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Beyond FourSquare: Library Treks with SCVNGR

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Beyond Foursquare
Library Treks with SCVNGR

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Checking In
Checking In

The act of electronically announcing your presence at a destination
Location-based applications use internet-connected mobile devices’ geolocation capabilities
Number of Users

- FourSquare
- Loopt
- My Town
- Google Latitude
- BrightKite
- Gowalla
- SCVNGR

Legend:
- FourSquare
- Loopt
- My Town
- Google Latitude
- BrightKite
- Gowalla
- SCVNGR
Quiz...

How many of you are “checking in?”
Boise State University Library
1865 Cesar Chavez Lane

CHECK IN HERE

Quinn A.
is the mayor.

You're here

1 tip from friends
1 left by other people (2 left by you)

More info
Map, contact & more
Where are you the mayor?
**Key metrics**
Overview of activity

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Checkins</td>
<td>217</td>
</tr>
<tr>
<td>Unique Visitors</td>
<td>64</td>
</tr>
<tr>
<td>Sent to Twitter</td>
<td>9%</td>
</tr>
<tr>
<td>Sent to Facebook</td>
<td>11%</td>
</tr>
<tr>
<td>Men</td>
<td>Women</td>
</tr>
</tbody>
</table>

**Top Visitors**
Users who have checked in the most

- **Quinn A.**
  - 27 checkins
- **Herbie P.**
  - 11 checkins
- **Michael S.**
  - 9 checkins

**All Checkins**
Detailed listing of all checkins

![Bar chart showing check-in data over time]
Why?

Instant gratification
Rewards, discounts, freebies
To be seen
To let friends know where you are
Just because
Camaraderie

We learn from games
As the mayor of the @BSULibrary, I got free post-in notes. I'm so down for free things!

Login to leave a comment
albear  #nbd RT @BSULibrary: Check it out! Last week @albear became mayor of Albertsons Library & won free post its! ... ^AV.

twitpic.com
Twitter - Sep 16, 2010

BSULibrary Check it out! Last week @albear became mayor of Albertsons Library & won free post its! ... ^AV.

twitpic.com
Twitter - Sep 16, 2010
Quiz...

My library has a presence on...
# Why we chose SCVNGR

<table>
<thead>
<tr>
<th>Feature</th>
<th>Facebook Places</th>
<th>Foursquare</th>
<th>SCVNGR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ease of use</td>
<td>High</td>
<td>High</td>
<td>Very good</td>
</tr>
<tr>
<td>Set up</td>
<td>Difficult to claim library venues</td>
<td>Difficult to claim library venues</td>
<td>Easy to claim library venue and build on that</td>
</tr>
<tr>
<td>Tech support</td>
<td></td>
<td>Not responsive to .edu</td>
<td>Especially responsive to .edu</td>
</tr>
<tr>
<td>Level of users engagement</td>
<td>High</td>
<td>High</td>
<td>Can earn points to make your own challenges</td>
</tr>
</tbody>
</table>
Pronounced “scavenger”
Users download a free app
Builders need to apply for an account.
features

- Treks are built of individual challenges
- Check-in to get points
- Bump phones for a social check-in
- Users can become builders by gaining points
Video

2 minutes to build a challenge
Case Studies

OSU and BSU
Valley Library
Oregon State University

Using SCVNGR for international student orientation
A popular gathering place
Students are choosing smart phones
INTO is social

Follow INTO on Twitter

Join INTO on Facebook

Our Welcome Party is tonight! Come to Reed Lounge to enjoy some pizza, music, and hanging out with friends! It's from 5-7pm and it's FREE!

32 days ago

Come to "Nintendo Wii Party!" Wednesday, February 16 from 5:00 pm to 7:00 pm. Come play fun Nintendo games, eat... http://fb.me/OzjdleX9

17 hours ago

Here's an idiom for today: "the icing on the cake". This means that something good happens to an already pleasant... http://fb.me/BHltzNAH

12 days ago

Have you made your guess yet? Donate $1 to the Food Drive to guess how many globes are in the vase! The closest... http://fb.me/O1mr2xgo

5 days ago

Does anyone want this huge, awesome China Night 2011 poster? It would make a great souvenir! If you want it, come... http://fb.me/U0hlT87J

4 days ago

Come to "Nintendo Wii Party!" Wednesday, February 16 from 5:00 pm to 7:00 pm. Come play fun Nintendo games, eat... http://fb.me/OzjdleX9
On the iPad
Rewards

Promotional Library T’s

Coffee shop gift certificate
Quiz

Audiences & Partners
Why we think they’ll like it

- Own smart phones
- Fun
- Easy
- Library is new to them
- Can do as a group
- Share tips
Using SCVNGR for Bibliographic Instruction
Why They Like It

Fun
Share tips
Easy
On the library website find click on the Articles Databases, then find the drop down menu, choose a topic of interest or your major & submit name of 1st database

academic search premier
Challenge
Albertsons Library 1910 University Drive

Databases Galore!!
On the library website find click on the Articles Databases, then find the drop down menu, chose a topic of interest or your major & submit name of 1st database
137
academic search premier
Go

Bronco Print
Well done! You just earned 2 points!
What else is going on here
Databases Galore!!

On the library website, find and click on the Articles Databases, then find the drop-down menu. Choose a topic of interest or your major & submit the name of the 1st database.

*137*

academic search premier

Bronco Print

Well done! You just earned 2 points!

What else is going on here

Meet your librarian

What's your hardest class this semester? Find the liaison librarian for that discipline. Text/type in his/her name and office number.

Amy Vecchione 109

*142*
## Find It at Albertsons Lib

### 5 Challenges

<table>
<thead>
<tr>
<th>Challenge</th>
<th>Location</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ask a librarian anything! @ Reference Desk</td>
<td></td>
<td>[activate]</td>
</tr>
<tr>
<td>Computers galore! @ Albertsons Library</td>
<td></td>
<td>[activate]</td>
</tr>
<tr>
<td>Let's &quot;circulate&quot; things! @ Circulation Desk</td>
<td></td>
<td>[activate]</td>
</tr>
<tr>
<td>Databases Rock! @ Albertsons Library</td>
<td></td>
<td>[activate]</td>
</tr>
<tr>
<td>Find Amy! @ Albertsons Library</td>
<td></td>
<td>[activate]</td>
</tr>
</tbody>
</table>

*The original trek*
Student created trek
Kim Leeder, Assistant Professor/Librarian, Liaison to English, Theater Arts, and Environmental Studies.
A viral challenge
Shh! Quiet In The Library

Did you know it's ok to talk non-whisper-like in Albertsons Library? Well, except for when you are on two specific floors. Which two? (the floor #'s)

Go
Have you left any tips or reviews on any geolocation social networking app?
You can engage with users
What We’d Change

Moving Challenges

Place defaults to Boston

Make it more private

Editing Places
the benefits of checking in

*Share your location.* Let fellow students discover where you're studying or watching the game.

*Play to win. And learn.* Collect points and badges for checking in to useful places and sharing your techniques for learning online.

*Track your student life.* Log the time you spend on coursework and where you get the most done so you remember what works.
Questions?
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Works Cited