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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
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

<table>
<thead>
<tr>
<th>Name</th>
<th>Checkins</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quinn A.</td>
<td>27 checkins</td>
</tr>
<tr>
<td>Herbie P.</td>
<td>11 checkins</td>
</tr>
<tr>
<td>Michael S.</td>
<td>9 checkins</td>
</tr>
</tbody>
</table>

### All Checkins

Detailed listing of all checkins

![Checkin Chart]
Why?

- Instant gratification
- Rewards, discounts, freebies
- To let friends know where you are
- To be seen
- Just because
- We learn from games

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></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>Not responsive to .edu</td>
<td>Especially responsive to .edu</td>
<td>Can earn points to make your own challenges</td>
</tr>
<tr>
<td>Level of users engagement</td>
<td>High</td>
<td>High</td>
<td></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/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/U0hlLt87J
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
Albertsons Library
Boise State University

Using SCVNGR for Bibliographic Instruction
Why They Like It

- Fun
- Easy
- Share tips
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

academic search premier

137

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
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

academic search premier

Bronco Print
Well done! You just earned 2 points!
**Challenge**

**Databases Galore!!**

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

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**Bronco Print**

Well done! You just earned 2 points!

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**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.
Find It at Albertsons Lib

5 Challenges

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

The original trek
<table>
<thead>
<tr>
<th>Challenges</th>
<th>Location</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thirsty? @ Albertsons Library</td>
<td></td>
<td>[deactivate]</td>
</tr>
<tr>
<td>View a little history! @ Boise State University</td>
<td></td>
<td>[deactivate]</td>
</tr>
<tr>
<td>Databases Galore!! @ Albertsons Library</td>
<td></td>
<td>[deactivate]</td>
</tr>
<tr>
<td>Bronco Print @ Albertsons Library</td>
<td></td>
<td>[deactivate]</td>
</tr>
<tr>
<td>Meet your librarian @ Albertsons Library</td>
<td></td>
<td>[deactivate]</td>
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<tr>
<td>Let's &quot;circulate&quot; things! @ Albertsons Library</td>
<td></td>
<td>[activate]</td>
</tr>
<tr>
<td>Ask a Librarian Anything! @ Reference Desk</td>
<td></td>
<td>[activate]</td>
</tr>
</tbody>
</table>

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 okay to talk non-whisper-like in Albertsons Library? Well, except for when you are on two specific floors. Which two? (the floor #'s)
Have you left any tips or reviews on any geolocation social networking app?
You can engage with users
What We’d Change

- Moving Challenges
- Editing Places
- Place defaults to Boston
- Make it more private
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

PHI 317 - Philoso...

- **14 reviews**
- **Check In**

**INFORMATION**
- Syllabus, Description, and Contact

**ACTIVITY**

- **Santthosh Selvadurai** checked in 1 day ago
  - +1 Comment
  - 2 People

- **Jose Jimenez** Seriously, Dan Ariely’s TED Video is one of my all-time favorites. 1 day ago
  - +1 Comment

- **Nicholas Swanson** I could watch TED videos all day long. One vote for Gladwell and his spaghetti sauces! 1 day ago
  - +1 Comment
  - 3 People

**spark**

- Friends Feed
- Profile
- Friends
- Locals
- Places
- Settings
- Badges
- Leaderboard
- Stardom

**Notifications**
Questions?
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