

2-23-2011

## Beyond FourSquare: Library Treks with SCVNGR

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# Beyond Foursquare

## Library Treks with SCVNGR



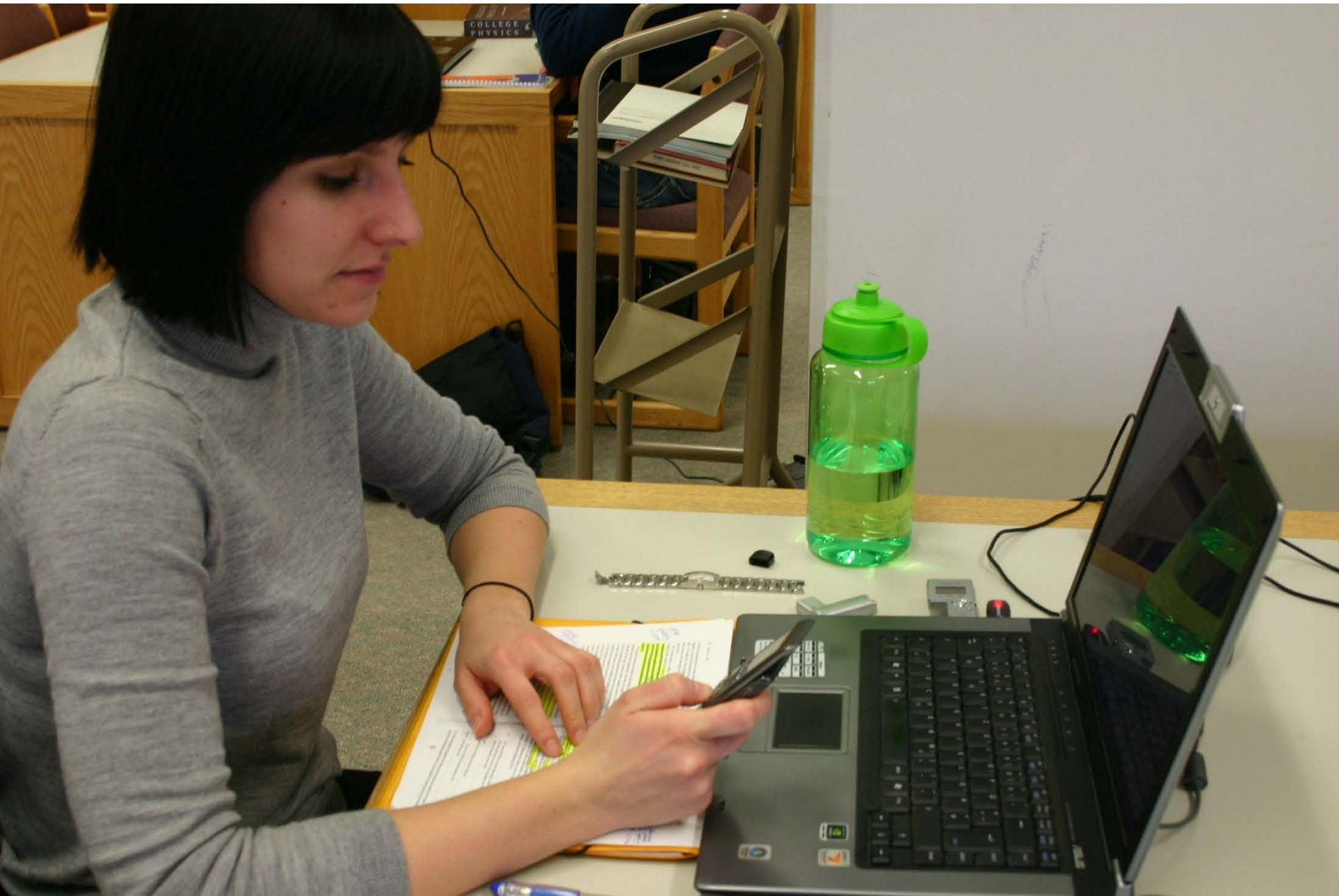
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# Checking In

# 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

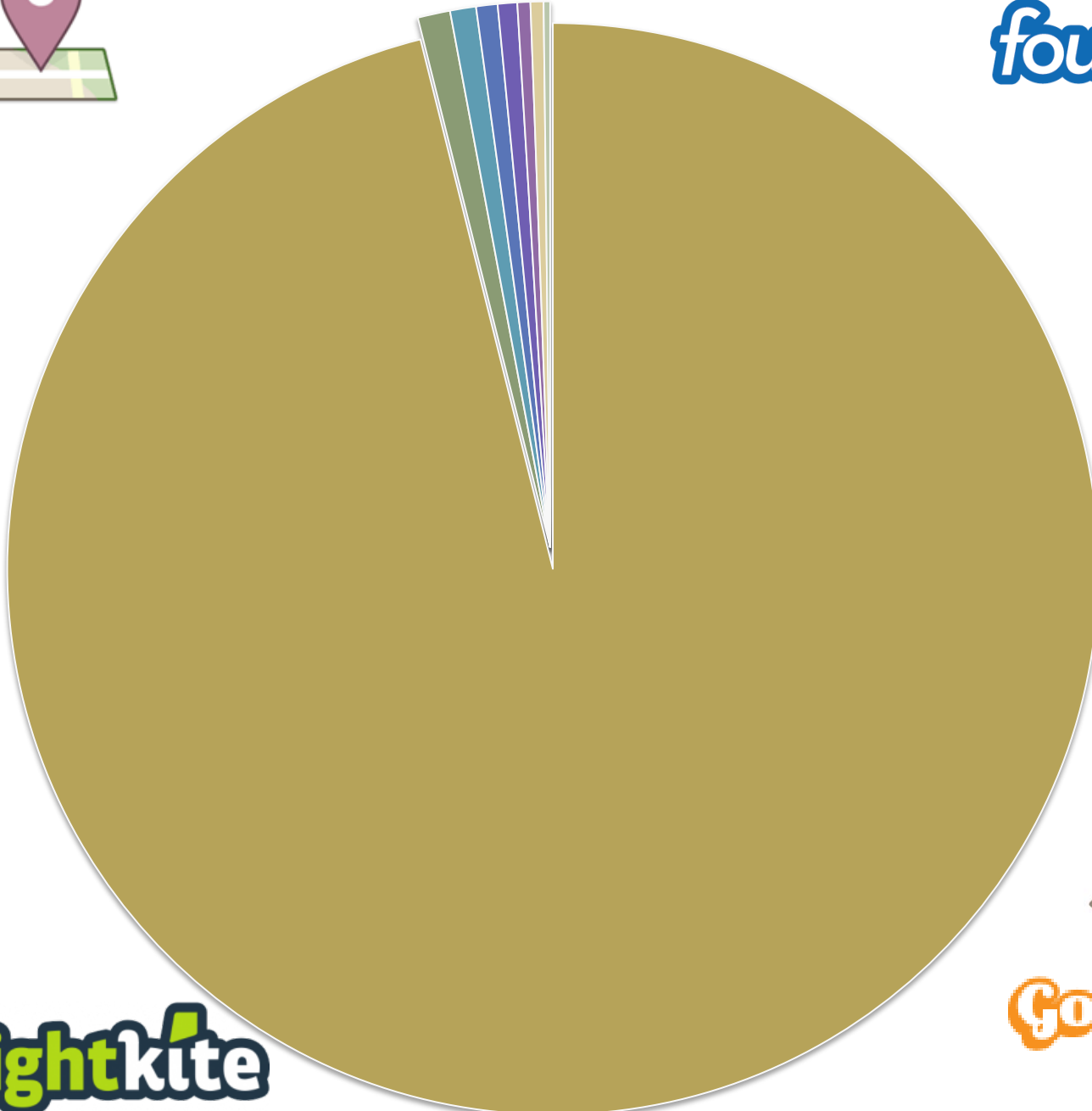


foursquare

loopt

MyTown

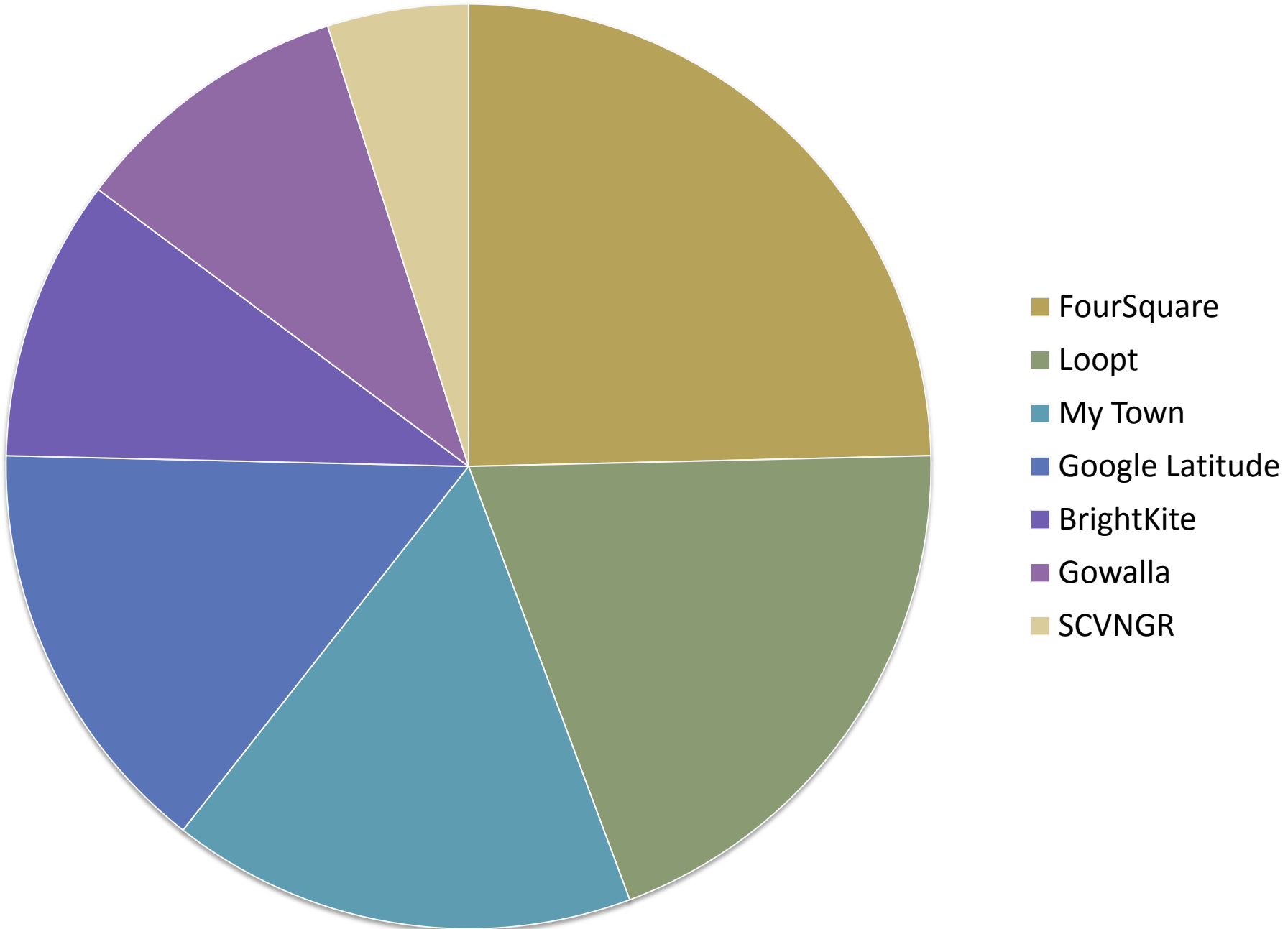
- Facebook
- FourSquare
- Loopt
- My Town
- Google Latitude
- BrightKite
- Gowalla
- SCVNGR



Gowalla

brightkite

# Number of Users



# Quiz...

How many of you are “checking in?”


Tip



**Boise State University Library**  
1865 Cesar Chavez Lane

**SPECIAL  
HERE →**

**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



+ Photo



+ Tip



+ To-Do



Flag



Share

Where are you the mayor?

# STATS

View data from: [Today](#) | [Yesterday](#) | [Last week](#) | [Last 30 days](#) | [Last 60 days](#) | [Last 90 days](#)

## Key metrics

Overview of activity

Total Checkins	217
Unique Visitors	64
Sent to Twitter	9%
Sent to Facebook	11%
Men   Women	55%   42%

## Top Visitors

Users who have checked in the most

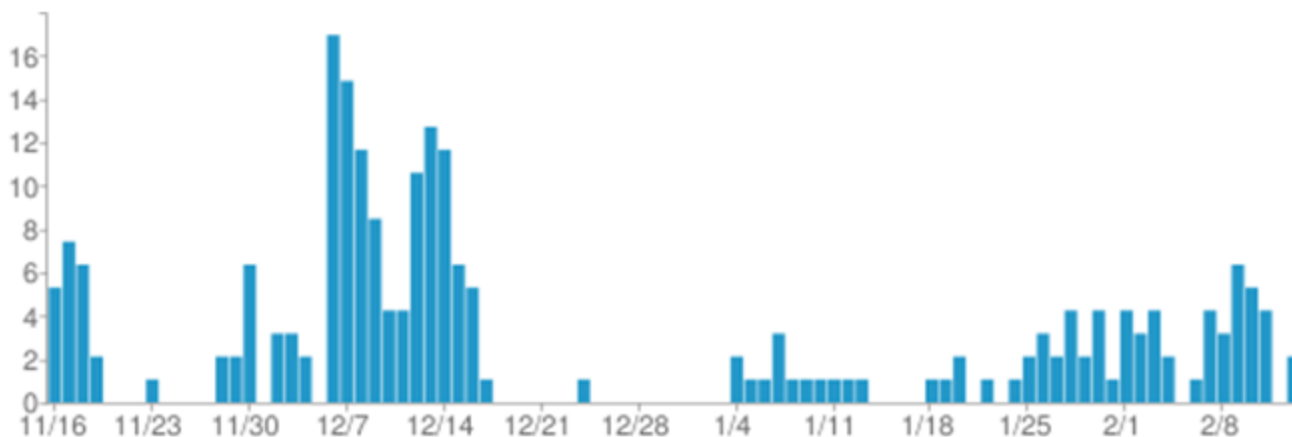
 **Quinn A.**  
27 checkins

 **Herbie P.**  
11 checkins

 **Michael S.**  
9 checkins

## All Checkins

Detailed listing of all checkins







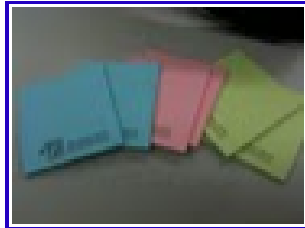
As the mayor of the [@BSULibrary](#), I got free post-in notes. I'm so down for free things!

[Login](#) to leave a comment





[albear](#) #mbd RT [@BSULibrary](#): Check it out! Last week [@albear](#) became **mayor** of **Albertsons Library** & won free **post its!** ... ^AV.

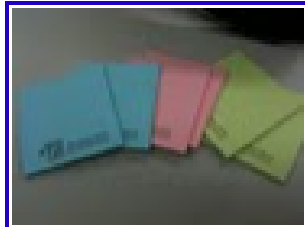


tweetpic.com

Twitter - Sep 16, 2010



[BSULibrary](#) Check it out! Last week [@albear](#) became **mayor** of **Albertsons Library** & won free **post its!** ... ^AV.



tweetpic.com

Twitter - Sep 16, 2010

# Quiz...

My library has a presence on...

# Why we chose SCVNGR

	Facebook Places	Foursquare	SCVNGR
Ease of use	High	High	Very good
Set up	Difficult to claim library venues	Difficult to claim library venues	Easy to claim library venue and build on that
Tech support		Not responsive to .edu	Especially responsive to .edu
Level of users engagement	High	High	Can earn points to make your own challenges



Pronounced  
“scavenger”

Users  
download  
a free app





SCVNGR

## Build on SCVNGR

SCVNGR is part awesome **location-based mobile game**,  
part really powerful **mobile gaming platform**.



### What can I build on SCVNGR?



#### Challenges

Challenges are quick, fun things to do at places.



#### Treks

Treks connect places and challenges.



#### Rewards

Rewards are things players get for playing.

[Get Started Now >](#)

### Why should I build on SCVNGR?



#### Attract

tons of people



#### Engage

them with fun



#### Reward

your growing community

[Get Started Now >](#)

**Ready to go?**

[Get Started!](#)

Check out our [pricing & packages](#).

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

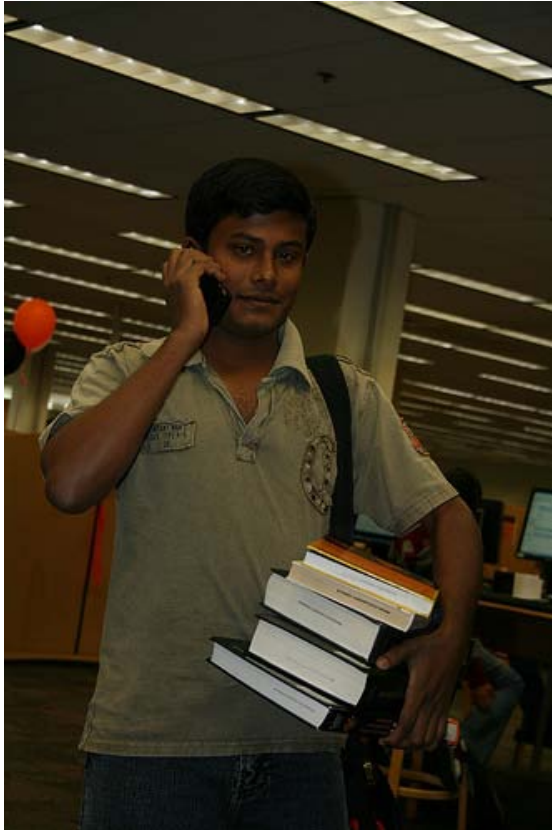






## A popular gathering place





**Students are choosing smart phones**



# INTO is *social*

## Follow INTO on Twitter



**INTO OSU**  
*INTO\_OSU*

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/O1mrZxgo>  
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>

 Join the conversation

## Join INTO on Facebook



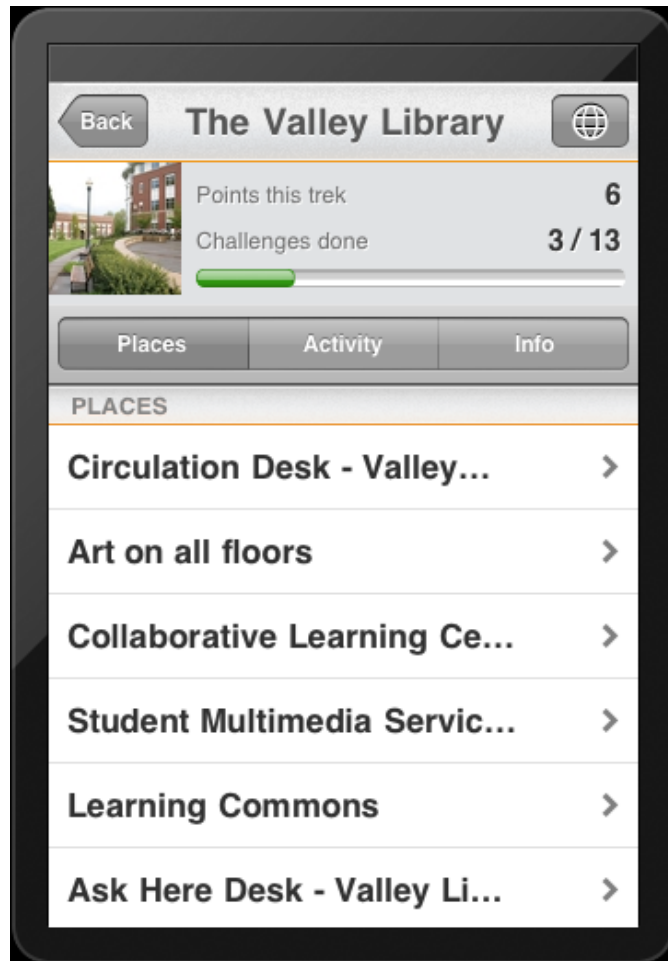
**INTO Oregon State University** on Facebook  
You like this. Unlike

801 people like **INTO Oregon State University**.

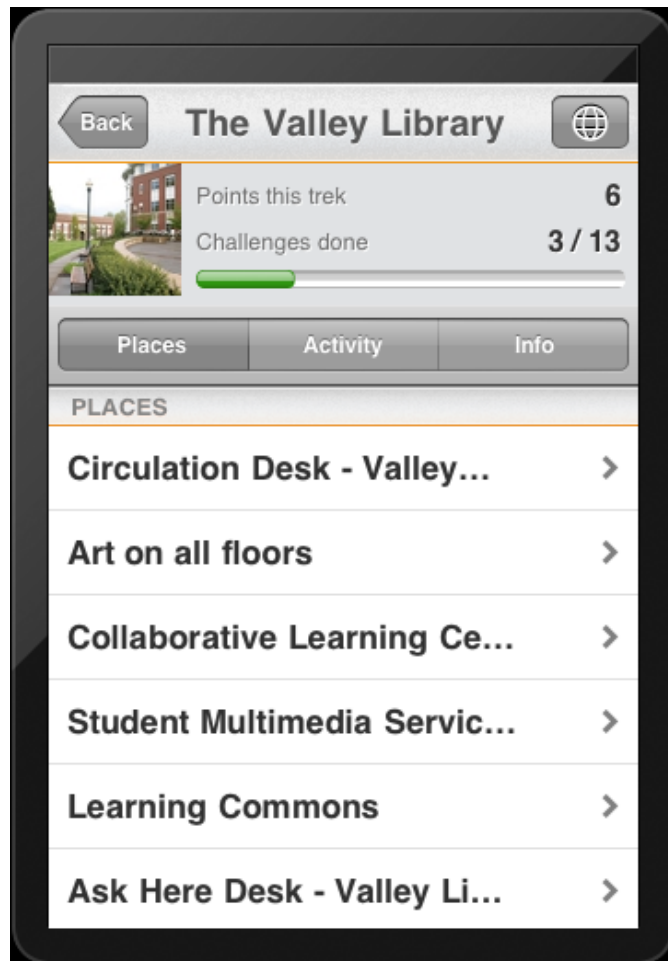
 Igor	 Nafe	 Maximilian	 Luo	 Saad	 Turki	 Louis	 Saad
 Mušlim	 Homoud	 Ryoma	 Margaret	 黎方	 Yujin	 Patrick	 Tyler



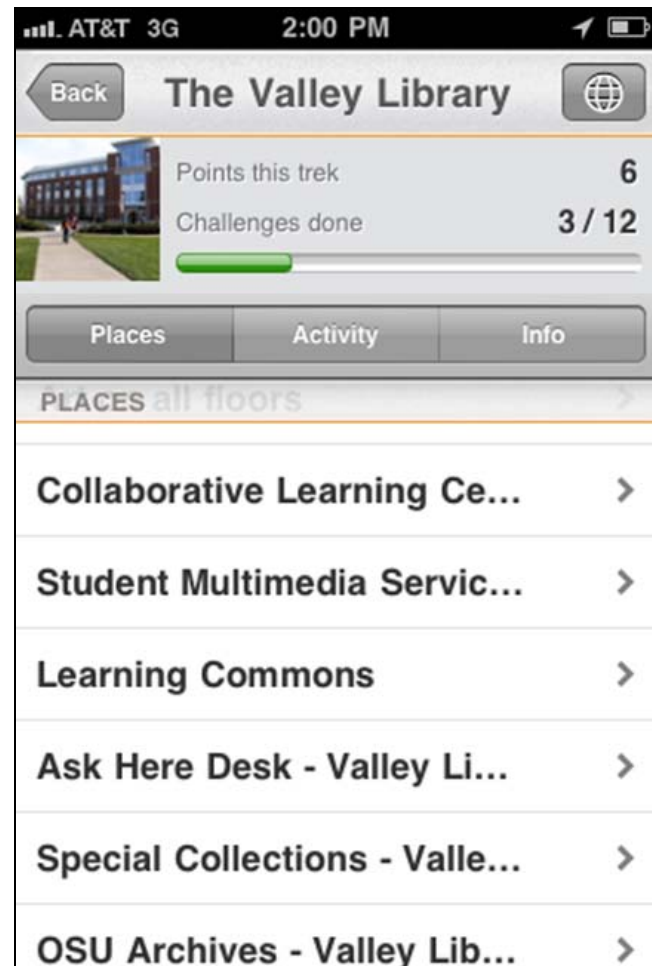
# On the iPad



## On the iPad



## On the iPhone



# Rewards

## Promotional Library T's



## Coffee shop gift certificate

# Quiz

Audiences & Partners



# Albertsons Library Boise State University

Using  
SCVNGR for  
Bibliographic  
Instruction













# Albertsons Library

Settings



7

challenges

Building since 10/28/10

0

rewards

1

treks

319

points

## Where to Play

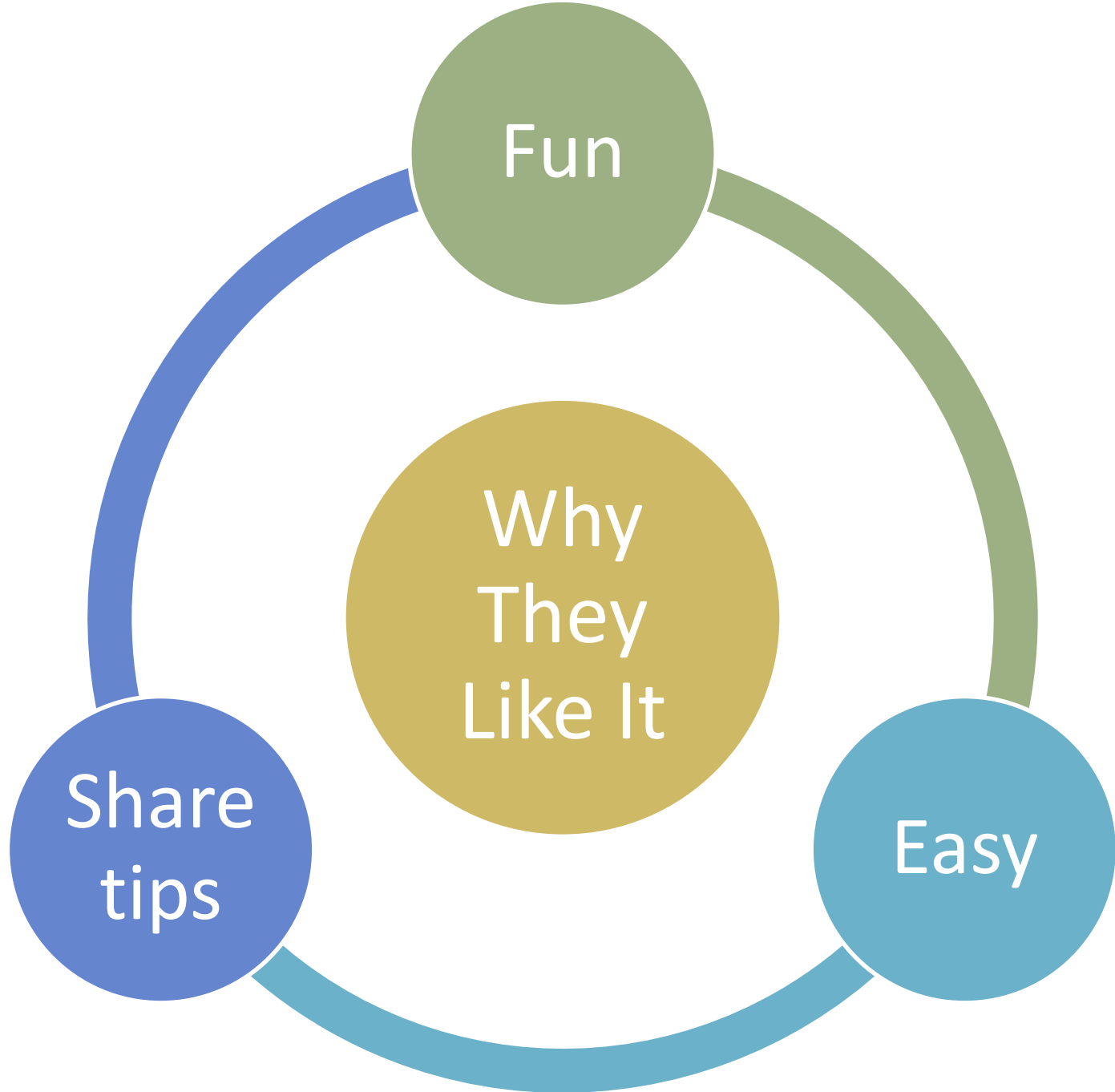


Google

Map data ©2011 Google-Terms of Use

Treks

About



Albertsons Library 1910 University Drive

+2 **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

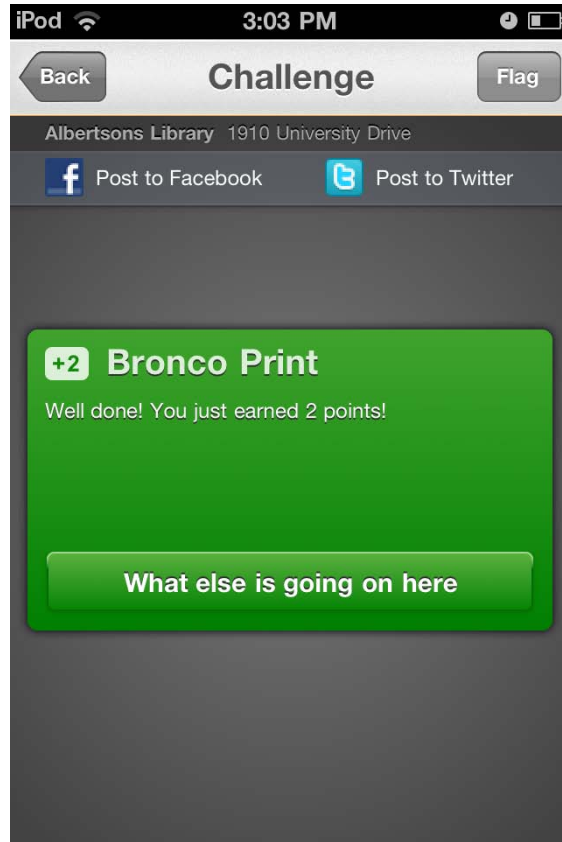
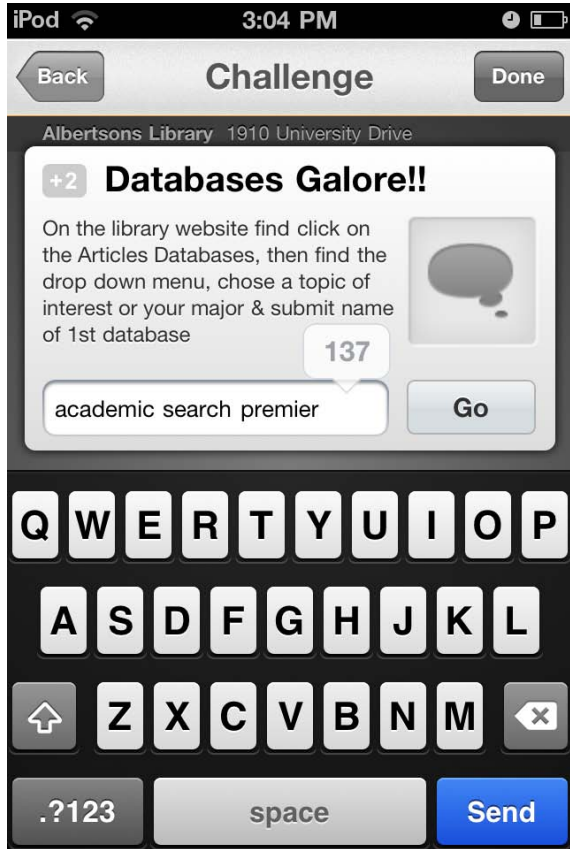


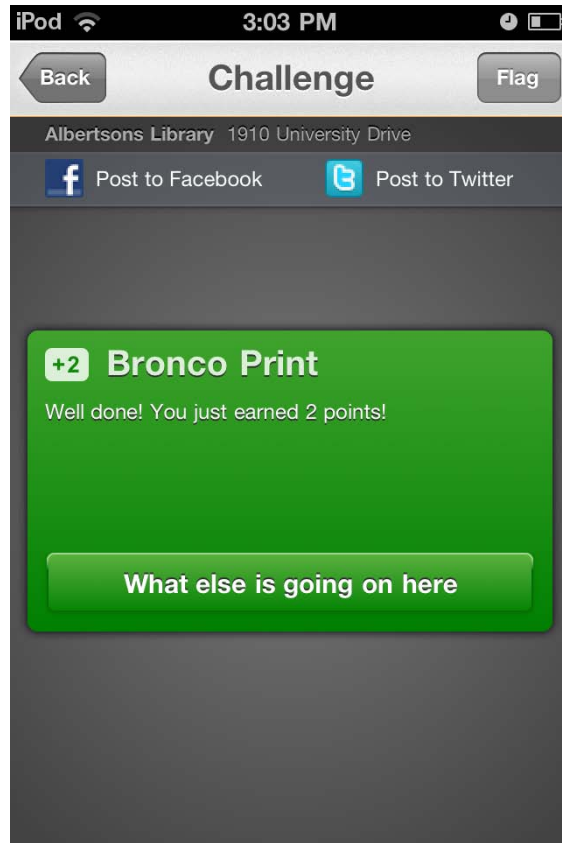
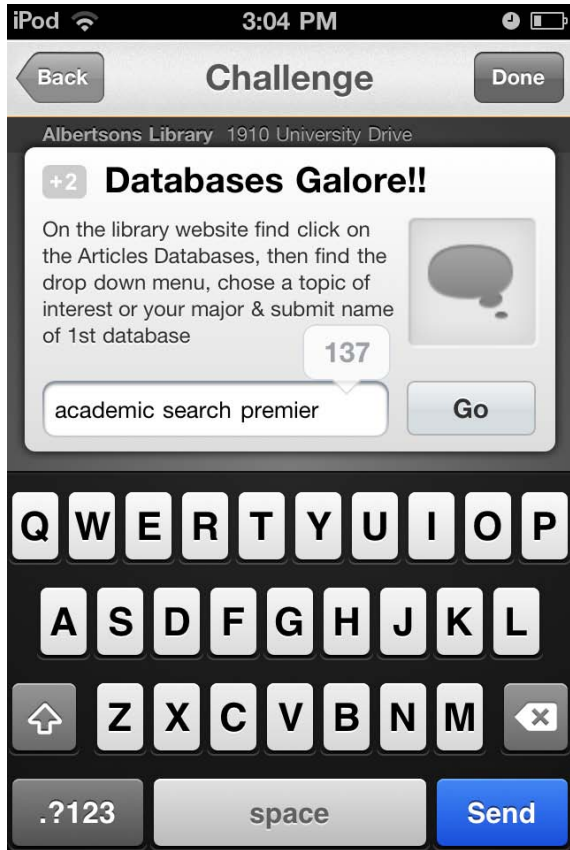
137

academic search premier

Go











Q W E R T Y U I O P  
A S D F G H J K L  
↑ Z X C V B N M ↵  
. ? 123 space Send





# Find It at Albertsons Lib edit

## 5 Challenges















- ☰ Ask a librarian anything! @ Reference Desk [activate]  
- ☰ Computers galore! @ Albertsons Library [activate]  
- ☰ Let's "circulate" things! @ Circulation Desk [activate]  
- ☰ Databases Rock! @ Albertsons Library [activate]  
- ☰ Find Amy! @ Albertsons Library [activate]  

The original trek



# Find It @ Bronco Library edit

## 7 Challenges

☰	Thirsty? @ Albertsons Library	[deactivate]		
☰	View a little history! @ Boise State University	[deactivate]		
☰	Databases Galore!! @ Albertsons Library	[deactivate]		
☰	Bronco Print @ Albertsons Library	[deactivate]		
☰	Meet your librarian @ Albertsons Library	[deactivate]		
☰	Let's "circulate" things! @ Albertsons Library	[activate]		
☰	Ask a Librarian Anything! @ Reference Desk	[activate]		

Student created trek

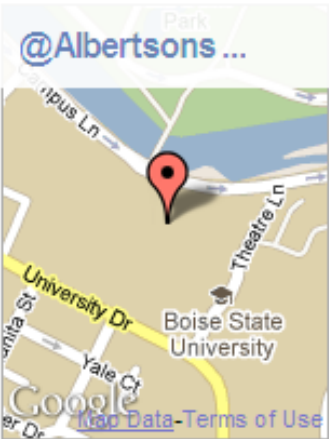


**Kim Leeder, Assistant Professor/Librarian, Liaison to English, Theater Arts, and Environmental Studies.**



# Albertsons Library

+1



## Shh! Quiet In The Library

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



2 minutes ago | Albertsons Library earned 2 points

No one has +1'd this yet.

# A viral challenge

Back

# Challenge

Flag

Albertsons Library 1910 University Drive

+2

## Shh! Quiet In The Library

Did you know its 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?



Blake T.



View a little history!



14 days ago | Blake earned 3 points

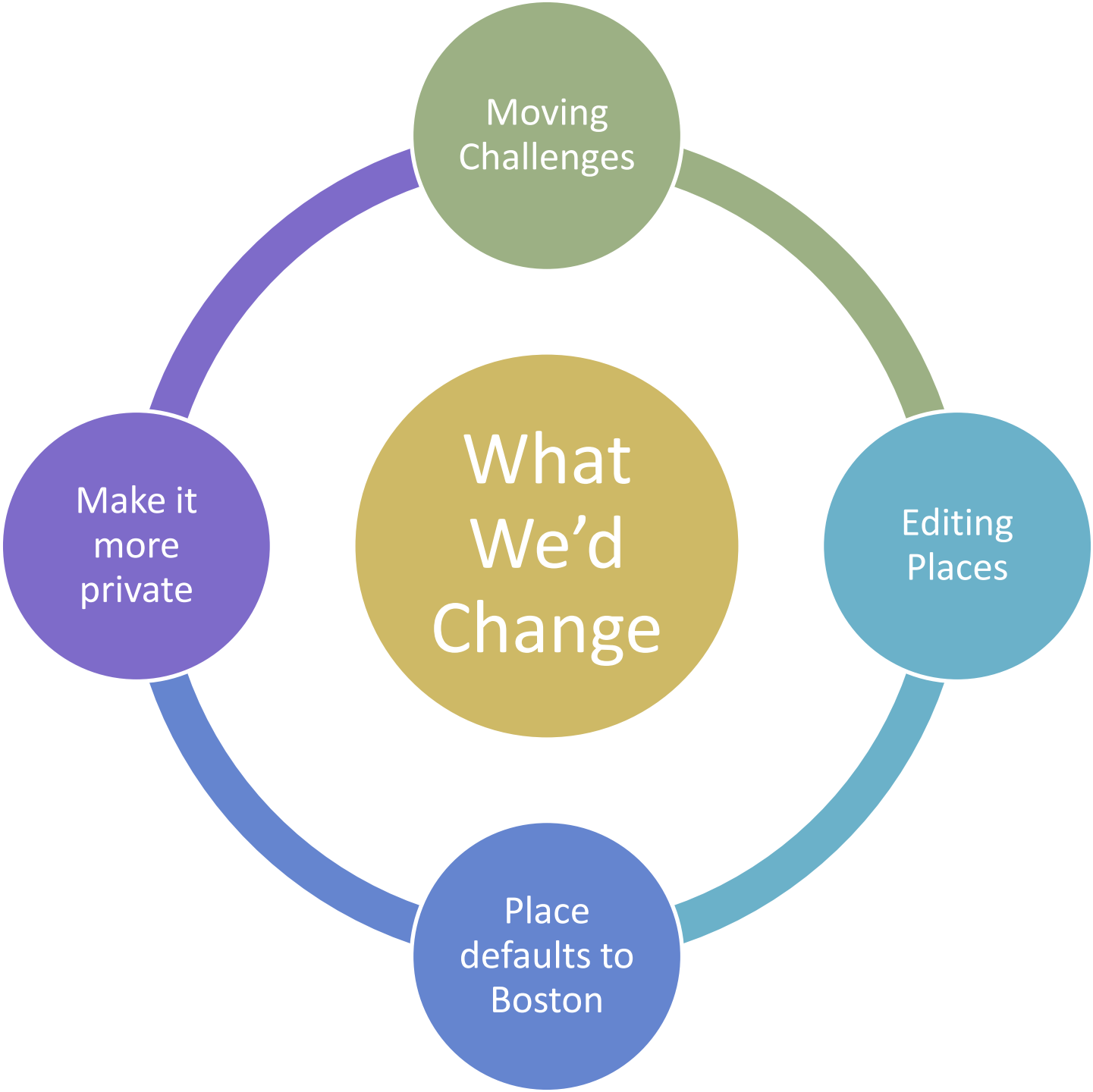
No one has +1'd this yet.



**Albertsons Library** Sweet!

less than a minute ago

You can engage with users





Email: \*



enter email here

submit

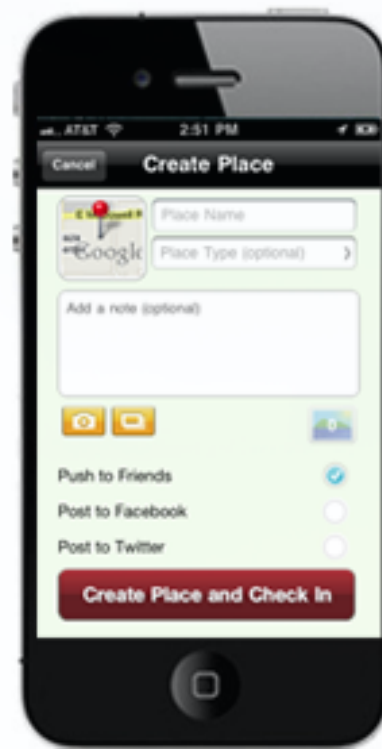
keep me updated on spark

## the benefits of checking in

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

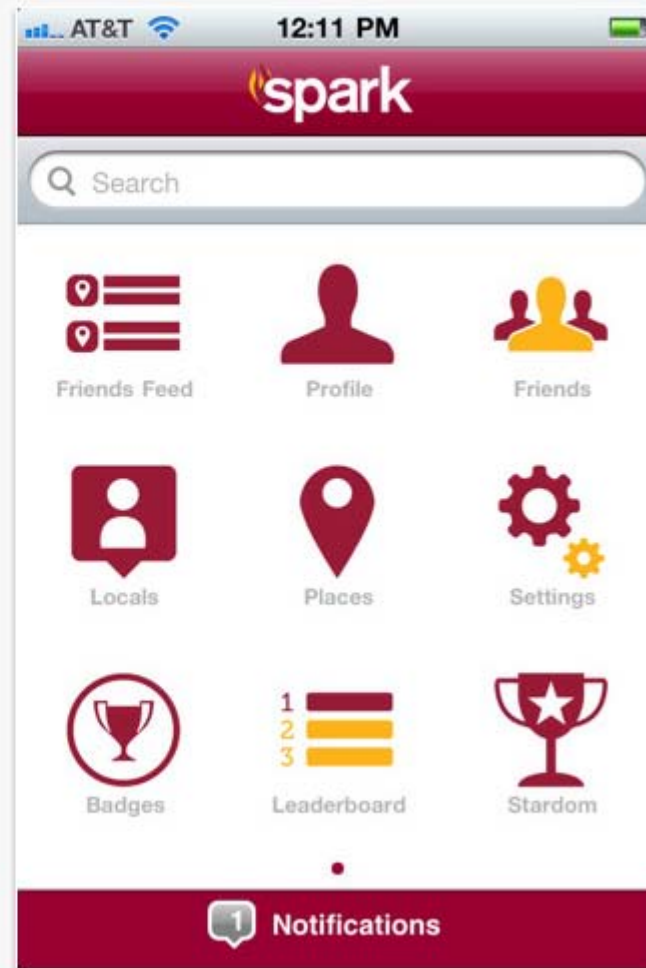
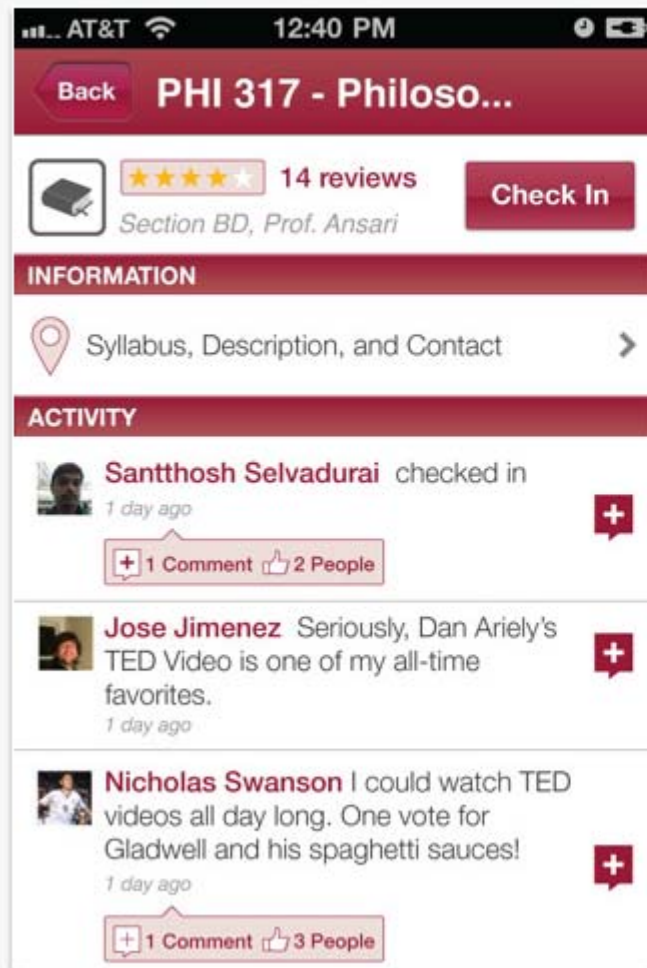
**Play to win. And learn.** Collect points and badges for checking in to useful places and sharing your techniques for learning online.

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





## iPhone Screenshots



Questions?



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# Works Cited

- Zickuhr, Kathryn and Aaron Smith. 11/4/2010. 4% of online Americans use location-based Services. Pew Internet & American Life Report.  
<http://pewinternet.org/Reports/2010/Location-based-services.aspx>