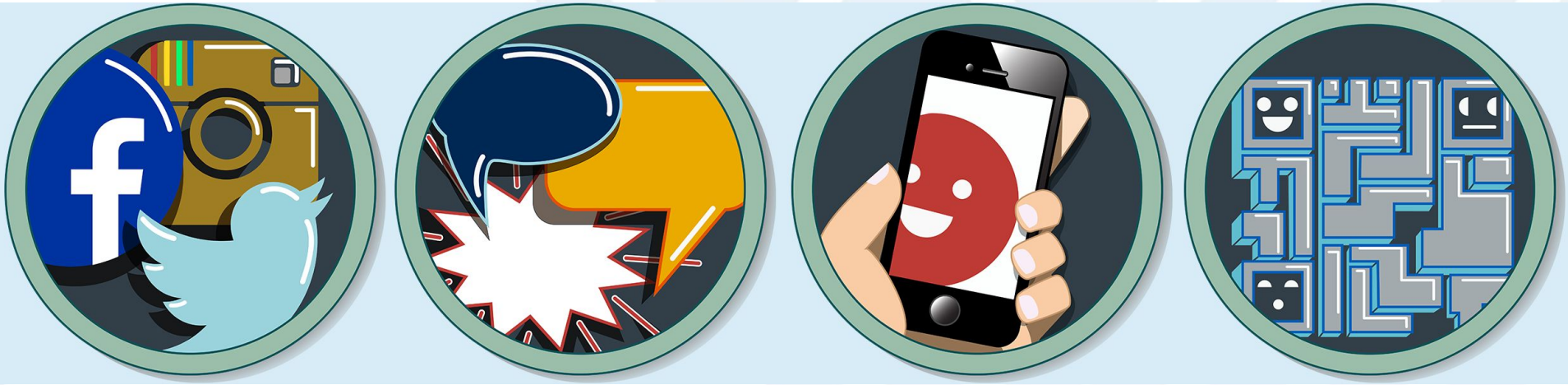

LIBCRAWLR
HELP
Task: 7 / 30
Have a burning unanswered question? How many different ways can you get help through the WVU Libraries' Ask A Librarian service?
3
4
2
1
Submit Answer
TASK
RANKING
PROGRESS
USER

LIBCRAWLR
HELP
1st LORDofILL 90%
2nd MntFanBoy95 85%
3rd GenOrgana 80%
4th Pika87 70%
5th GerrySmile 65%
6th Phasmat 50%
7th CloudBunny 48%
8th HappyEmily 44%
9th DerekM 40%
TASK
RANKING
PROGRESS
USER

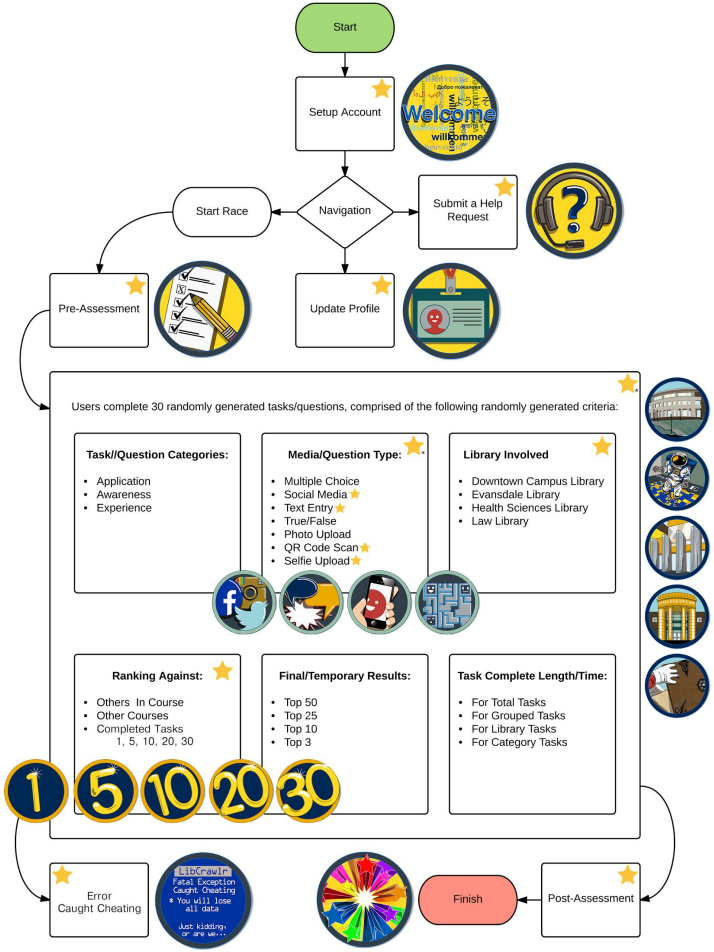
Welcome


LibCrawlr
Fatal Exception
Caught Cheating
* You will lose
all data
Just kidding,
or are we...

COLLEGE OF LAW



LibCrawlr Badge-Flow



Font Colors:
#14bed7
#78bed4
#bdecf0
#152629
#270c3f
#4c167c
#634a7c
#c49ff4
#9787af

Fonts:
Victorian Parlor
Trebuchet MS

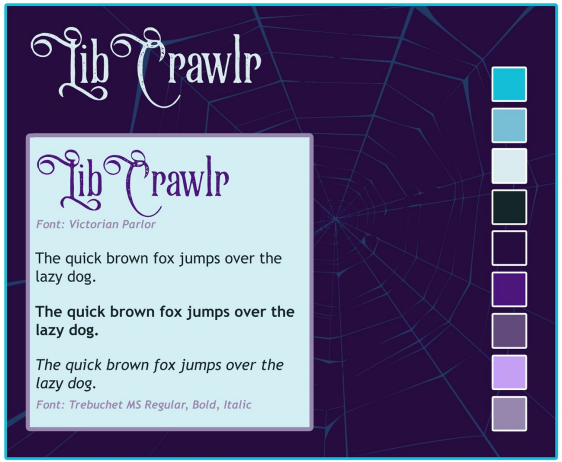
Texture:
web.PSD

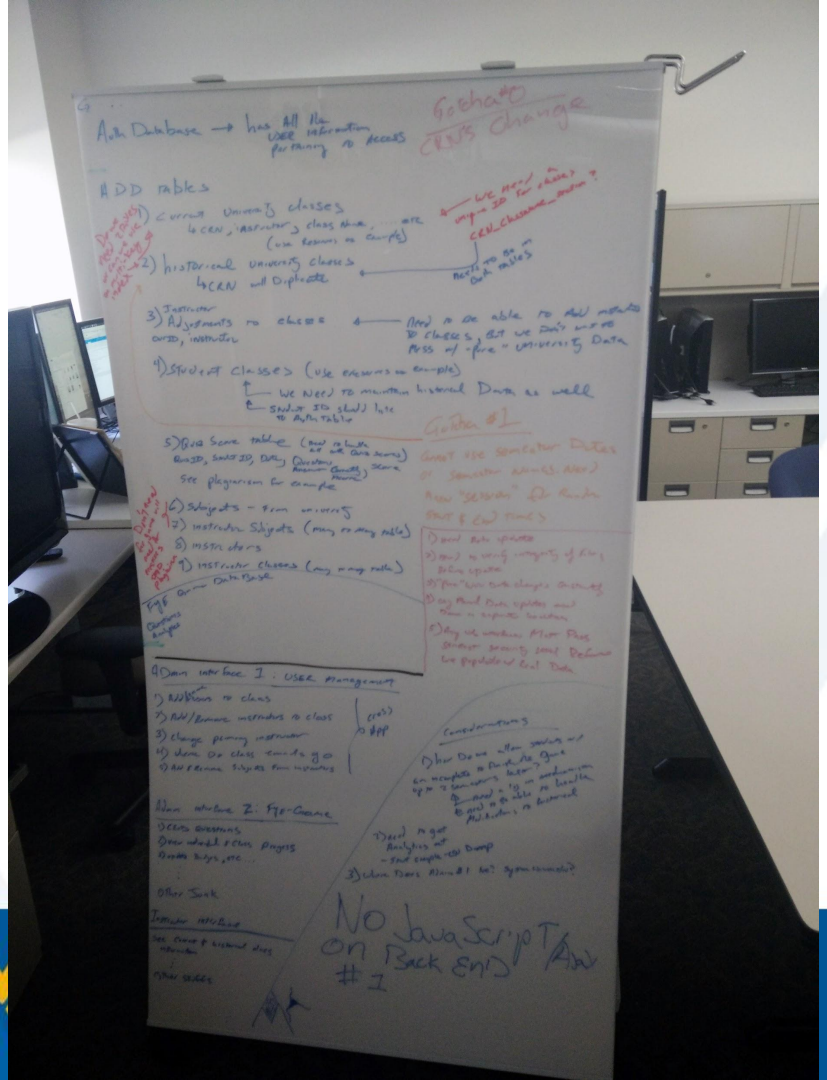
Tools:
Door Portal
Map

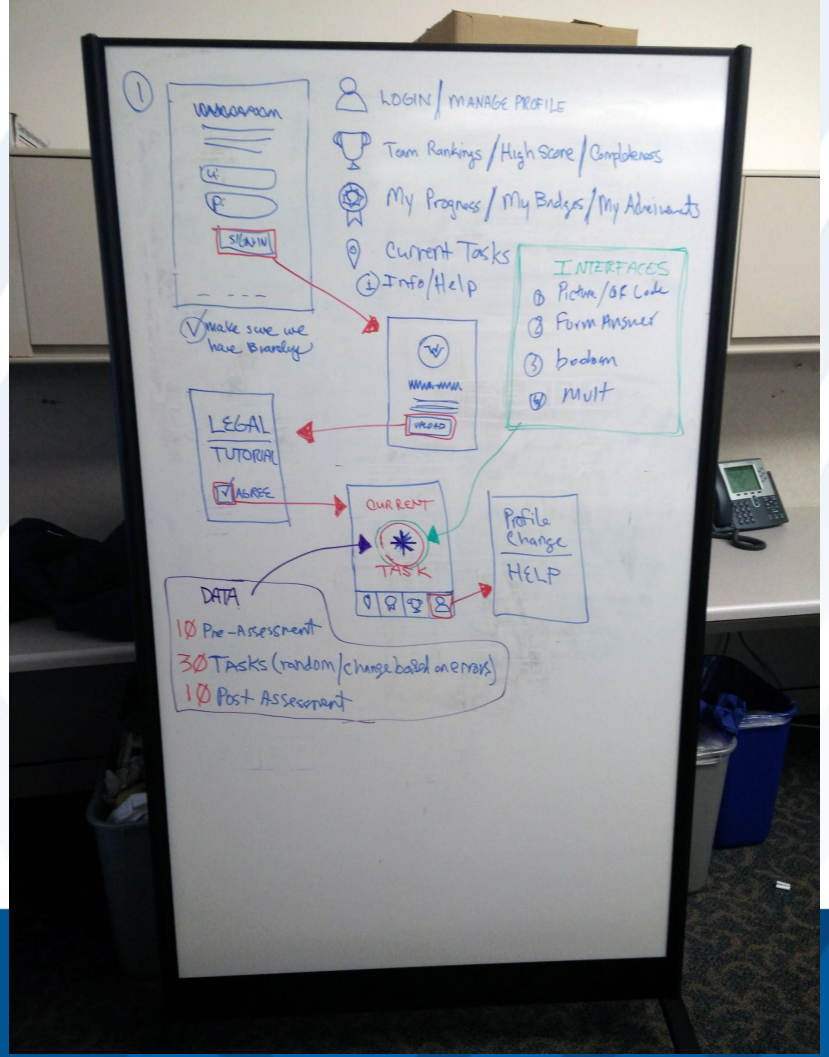
Characters:
Oliva (guide)
Dante (bust)
Eliza (covered)
Eliza (unveiled)
Mr. Robinson (ghost)
Mrs. Robinson (ghost)
Spider (The LibCrawlr)

Notes:
Will be modifying existing badges to keep with the new theme and colors.
Will need to create some new badges

New Badges:
Portal (Navigator)
Multiple Choice (Adept)
True/False (Truthfulness)




Auth Database
ADD tables
No JavaScript on Back End #1


LOGIN / MANAGE PROFILE
Team Rankings / High Score / Completeness
My Progress / My Badges / My Achievements
Current Tasks
1) Info/Help
SIGN IN
INTERFACES
LEGAL
TUTORIAL
AGREE
CURRENT
TASK
Profile Change
HELP
DATA
10 Pre-Assessment
30 Tasks (random/change based on errors)
10 Post Assessment

Challenges ("messiness")

- Differences in vision, priority, scope...
- Rogue project vs. many competing projects
- Anxiety and stress to meet the deadlines
- Storylines added per expert recommendation
- Key developer leaving

From Home grown to platform

- Green Door Labs - Edventure Builder
- Easy to use
- Cost effective
- 118 sections (around 3000 students) have signed up to use it in the fall

edventurebuilder.com

LibCrawlr

Points: 0

Welcome to **LibCrawlr**! This game will introduce you to services and locations in the **WVU Libraries**.

To complete the game, you will perform ten tasks. Most people can complete all ten tasks in less than 50 minutes.

Next

Powered by The Edventure Builder
by Green Door Labs

LibCrawlr

Points: 0

She saysWelcome to Freedom City, an Orwellian place of wealthy killers, their helpless servants, political prisoners, and Her Excellency, Eliza. I see you've got the hang of navigating.

Let's start exploring some challenges.

edventurebuilder.com

LibCrawlr

Points: 29

They say:

It appears that you will have to keep outsmarting the spider Araneae if you'd like to free Eliza.

Next

Lessons learned

- Focus on the most important things for FS students
- Utilize campus resources (experts, creative talents…)
- SLO -> content -> platform -> audience
- Develop nonlinear storyline
- Test thoroughly

OLD WISDOM

“Strategically take it lightly and tactically take it seriously”

- Sun Tze “*The Art of War*” (dated from 5th century BC)

Thank you!

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