

# **Build Your Own Inexpensive Online Game: How Simple Games Can Change Student Perceptions**

**Digital Media in a Social World,  
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- The diagram illustrates a layered architecture with the following components and relationships:
- Application Layer Context**: A dashed red arrow points from the central Application layer to this context.
  - Application Layer**: The central layer, containing a **Registration** box.
  - Business Services**: A layer to the right, connected to the central Application layer by a solid double-headed arrow.
  - Security**: A layer at the bottom right, containing **Access interfaces** and **GUI Framework**. It is connected to the central Application layer by a dashed red line.
  - External Interfaces**: A layer at the bottom center, connected to the central Application layer by a dashed red line.
  - University Artifacts**: A layer on the left, connected to the central Application layer by a dashed red line.

# Background - 2006

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- Over 6,000 new OSU freshmen arrive on campus each fall
- Summer orientation offered by the Office of First Year Experience (FYE)
- No Library orientation included

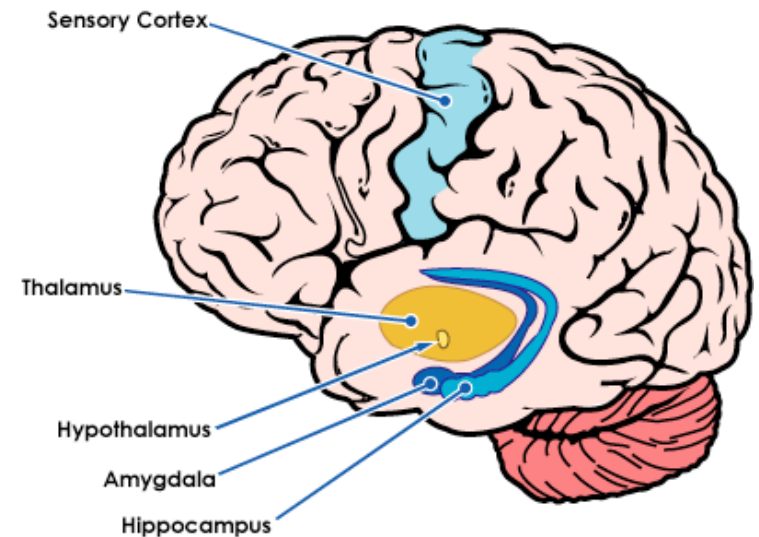


# Goals – OSU FYE Office 2006

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- ★ Provide orientation to the Libraries, resources, and services
- ★ Offer to all new students before first day of classes
- ★ Alleviate fears and encourage usage
- ★ Available for families

Parts of the Brain Involved in Fear Response



# Project Design Team

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- Three Teaching & Learning faculty librarians – design and content
- Graduate Student – assessment / programming
- Student – programming
- On- and Off-Campus Consultants



# Funding

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- Existing personnel
- Freeware
- Administrative support
  - Multimedia software
  - Student hours
  - Survey costs
  - Incentives





# Survey – What Students Wanted

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Online orientation should include:

- Locations of libraries
- Map to show which library is closest to their dorm
- Short movies
- Digital stories
- Interactive games and puzzles



*“May not be interested in using this”*

# First Version – The Four Quests

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## Conquering the Book Swamp

Use the Libraries' Catalog to find books

## Slay the Google Dragon

Use advanced features in  
Google and Google Scholar

## Solve the Library Maze

Explore the OSU Libraries

## Beseech the Articles Wizard

Use a database to find articles





# Engage Me or Enrage Me!

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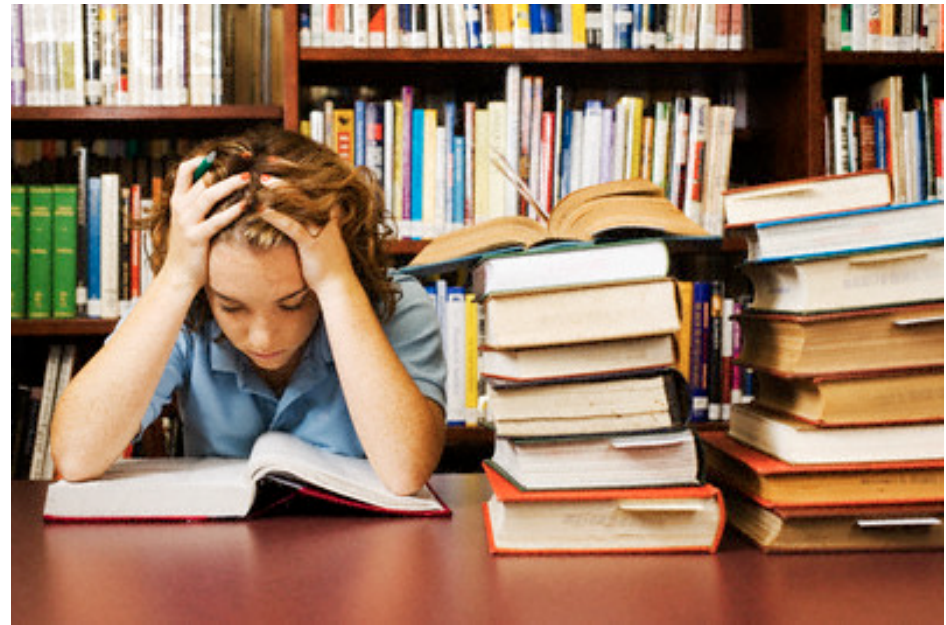
- **Original plan:**  
Quests – too much like homework and learning during summer vacation.
- **New plan:**  
Refocus on orientation, fun, casual games.



# Casual Games

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- No instruction, just information
- General overview
- Focus on positive
- More fun, easy
- Like a tour, not an assignment



# Campus as Game Board

## Head Hunt: The Game



Welcome roecker.1! [ [Admin Center](#) ] [ [View Progress](#) ]



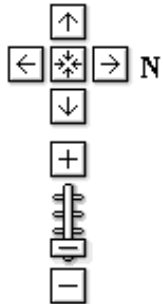
Comments



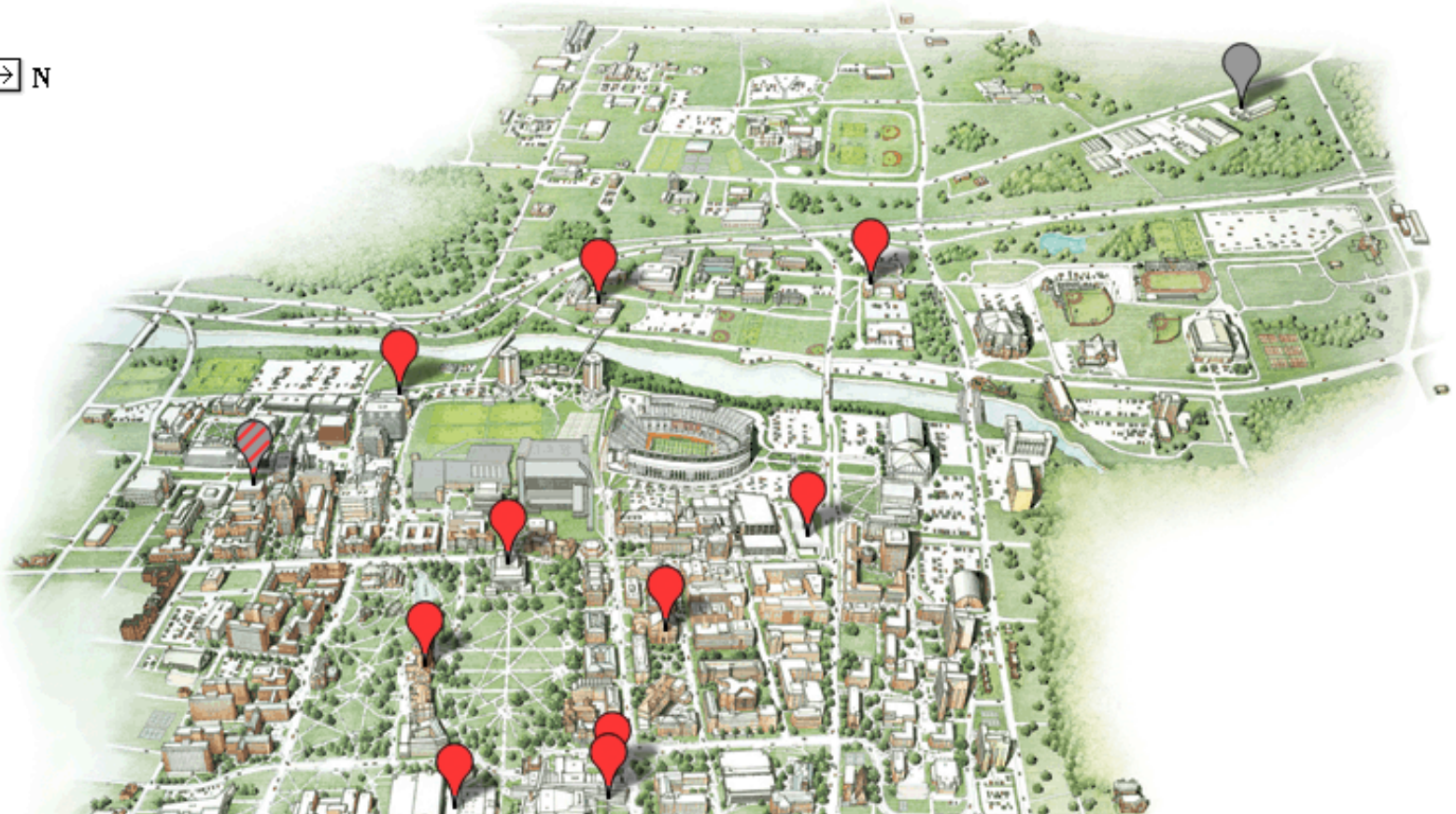
Help



Quit

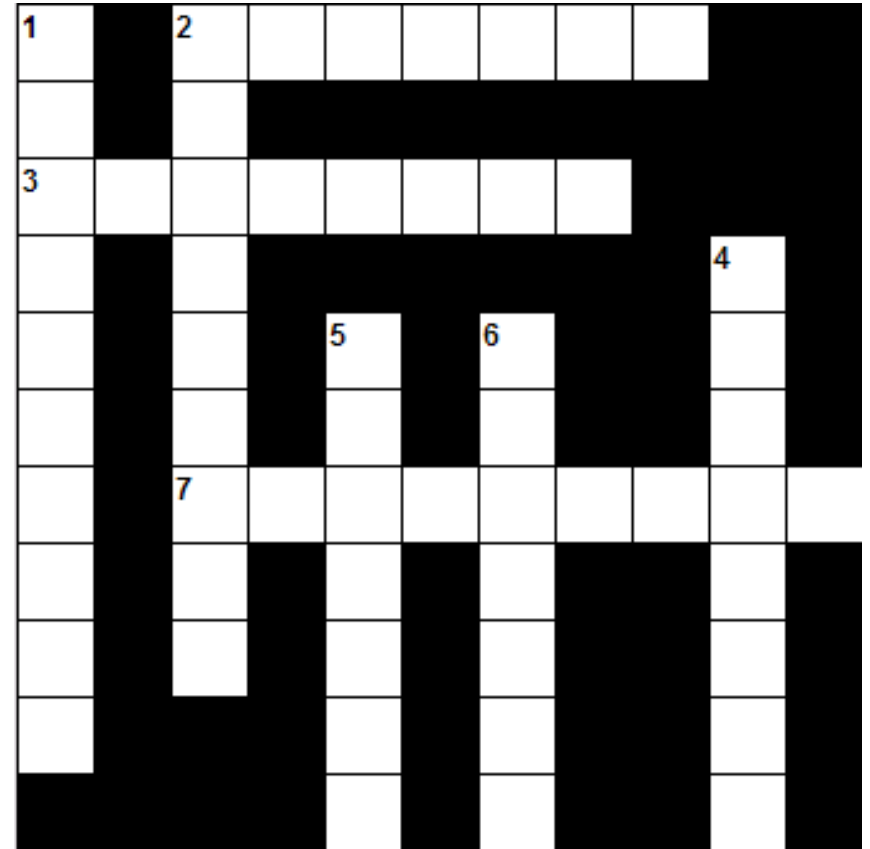


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# Casual Games in *Headhunt*

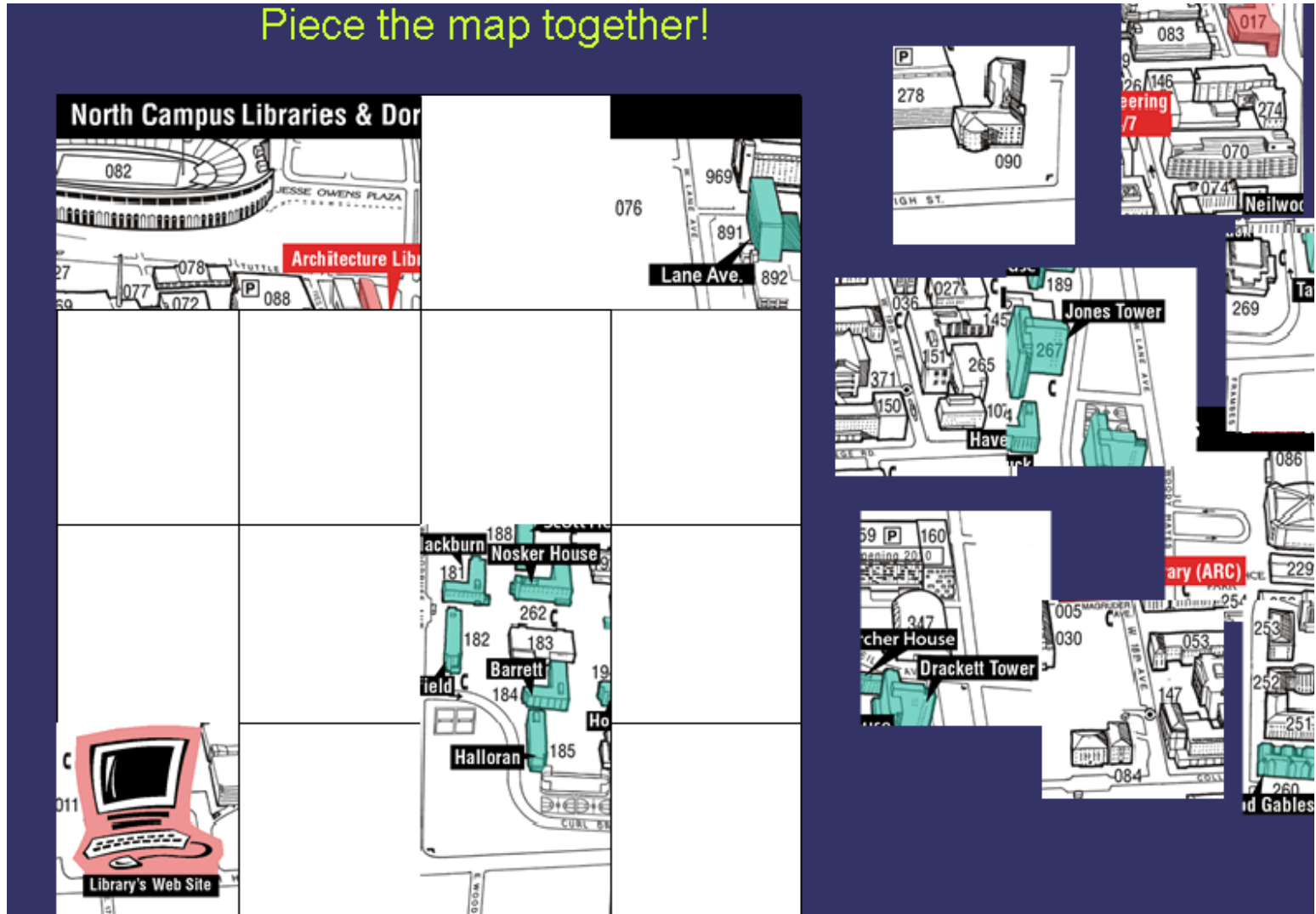
- *ClickZone*
- *Close to Dorms*
- *Database Match*
- *LC Call Number Order*
- *Library Superstars*
- *Libwords*
- *Multiple Guess*
- *Way / No Way*





# Close to Dorms – Jigsaw Puzzle

Piece the map together!



# Multiple Guess - Libraries' Info

## Multiple Guess



How to Play



Back to Map

*Ten correct answers will earn you a letter clue.*



Any person who does not return an OSU Libraries' item within 10 days that is being recalled because it was requested by another user must pay a fine of:

- A \$ .10 per each late day
- B \$1.00 per each late day
- C \$10.00 per each late day



# LibStars – Match the VIPs

*When all people have been correctly matched, you will earn a letter clue.*

Match the images to the descriptions by clicking on them to put them in order. To pull an image off the line, click on "Undo". When you think your answer is correct, click on "Check" to check your answer.

1:43

Check

Undo

Restart

Donated his papers and memorabilia documenting his careers as a military aviator, NASA astronaut, businessman, and U.S. Senator.

Fifth president of Ohio State (1899 - 1925) who was the namesake for the library newly renovated library on the oval.

First full-time librarian (1893-1927) and one of the designers of the largest library on campus.

Chairman for the current library renovation fundraising efforts who donated personal money for a new staff lounge.

Director of the University Libraries when the first online computer catalog system in the world was installed here to replace the card catalog.



John Glenn



Jim Tressel



William O'Leary Thompson



Olive Branch Jones



Hugh Atkinson

# Call Number Mix-Up – LC Class.

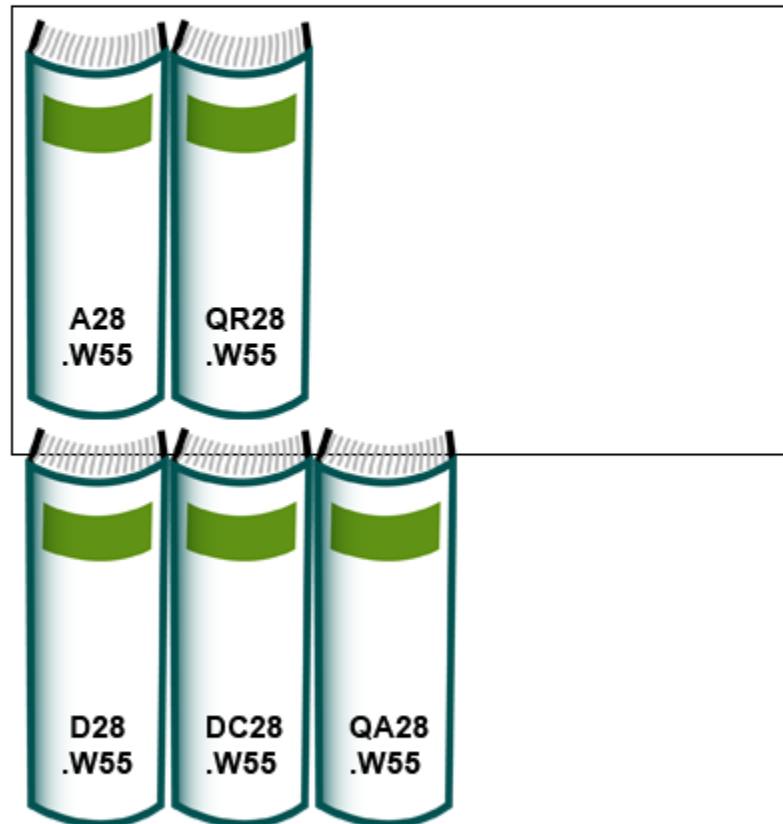
When books on **both** shelves are correct, you will earn a letter clue.

## Call Number Mix-Up Part 1

Check

Undo


Restart





# Mix and Match - Databases

Databases Mix and Match

1:52


Check Answers


How to Play


Back to Map

*Match all databases and descriptions correctly to earn a letter clue.*

Guide to current writers in fiction, nonfiction, journalism, movies and television.

Compilation of questions and responses from national, state, local surveys.

Database covering the literature of educational research.

Searchable database of dictionaries and subject reference works.

Full text of newspapers published by American ethnic groups.

Database of business statistics from U.S. government agencies.

Oxford Reference Online.

Polling the Nations.



Ethnic Newswatch.

Literary Reference Center.

ERIC.

STAT-USA.

# ClickZone - Libraries' Web site

Click Zone



How to Play
Back to Map

Complete all questions correctly to earn your letter clue

Keyword
Author
Title
Author and Title
Subjects
Numbers

**Keyword Search**  
Type the keyword(s) in the box below then press Enter or click the Submit button.  

Sorted By: 
Search Full Catalog 
  
[\(Use advanced search\)](#)

**Q1: Where would you click to search for a book by title?**

**Adjacency** Words can be searched side-by-side.  
**Example** : "art therapy"

**Wildcards** Words may be right-hand truncated.  
replace a single character anywhere within a word.  
**Examples** : art\* [finds arts, artists, artistic]  
art\*\* [finds artificial, artillery]  
gentle\*n  
gentlem?n

**Boolean Operators** Use "and" or "or" to specify multiple words in any field, any order. Use "and not" to exclude words.  
**Example** : stocks and bonds  
**Example** : (alaska or canada) and (adventure and not vacation)

**Proximity Operators** Use "near" to specify words close to each other, in any order.  
**Example** : art near therapy

**Grouping** Keyword search results are usually grouped by relevance to bring the most likely titles to the top of the list. Each group represents a similar level of relevance and results are sorted within the group by date or title. To get an ungrouped result set, use boolean operators to form a complex query. [Click here for more details on Ranked Results](#)

**How do I...?**  
find an article

Find Articles by [Research Databases](#)

Find Reserves by [Course](#) or [Prof/TA](#)

Find [Journals](#) or [Journals \(Online\)](#)

**Find call numbers**  
Library of Congress

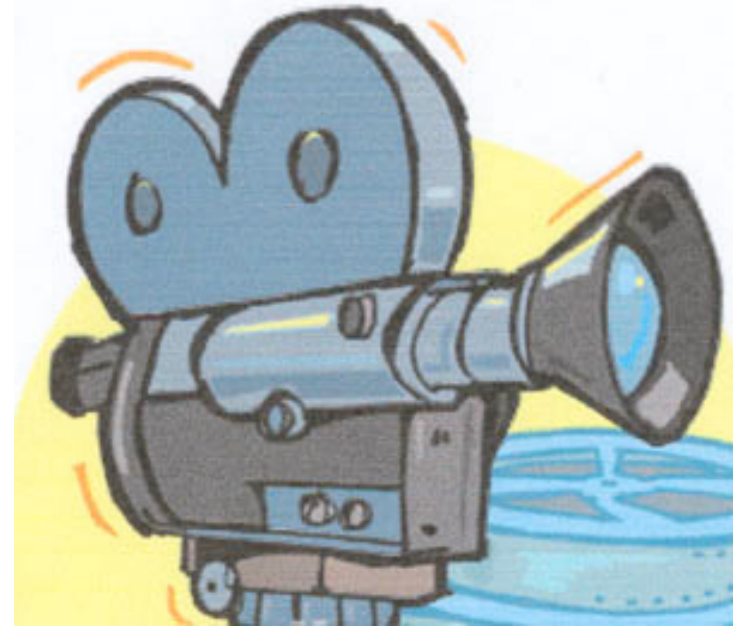
**Go to:**

- [OSU Library Mobile Catalog](#)
- [Mini-catalogs](#)
- [OhioLINK Catalog](#)
- [C I C Virtual Catalog](#)
- [More catalogs](#)
- [WorldCat](#)
- [Interlibrary loan forms](#)

# Short Movies in *Headhunt*

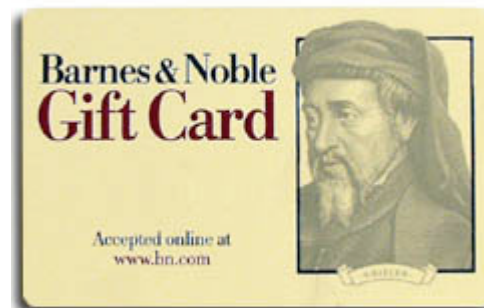
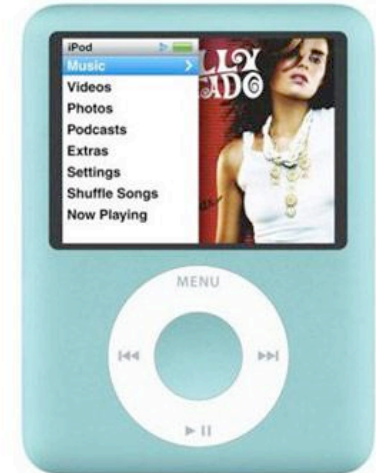
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- *Thompson Library Renovation*
- *Cartoon Library Collection*
- *OSU past and present*
- *Peer to peer library tutor*
- *Food outlets in the Libraries*



# Incentives to Play

- ❖ Barnes and Nobel gift certificates
- ❖ iTunes cards
- ❖ iPod
- ❖ Movie Tickets (donated)





# Did *Headhunt* Meet Its Goals?

- ✓ Provided orientation to the Libraries, resources, and services
- ✓ Offered to all new students before classes began
- ✓ Available for families
- ?? Fun, easy to play
- ?? Alleviated fears and encouraged usage of Libraries and resources



# Testing / Evaluation

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- Usability testing (prototype)
- Stress test (faculty and staff)
- Comment form  
(within game)
- Re-administer the  
Perceptions Survey
- Respond to problems  
during game



# Student Perceptions/Use Survey

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Baseline survey - four weeks into Fall 2006

500 students from all colleges

Questions:

- Had intro to Libraries?
- Visited a library?
- Used resources?
- Comfort level?
- More info desired?



# Survey Results – re. Libraries

## After four weeks at Ohio State –

- 29% - had received a library introduction
- 60% - had visited an Ohio State University Library

## Student Comments –

- Did not know what library resources were available
- Had difficulty finding what they need



# User Data – Fall 2007 - 2009

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	2007	2008	2009
<b>Student players:</b>	856	1,017	1,015
<b>Completed game:</b>	509	764	816
<b>Most views (games):</b> (Jigsaw Puzzle)	1,298	1,601	1,574
<b>Most views (movies):</b> (Director, Renovation, Stories)	831	1,028	2,427

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**Rate Your Interest:** *[1 = Interesting      7 = Not at all interesting]*

<b>Games:</b>	2.91 (Jigsaw)	—	3.51 (Call number)
<b>Movies:</b>	2.80 (Renovation)	—	3.51 (Director)

# Perception Surveys Comparison

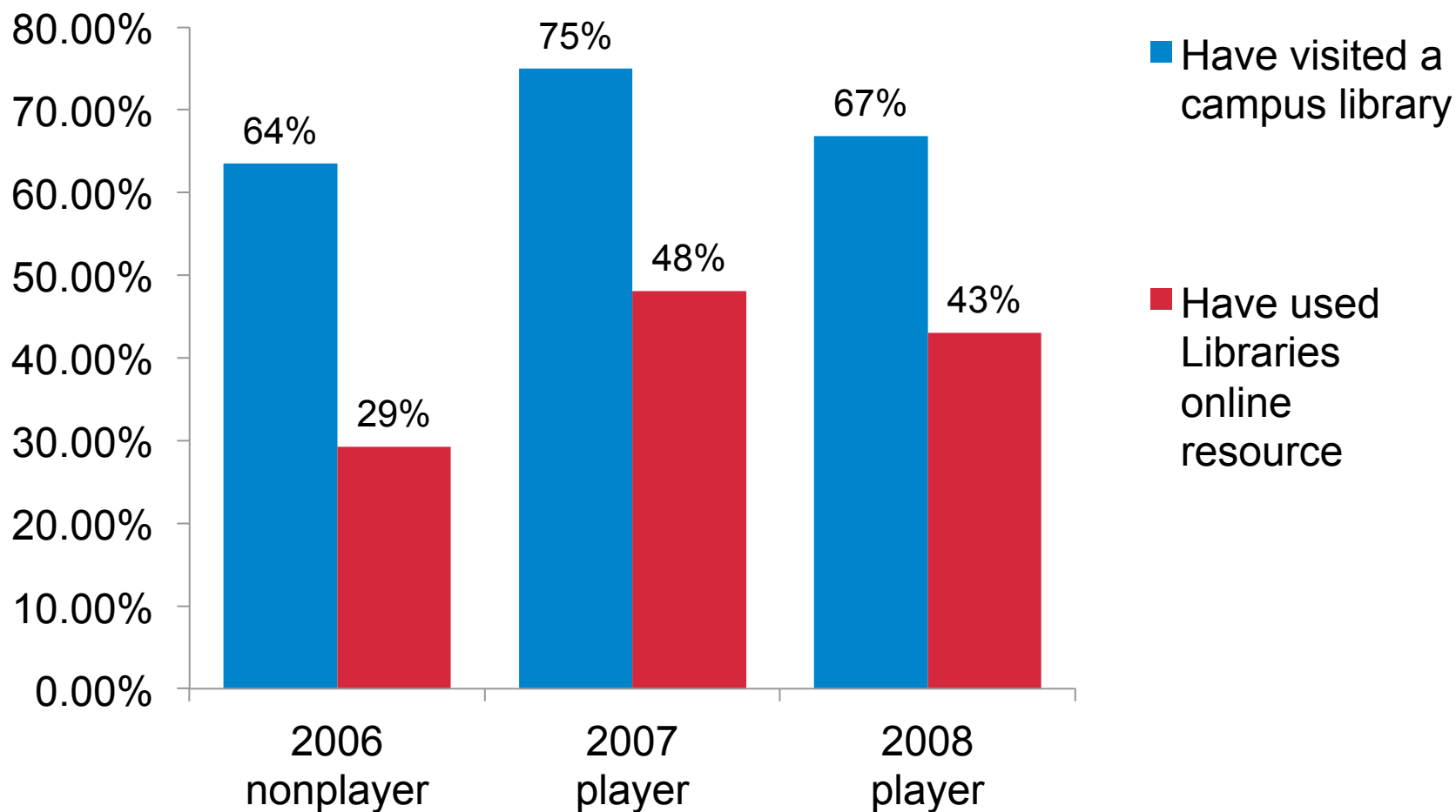
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	<u>2006</u>	<u>2007</u>	<u>2008</u>
Can't find online resources	<b>19%</b>	0%	7%
Libraries are not conveniently located	<b>49%</b>	38%	35%
Don't know resources use	<b>21%</b>	7%	17%
I don't know what resources are available	<b>48%</b>	41%	36%
I'm not confident using Library resources	<b>26%</b>	32%	33%

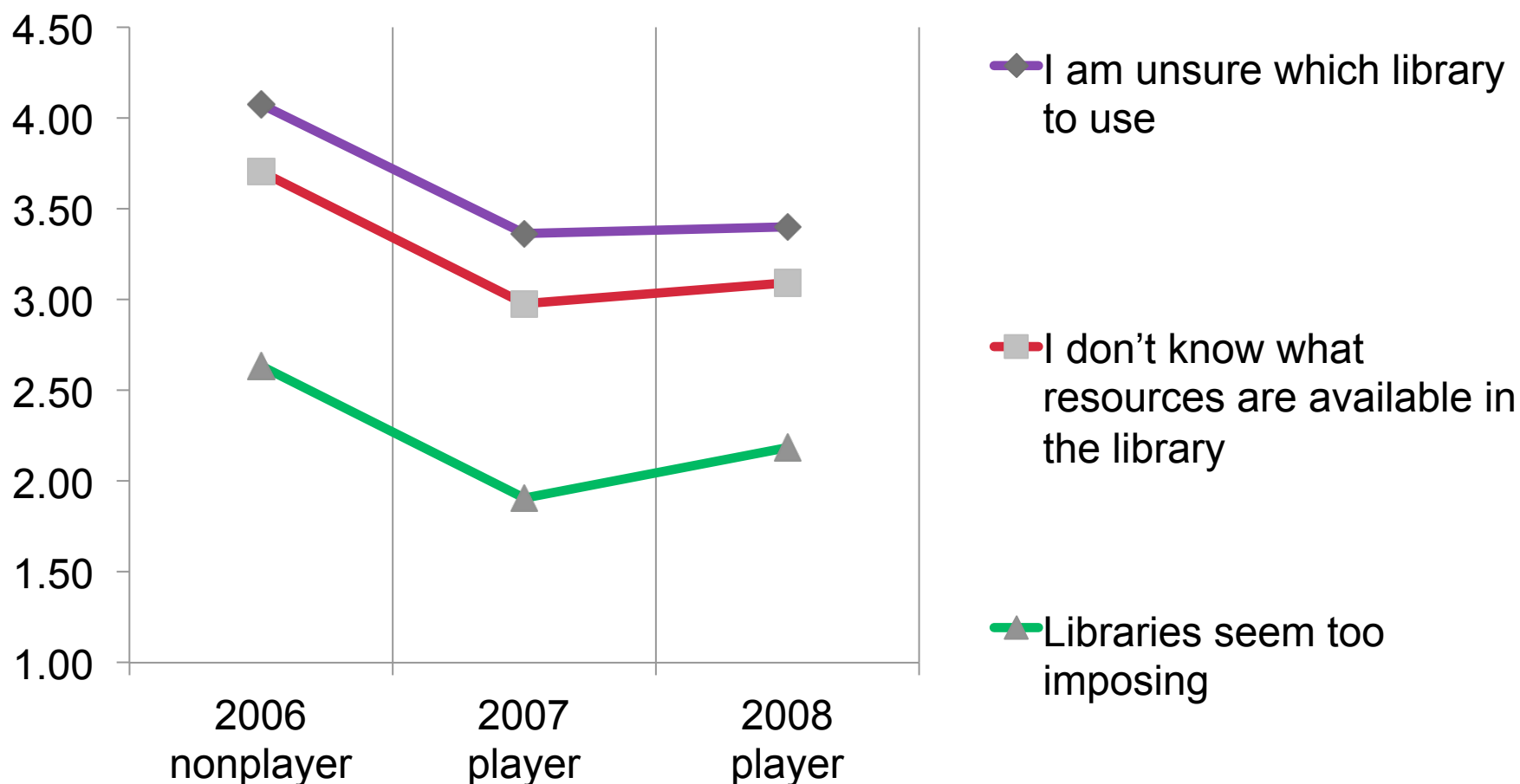


# Visited Library / Used Resource



# Library Perceptions / Attitudes

(1 = Strongly Disagree 7 = Strongly Agree)



# Student Comments

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- ***“I learned that you need to return your book if someone requested it. Otherwise you have to pay \$10.”***
- ***“You learned all of the information when you played the game. The nice thing was that **you had to keep retrying until you got the right answer to make sure you knew!**”***
- ***“Wow, good job. **I admit that I probably wouldn’t have explored all the libraries on my own.** I would’ve just gone to the library closest to me. But with this game, **I feel like I have a better idea of how to take advantage of what OSU libraries have to offer.**”***



# Family Comments

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- “Very innovative way to get family to recognize what the libraries offer and other useful information like book fines, time to check out, etc. ***I thought it was going to be some silly game, but really learned a lot.***”
- “These were quite entertaining and useful. ***I learned a few things that I will be able to share with my daughter*** who will be attending OSU soon.”
- “This was fun. I will be anxious to see how many freshmen take time to do this. ***I learned a lot but will be anxious to see if my daughter likes it.*** Or even does it.”
- “***I've learned a lot*** about how the libraries function.”



# Other Interesting Comments

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- “***They were all pretty easy, but I was still able to learn*** where to click for certain types of resources online and where can get certain books. The games were sort of dull at points.”
- “I really actually learned a lot about the library system. ***I didn't realize that it was so big and helpful!*** I'll be sure to use it in the future :)”
- “***I learned the different influential people*** who were involved with the library system.”
- “***Don't make it so easy*** to complete the close to dorms puzzle”



# Thanks for coming! Questions?

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# Play The Game Yourself

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*[library.osu.edu/headhunt/](http://library.osu.edu/headhunt/)*

Then click on:

→ ***“Play as a Guest”***

