

Quick Response or No Response



Central Piedmont Radio presents...

Bluff the Librarians

the game in which you must tell fact from fiction

featuring Amy Burns
Julie Obst
April Everett



Better than Carl Kassel, it's Jim Carmichael!

Bluff the Librarians | Warm-up



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How others used them



Record: [NEXT](#)

Author [Badia, Janet.](#)
Title Sylvia Plath and the **mythology** of women readers / Janet Badia.
Publisher Amherst : University of Massachusetts Press, c2011.
[Permanent Link](#)

LOCATION	CALL #	STATUS
9th Floor	PS3566.L27 Z575 2011	AVAILABLE

Description xiii, 202 p. ; 24 cm.

Notes Includes bibliographical references (p. 167-194) and index.

Contents 1. "Dissatisfied, Family-Hating Shrews": Women Readers and the Politics of Plath's Literary Reception -- 2. "Oh, You Are Dark": The Plath Reader in Popular Culture -- 3. "We Did Not Wish to Give the Impression": Plath Fandom and the Question of Representation -- 4. "A Fiercely Fought Defense": Ted Hughes and the Plath Reader.

Subject [Plath, Sylvia -- Appreciation.](#)
[Women -- Books and reading.](#)
[Feminism in literature.](#)

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(Search History)

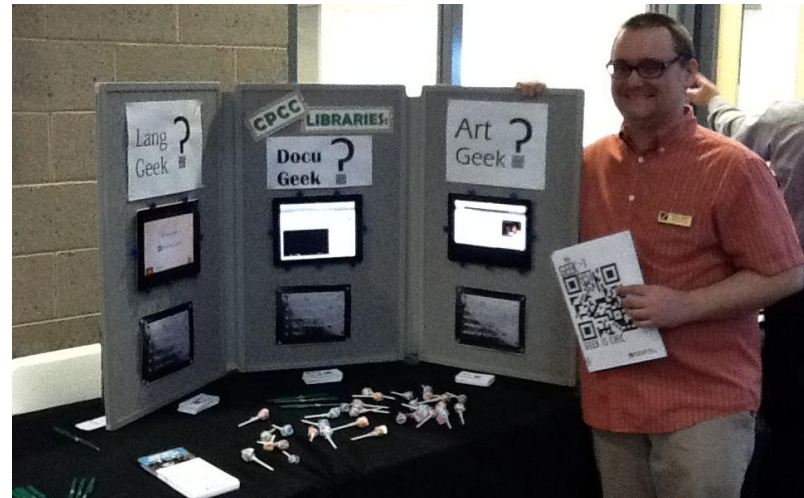
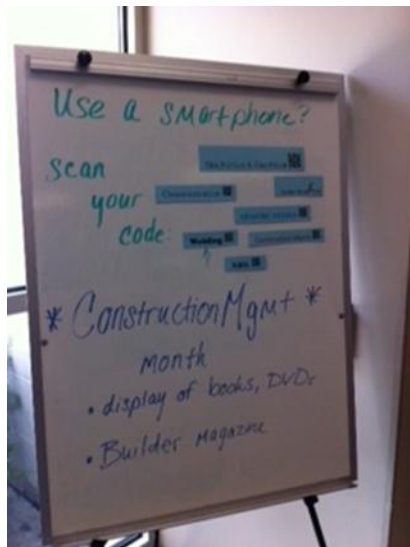


[What is this?](#)



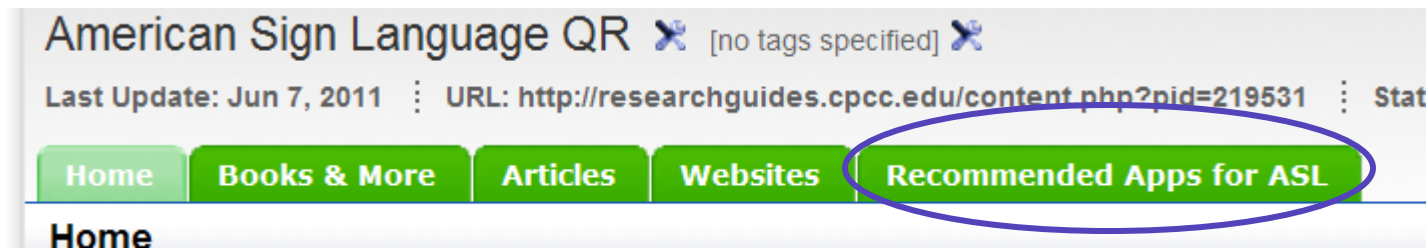


How we used them



How we tracked them

- Copied libguide content to a QR version



- QR version included extras
- Discouraged use of QRs in library services that were not linked to data
 - Avoid saturation
 - Constant education on how to use them

Data driven – Fall 2011

QR title FA2011	June	July	August	September	Total	Percent of access from QRs
ASL		3	14	20	37	
ASL QR	2					5.4
Applied Math			23	9	32	
Applied Math QR				7		21.9
Architecture	3		9	16	28	
Architecture QR	1		1		2	7.1
Art	10	5	10	28	53	
Art QR	8	6		6	20	37.7
Automotive	10	6	4	3	23	
Automotive QR		1				4.3
Construction Management	2		14	14	30	
Construction Management QR	2	2	1	3	8	26.6
Electrical & Electronics Tech	135	140	26	49	350	
Electrical & Electronics Tech QR	5	6	1	4	16	4.6
Graphic Design	9	4	54	35	102	
Graphic Design QR	9	3	2	3	17	16.6
Literary Criticism	9	12	28	127	176	
Literary Criticism QR	1			3	4	2.3
Non-Destructive Examination			5	19	24	
Non-Destructive Examination QR				2	2	8.3
Welding	15	7	27	23	72	
Welding QR	8	8	1	2	19	26.4
total QR scans = 98						

Spring 2012

Spring2012	January	February	March	April	Total
ASL	13	9	2		
ASL QR	0				
Applied Math					
Applied Math QR	1	5			
Architecture	3	5	4		
Architecture QR	0				
Art	4	15	1		
Art QR	0				
Automotive	3	4	5		
Automotive QR	0				
Construction Management	11	2	1		
Construction Management QR	3	5			
Electrical & Electronics Tech	3	0	6		
Electrical & Electronics Tech QR	3				
Graphic Design	45	24	19		
Graphic Design QR	8	11	4		
Literary Criticism	61	22	14		
Literary Criticism QR	0	2	0		
Non-Destructive Examination	79	11	6		
Non-Destructive Examination QR	7	0	1		
Welding	9	21	47		
Welding QR	6	7	3		
total QR scans as of 3/2612: 66					

Library Limericks

Limerick 1

Patrons usually don't give them a second look
Especially when deciding what to cook.
But we have thousands available
In non-fiction or fable,
If only they'd check out our ebooks.



Read by Jim Carmichael

Library Limericks

Limerick 2

When it comes to advertising we took the hint
Research guides are heaven sent.
But when all was said and done
We learn which is more fun,
Our students prefer their books in print.



Read by Jim Carmichael

Library Limericks

Limerick 3

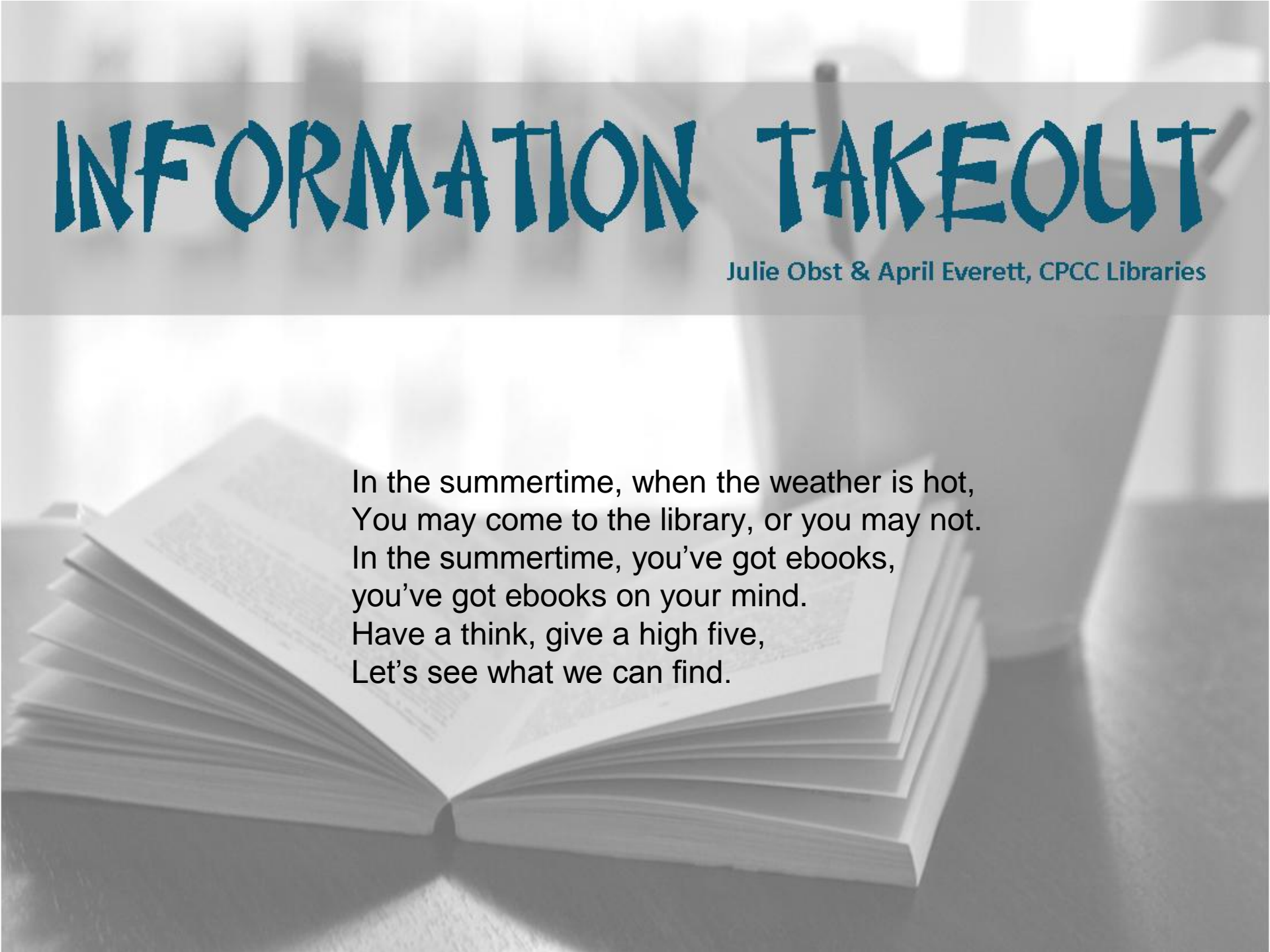
To buy or not to buy is the collection development brawl
But should we care about ebooks at all?
They tend to cost us big bucks,
With publishers we don't have much luck,
At least they show that libraries extend beyond four walls.



Read by Jim Carmichael

INFORMATION TAKEOUT

Julie Obst & April Everett, CPCC Libraries

A grayscale photograph of a stack of books. The top book is open, showing its pages. The stack is thick, suggesting many books are available. The background is slightly blurred, focusing attention on the books.

In the summertime, when the weather is hot,
You may come to the library, or you may not.
In the summertime, you've got ebooks,
you've got ebooks on your mind.
Have a think, give a high five,
Let's see what we can find.

Ebook Usage Trends

Table 1 – Reasons for Never Using E-books

Reasons	2011 %	2008 %	Difference
I do not know where to find e-books	47	58	-11
I prefer printed books	44	46	-2
My library does not offer e-books	10	17	-7
E-books are too difficult to read	8	14	-6
E-books are not available in my subject area	7	7	0

Table 12 - Finding e-books

Characteristic	2011%	2008%	% Difference
Library website	65	74	-9
Library catalog	56	55	1
Google and other search engines	50	48	2
Google Scholar	33	25	8
Course management systems	21	15	6
Vendor or publisher website	17	11	6

Table 14 – Source of E-book Awareness

Source	2011%	2008%	% Difference
Librarians	56	53	3
Instructors	50	47	3
Peers	41	32	9
Google or other search engines	41	38	3
Library catalog	36	39	-3
Library website or blog	35	43	-8
Library orientations	20	22	-2
Email notifications from library	13	12	1
Training sessions	13	15	-2
Departmental web pages	11	16	-5
Posters and other promotional materials	9	8	1

Tables excerpted from Ebrary 2011 Global E-book Survey Report.

A book by any other word



"Look at it this way; books don't crash, they don't get viruses, and they don't need screensavers."

Cartoon from the March 1, 2012 issue of *Library Journal*

low-cost, low-tech, highly familiar advertising

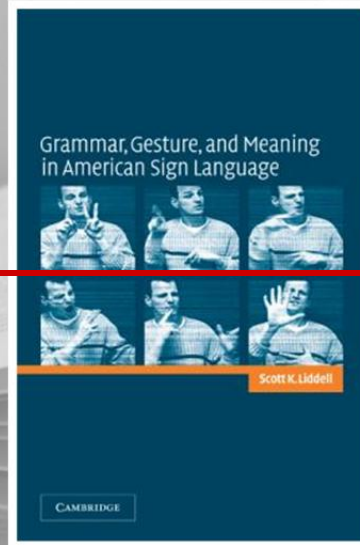
[illegible]

INFORMATION TAKEOUT

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on department bulletin
boards (ASL, welding, etc.)

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Publication Date: 2010



[Plumbing instant answers - Woodson, R. Dodge](#)
ISBN: 0071379576
Publication Date: 2002



[Plumbers' licensing exam - Burgess, Jack](#)
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Publication Date: 2009



[Consultant & independent contractor agreements - Fishman, Stephen.](#)
ISBN: 1413307140
Publication Date: 2008



[McGraw-Hill's careers for hard hats & other construction types - Eberts, Marjorie.](#)
ISBN: 0071545387
Publication Date: 2009



[Perfect phrases in Spanish for construction: 500+ essential words and phrases for communicating with Spanish-speakers - Yates, Jean.](#)
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Publication Date: 2009

Subject Guide



Julie Obst

Contact Info
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Screenshot of eBook research guide (libguide). We advertised the research guide through flyers with QR codes and tiny URLs linking students to the guide.

The Results

Usage statistics for our pull-tabs on our flyers from January through March 2012.

Ebook title	Vendor	Campus	# of Tabs Used
Grammar, gesture, and meaning in American Sign Language	My iLibrary	Cato	37
Identity economics	EBSCO	Cato	7
What's luck got to do with it?	EBSCO	Cato	
GED test prep en Espanol	Learning XPress	Cato	4
GED test prep	Learning XPress	Cato	10
Well-read lives	EBSCO	Cato	
Conversations for change	EBSCO	Cato	10
Fluid web typography	Safari	Harper	
Fonts & encodings	Safari	Harper	6
Designing with web standards	Safari	Harper	4
Stoppes' guide to photography & light	Safari	Harper	8
Toward sustainable communities	EBSCO	Harper	9
Green cities	Credo	Harper	8
Plumbing instant answers	EBSCO	Harper	8
Complete test prep plumber's licensing exam	Learning XPress	Harper	5
Consultant & independent contractor	EBSCO	Harper	3
Careers for hard hats & other construction	EBSCO	Harper	5
Perfect phrases in Spanish for construction	My iLibrary	Harper	7
Complete digital design	EBSCO	Harper	4
Identity economics	EBSCO	Harper	
What's luck got to do with it?	EBSCO	Harper	
GED test prep en Espanol	Learning XPress	Harper	10
GED test prep	Learning XPress	Harper	10
Well-read lives	EBSCO	Harper	
Conversations for change	EBSCO	Harper	

The Results

Usage statistics for our online guide for 2012. Statistics were also collected for viewing of the individual ebooks themselves, though little or no increase in viewing was reported.

Page	January	February	March	Totals
ASL	4	3	2	9
Construction	4	0	1	5
Design	3	2	1	6
Economics	4	2	1	7
GED	4	0	1	5
General	5	1	1	7
Home	18	5	3	26
Totals	42	13	10	65

Short & Simple CPCC Libraries Survey

1. Do you use CPCC library online resources?

(ex. online catalog for finding books, research guides, research databases, etc.)

☐ Yes ☐ No

If no, why?

- ☐ No internet access from home
- ☐ Not sure how to access/use online library resources
- ☐ Prefer to search on my own (use Google, etc.)
- ☐ Other _____

2. Which type of book do you prefer?

☐ Paper ☐ Ebook

Why? _____

3. Do you own a smartphone or tablet computer?

☐ Yes ☐ No

If yes, have you ever used it to scan something like this? →

☐ Yes ☐ No



4. Have you ever taken a pull-tab from a flyer (like this)?

☐ Yes ☐ No

If yes, did that pull-tab make it easier to follow up? (ex. calling a number or visiting a website)

☐ Yes ☐ No

If no, why?

- ☐ Lost the pull-tab
- ☐ Forgot to follow-up
- ☐ Other _____

danke + grazie + thank you + mahalo + muchas gracias

Survey Says

The Highlights

- 85% use library online resources
- 81% prefer print books
- 61% own a smart device
- 45% have taken a pull-tab

The Details

- We love print books because they're...
 - ✓ tangible – 35%
 - ✓ easier to read – 27%
 - ✓ portable – 14%
 - ✓ easier to access – 11%
 - ✓ familiar / “old school” – 8%

Bluff the Librarians | QR Code



Dutch coins



QR Dog



Play Doh Machine





open
discussion

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