Feb 22nd, 10:15 AM - 11:30 AM

**Animating the library’s value: Developing an information literacy cartoon**

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ANIMATING THE LIBRARY’S VALUE:
DEVELOPING AN INFORMATION LITERACY CARTOON

FEB. 22, 2020 GICOIL
EMBRY-RIDDLE AERONAUTICAL UNIVERSITY

“Hunt Library: Bringing the Library to You”
Serving both Daytona Beach & Worldwide campuses.
ANIMATING THE LIBRARY’S VALUE...

PRESENTED BY KAREN BRONSHTEYN,
ASSOC. DIR. FOR RESEARCH/WW LIBRARY SERVICES

1. Embry-Riddle & Hunt Library
2. The task – (challenge #1)
3. Input-seeking
4. Student survey on video types
5. Allocating money – (challenge #2)
6. The team’s creative process
7. Towards project completion – (challenge #3)
8. Finally! The finished product
9. Next steps: rollout & marketing
10. Usage stats
11. Lessons learned
12. Conclusion
Q: How can we get our students to start with Hunt Library instead of Google?

(By the way, make it quick & super convincing!)
INPUT-SEEKING:

• Brainstorming with Library Management.
• Several librarians look for/discuss example videos.
• We remember to consult youth!
• A Humanities professor surveys students for preferred video types; a video by NE Illinois is preferred.
• A vendor, WizMotions, is consulted for an approximate quote for an animated video. (They are later hired.)
Q: WHAT CONCEPT DESIGN WOULD GRAB STUDENTS’ ATTENTION FOR THE PURPOSE OF CONVINCING THEM THAT USING HUNT LIBRARY WOULD BE BETTER THAN GOOGLE?

B&W ILLUSTRATION
HTTPS://YOUTU.BE/LDLEPT0ADKC

ANIMATION/STAR TREK
HTTPS://YOUTU.BE/8HA-KNYBFWK

TEXT WITH MUSIC
HTTPS://YOUTU.BE/FN5HTGMFNB8
STUDENT SURVEY RESULTS

Q1: Which of the following videos (all under 2:45M) would be most compelling in educating students about the merits of using Embry-Riddle library databases over general Google searches? (You could evaluate by watching the first 30 seconds of each video.)

Answered: 28  Skipped: 0

- Text-based with music: 40.00%
- Personification: 11.43%
- Animation: 28.57%
- Text-based with music: 20.83%

<table>
<thead>
<tr>
<th>ANSWER CHOICES</th>
<th>RESPONSES</th>
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</thead>
<tbody>
<tr>
<td>Text-based with music</td>
<td>11</td>
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<tr>
<td>Personification</td>
<td>3</td>
</tr>
<tr>
<td>Animation</td>
<td>8</td>
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<td>7</td>
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<td>TOTAL</td>
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</table>

Comments (3)

- The text-based with music was good too, but a little misleading, in my opinion, saying that “anything” that comes from the library represents a credible source. 11/22/2017 9:15 PM
- The first was absolutely the most engaging, and was presented most naturally of the four. 11/22/2017 7:29 PM
- I like the text-based and also the b&w illustration 11/22/2017 2:25 AM
STAGE 01
• Annual allocation with no increase

STAGE 02
• $ transferred to annual budget codes, no fluff or "misc." categories

STAGE 03
• The usual major publishers (plus niche) take most of the $  

STAGE 04
• Library mgmt. considers new budget requests…

STAGE 05
• Mad rush to spend the end of FY $
DELAYS... = STRESS
EXTRA COSTS (SOME)

Extra length (30 sec. Increments) → Motion for the animation → Closed captioning file
CREATIVE BRIEF FOR “YOUR COMPANY”

**WHAT WILL YOUR CUSTOMERS GAIN?**

Provide the main benefits your prospects will achieve.

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>1.</td>
<td>Motivation to try the Hunt Library website.</td>
</tr>
<tr>
<td>2.</td>
<td>Awareness of the superiority of the library's resources.</td>
</tr>
<tr>
<td>3.</td>
<td>Understanding of why Hunt Library's EAGLEsearch has better functionality than Google for scholarly research.</td>
</tr>
<tr>
<td>4.</td>
<td>Willingness to contact a Librarian.</td>
</tr>
<tr>
<td>5.</td>
<td>Click here to enter text.</td>
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</table>
ADDITIONAL QUESTIONS:

• Who is your target audience?
• Describe your customer avatar.
• Why might the prospect NOT buy your product?
• What ages do you want for your main character(s)?
• Overall, what tone should the video have?
WORKING OUT CREATIVE CONCEPT

CHANGING WATER TO FLIGHT

REQUESTING EDITS TO ILLUSTRATIONS

REVISIONS BASED ON TEST AUDIENCE
THE STRUGGLE IS REAL: FIRST STORYBOARD

Another BIG time-saver is the Ask a Librarian service. Librarians can help you design search strategies and provide the best resources available.

NOTES: From previous scene, the Librarian comes in. She moves the mouse, the computer screen changes to a database page.
Embry-Riddle’s Hunt Library gives you easy access to a wide range of academic resources, a giant selection of FREE verified sources that you won’t find just searching the web.

And you! Prefer a print book? We have that too! All the way down to the basics of mechanics - it’s all in the library’s collection.
FINALLY! THE FINISHED PRODUCT
HTTPS://VIMEO.COM/ERAUHUNTLIBRARY/ASKALIBRARIAN

Hunt Library vs. Google

Erau Hunt Library Video Tutorials
COMPONENTS
• Email blast to “Worldwide” faculty & course developers
• Social media
• Kiosks, website feature, etc.
• UNIV 101 curriculum

COMMENTS
“We will use this for our student orientation next week.”
“Very important info about trusted sources and very engaging presentation as well.”
“Could not agree more!”
“I just wish that tree in the last shot were [sic] still standing!”
“I love this video. I am excited to include it as the intro to the new UNIV 101 module.”
Usage Stats Day of Email Blast: July 11, 2018

Analytics Dashboard
- Impressions: 448
- Views: 323
- Finishes: 203
- Avg. % Watched: 88%

Most views by city:
Daytona Beach, Florida, United States: 63 views

Most views by device:
Desktop: 271 views
Phone: 45 views
Tablet: 7 views
TV Apps: 0 views
ACCESS BY REGION, DAY OF EMAIL BLAST
## Access by Region, Continued

<table>
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**Totals:**

- Impressions: 448
- Views: 323
- Finishes: 203
- Avg % Watched: 89%
USAGE STATS: JUNE 26, 2018 – FEBRUARY 7, 2020

Analytics Dashboard

- 24K Impressions
- 3,353 Views
- 1,982 Finishes
- 83% Avg. % Watched

Most views by city
Daytona Beach, Florida, United States: 663 views

Most views by device
Desktop: 3,056 views
Phone: 241 views
Tablet: 56 views
TV Apps: 0 views

© OpenStreetMap contributors
Usage, One Month View: January 9 – February 7, 2020

Are you still using Google? Ask a Librarian.
LESSONS LEARNED:

• Start budget process early.
• Gather a diverse team including non-Librarians.
• Use several very small focus groups.
• Clarify reuse permissions.
• Ask for some “stills.”
• Have a marketing plan.
• Continually promote.
“They had trouble understanding the concept?

... that's why it's a good video to make!”

-- Lynn Koller, Humanities Prof.
QUESTIONS?

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