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
Gamification defined

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

ELEMENTS IN BEHAVIORIST LEARNING THEORY

- positive reinforcements
- small step-by-step tasks
- immediate feedback
- progressive challenges
Pierce County Library System’s
TEEN SUMMER CHALLENGE 2015

EVERY HERO HAS A STORY
June 1 - August 30
Gamification, Politics Style

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

Tweet: #SCON12
THE BENEFITS OF GAMIFICATION IN ELEARNING
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
Task: 7 / 30

Have a burning unanswered question? How many different ways can you get help through the WVU Libraries' Ask A Librarian service?

1. 3
2. 4
3. 2
4. 1

Submit Answer

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%
LibCrawlr Badge-Flow

Users complete 30 randomly generated tasks/questions, comprised of the following randomly generated criteria:

**Task/Question Categories:**
- Application
- Awareness
- Experience

**Media/Question Type:**
- Multiple Choice
- Social Media
- Test Entry
- Tweet/Reply
- Photo Upload
- QR Code Scan
- Selfie Upload

**Library Involved:**
- Downtown Campus Library
- Evansdale Library
- Health Sciences Library
- Law Library

**Ranking Against:**
- Others In Course
- Other Courses
- Completed Tasks: 1, 5, 10, 20, 30

**Final/Temporary Results:**
- Top 50
- Top 25
- Top 10
- Top 5
- Top 3

**Task Complete Length/Time:**
- For Total Tasks
- For Grouped Tasks
- For Library Tasks
- For Category Tasks

**Pre-Assessment**
**Setup Account**
**Submit a Help Request**
**Navigation**
**Start Race**
**Updater Profile**

1 5 10 20 30

Error Caught Cheating Finish Post-Assessment
Font Colors:
#14bed7
#78bed4
#bdce0f
#152629
#270c3f
#4c167c
#634a7c
#c49f4
#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)
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
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.

Points: 29

She says Welcome 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.

They say:

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