Library Research Guides and the Learning Environment: Go Big or Go Home
Goals

- Integrate library resources within learning ecosystem
- Increase discoverability of library resources
- Create a more seamless experience for users
- Adopt a unified approach to meeting information / access needs
Background

Campus Profiles, Project Goals &c
Bloomington: Campus & Libraries

- Flagship campus of Indiana University: over 40,000 students, 3000+ faculty
  - Primarily residential, largely undergraduate population
- 11 libraries across campus, including the Herman B Wells Library and our state of the art offsite storage facility, the ALF (Auxiliary Library Facility) + numerous independent libraries
  - Discovery & User Experience department: 4 FTE
  - Teaching & Learning department: 4 FTE
Indianapolis: Campus & Libraries

- Serve both Indiana and Purdue programs: over 29,000 students and 2,500 faculty
  - Mix of residential and commuter, largely undergraduate population
- 5 libraries across campus, including University Library and Herron Arts Library
  - LibGuides Task Force
  - University Library and Herron Arts Library: 21 subject liaison librarians
Library Resources & Tools

Integration with Canvas
Library Research Guides: LibGuides

- Commonly-used, SaaS vended content management system for creating and publishing library research guides
  - 60K librarians worldwide
- In use at all IU campuses
- Stand-alone or embeddable
LibGuides LTI Integration

- Working with UITS Canvas team, enabled LTI tool in August 2016 for Bloomington & Indianapolis campuses
- Deliver customized, course-specific guides within Canvas using LTI tool
- Embed guides within course navigation or course modules using metadata
LibGuides LTI Integration

SOAD-Creative Core Research Guide

School of Art & Design (SOAD) research guide

Home
Develop a Research Question
Searching (places + how to)
Find Images
Evaluate what you found
Cite what you found

IFS: Research Resources

Photograph of the Ponte St. Angelo (St. Angelo Bridge) in Rome, Italy. Photograph by T. Kelly Wilson. CC BY-SA 4.0.

Jasmine Burns

Contact:
Fine Arts Museum 251
(812) 855-2792

Ask a Librarian (Chat)
LibGuides LTI Integration

INTEGRATION WITH CANVAS
LibGuides LTI Integration

**LTI Tool Builder**

**LTI Manual Mode**

- **LTI Automatic**
- **LTI Instance Details**
- **Guide Metadata**
- **ER Course Metadata**
- **Subject Metadata**

Automatically add key library content to your LMS courses: add a related LibGuide or a Library Page, which can include LibGuides, LibAnswers and LibCal information. You’ll need to work with your LMS Administrators to add the tool at the Account level / in a master course shell in your LMS so the link appears in the navigation for each course. For more information, please read our LibApps LTI guide.

**LTI Automatic Setup Options**

Set up the basic options for the Automagic tool, including the Name, whether or not your LibGuides site customizations are displayed, and Default Content Matching Behavior (i.e., what is displayed when students click the link in their courses in your LMS).

Please take care when setting up these options. While the other options here will automatically update the behavior in your LMS, the Name field will not automatically update after it's been added to your system. Choose wisely!

- **Name**
  - Research Help

- **Description**
  - Customized, course-specific research guides prepared by expert librarians.

- **Custom Header/Footer**
  - Enabled

- **Custom JS/CSS**
  - Enabled

**Default Content Matching Behavior**

- Load a specific guide if there is a direct match between LTI parameter and LibGuide metadata field value. If no match is found, show the Library LTI Page.
- Load the Library LTI page with customized links for the specific course, based on LTI parameters. If no specific course links are found, the generic Library LTI page will display.
- Load a specific guide based on LTI parameter matching, and if no match is found load a pre-selected guide.

**Library LTI Page Builder**

- **LTI Translation Table**
- **LTI Automagic Tool Configuration Details**
LibGuides LTI Integration

LTI Tool Builder

Guide metadata is the key to matching courses from your LMS to the appropriate guides. The table below lists all guides which match the LTI Metadata Name defined on the Automagic page, also displayed in the Metadata Name column below.

Use the filters below to see if a particular guide has LTI metadata associated with it, or search for a particular Metadata Value to see which, if any, guides have that value assigned. Edit existing metadata using the option in the Actions column.

Want to add Metadata to a guide? No problem—Use the + Add Metadata button below.

+ Add Metadata

Showing 1 to 25 of 164 entries

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<th>Site ID</th>
<th>Guide ID</th>
<th>Guide ID</th>
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<td></td>
</tr>
</tbody>
</table>
Students’ Perspectives

Data from: 2014 Library Website Survey
First Visit to Library Website & Resources

Professors

Learning Management Systems: OnCourse or Canvas

Data from: 2014 Library Website Survey
Course Guides: To support your course assignments

- Bridge
  by Sara Lowe  Last Updated Mar 17, 2017
- BUS M401 - International Marketing
  by Katherine Macy  Last Updated Mar 28, 2017
- BUS M594 - Global Marketing
  by Katherine Macy  Last Updated Mar 28, 2017
- BUS X103 / X203
  by Katherine Macy  Last Updated Mar 28, 2017
- BUS X220 / X320 - Career Research
  by Katherine Macy  Last Updated Mar 28, 2017
- BUSG L512 - Law and Ethics in Business
  by Katherine Macy  Last Updated Mar 28, 2017
- ENG L506: Introduction to Methods of Criticism and Research
  by Bronwen K. Maxson  Last Updated Mar 28, 2017
- ENG W130: Principles of Composition [English for Academic Purposes (EAP)]
  by Bronwen K. Maxson  Last Updated Mar 17, 2017
Three different set-ups

Generic Research Guide

Subject Guide

Course Guide
Overview: 2016 Fall Semester

- **4512 courses** were offered in Canvas (data from Canvas Administrator)
- Among 4512 courses, only **2411 courses** in Canvas clicked at least one time Library Research Guide submenu (data from LTI Instance Details)
Overview: 2017 Spring Semester

- **4056 courses** have been offered in Canvas (data from Canvas Administrator)
- Among 4056 courses, only **1974 courses** in Canvas have clicked at least one time Library Research Guide submenu (data from LTI Instance Details up to April 6)
Students’ Patterns: 2016 Fall Semester

Course Guide

- Customized guide for course and assignments

Subject Guide

- Overview of specific subject like nursing, chemistry...

Generic Research Guide

- Generic research guide like how to conduct research & where to find resources...

Data from LTI Instance Details for the 2016 Fall Semester
Students’ Patterns: 2017 Spring Semester

Course Guide

- Customized guide for course and assignments

Subject Guide

- Overview of specific subject like nursing, chemistry...

Generic Research Guide

- Generic research guide like how to conduct research & where to find resources...

Data from LTI Instance Details up to April 6, 2017
I-CORE Research Guide: Course

Data from Crazy Egg
(April 5 to April 12, 2017)
Chemistry

Subject Guide

Data from Crazy Egg
(April 5 to April 12, 2017)
Generic Research Guide

Data from Crazy Egg (April 5 to April 12, 2017)
Guide Usage

Data from Google Analytics from Sept. 7, 2016 to April 9, 2017 and from Sept. 7, 2015 to April 9, 2016

More sessions
178,722 vs 144,705

More users
75,979 vs 61,659

More pageviews
384,423 vs 304,385
Survey Responses (N=59)

Q. In Canvas, have you used the Library Research Guide page in the left navigation menu?

- I learned about it just last semester and have looked at it and loved it for French… I just haven’t “used” it yet, but plan to integrate it into courses in a conscious manner in the upcoming Fall semester.
- I use the Library link.
- I am an awesome researcher.

Students Survey in the 2017 Spring Semester (from March 29 to April 10, 2017)
Survey Responses (N=20)

Q. What did you use the guide for? (Check all that apply)

- finding articles, books, etc. for my assignment: 90.00%
- getting help with citing sources: 35.00%
- contacting the librarian for help: 10.00%
- other (please briefly explain): 10.00%

- Research Process
- My teacher asked my class to take a look at it
Survey Responses (N=20)

Q. How helpful did you find the guide?

- Very helpful: 45%
- Somewhat helpful: 40%
- Neutral: 15%

Students Survey in the 2017 Spring Semester (from March 29 to April 10, 2017)
Survey Responses (N=9)

Q. Would you briefly explain why the guide was helpful/not helpful?

- It’s thorough and insightful.
- Easy to navigate and locate sources.
- I get access to lots of resources for my papers by using lots of different databases.
- It was somewhat helpful in a few different areas, but it mostly seemed like common sense to me.
- Made finding scientific article easy.
- It helped me find what I was looking for.
- Gave resources to find the articles that I needed for the assignment.
- Librarians are awesome!
Instructors’ Perspectives

- Say dead to accept the new IU Secure certificate on April 13
- IU Secure certificate: On April 13, 2013, a new certificate will be added to the certificate chain. This new certificate will be used for securing traffic on the IU network. The certificate is issued by the University of Indiana, Bloomington. It is necessary for secure communication over the Internet.
- This is a message for Indiana University

- Update to Canvas “All Courses” screen
- Effective July 1, 2014, changes will be made to the Canvas “All Courses” screen.
- The new screen will provide improved organization and accessibility.
- This is a message for Indiana University
Survey Responses (N=310)

Prior to taking this survey, were you aware of the new library resource in the left-hand navigation of Canvas (called “Library Research Guide”)?

Yes: 29%
No: 71%
Hidden Library Research Guide

2016 Fall Semester
- 84% Public
- 16% Hidden

2017 Spring Semester
- 82% Public
- 18% Hidden

Data from Canvas Administrator
Survey Responses (N=79)

The new resource is easy to use.
- Strongly agree: 24.05%
- Agree: 45.57%
- Neither agree nor disagree: 26.58%
- Disagree: 3.80%
- Strongly disagree: 0.00%

It does everything I would expect it to do.
- Strongly agree: 17.72%
- Agree: 31.65%
- Neither agree nor disagree: 44.30%
- Disagree: 5.06%
- Strongly disagree: 0.00%

I have recommended it to my students.
- Strongly agree: 22.78%
- Agree: 22.78%
- Neither agree nor disagree: 27.85%
- Disagree: 18.99%
- Strongly disagree: 7.59%

I would recommend it to my students.
- Strongly agree: 35.90%
- Agree: 41.03%
- Neither agree nor disagree: 16.67%
- Disagree: 3.82%
- Strongly disagree: 0.00%

Instructors Survey in the 2016 Fall Semester
I think that it’s a game changing feature, and I’ve seen a big spike in the number of views that my guides are getting compared to last year. Also, I’ve felt inspired to create course specific guides for most of the classes I’ve visited this semester. The faculty and students express a lot gratitude for the resources being embedded into their course sites. This is the best thing to happen to my instruction this year.
Lessons Learned

• More usages since launch of embedded guides in Canvas but still need to increase awareness of guide availability in Canvas among students and instructors

• Course-specific guides > Subject Guides > Generic Research Guide
  • More positive and direct learning experience from course-specific guides
Next Steps

- Promote manual and automatic integration to faculty
  - Manual – You can do it yourself! (Or ask your subject librarian)
  - Automatic – Ask your subject librarian!
    http://iupui.campusguides.com/librarians

- More consistent user experience in guide design

- Integration of EBSCO Curriculum Builder and Discovery Layer
Students’ Perspectives
C204
Research Help in Canvas (default guide)

FA16: What's the Matter with American Politics?

History A200 (30591)
Tue/Thu 11:15am - 12:30pm, Baillantine 330

[Click here to download the syllabus](#)

Dr. Rachel Guberman
Email: rguber@iupui.edu
Office Hours: Tue 1-2:30pm
Office: 2nd Floor, 1210 Administration Ave

Course Description:
The 2016 presidential election has prominently featured two "outside" candidates, Donald Trump and Bernie Sanders, offering populist critiques of American politics as usual. Although they come from opposite parts of the political spectrum, together they testify to a broad-based frustration with the status quo, as does the refusal of a growing number of Americans to register with either the Democratic or Republican Parties or, even, to vote at all. How did we get to this point? We'll find out by examining the transformation of American politics since the 1970s until today. Over the course of the semester we will examine how major demographic, social, and economic changes including democratization and globalization, the rise of the Sunbelt, the collapse of the Rust Belt, and the "rights revolution" shaped American politics since the 1970s. Has the U.S. been polarized between right and left since the Culture Wars of the 1980s and 90s, or are we a nation of "swing voters"? How should we think about policy issues like education, welfare reform, immigration, healthcare, the war on drugs, and mass incarceration? Are "liberal" and "conservative" still useful categories for explaining contemporary politics? Working with a variety of sources including policy documents, political ephemera, cartoons, TV and film, music, and journalism, we will answer these questions and more.

Week 1
8/23 Question Formulation Technique
8/26 Intro
Research Help (default guide)
Research Help – heat map usage

Just starting out on a research assignment, and not sure where to go first? Here's what we suggest:

**OneSearch@IU**

What does this search?
- IUCAT (the library’s catalog)
- almost all of the library’s databases

This is a great resource to use if you are just starting out. Use OneSearch to get a general idea of the different sources and materials that exist on your topic. Click here for tips on how to search for books and articles in OneSearch.

Click the icon above to try out OneSearch!
This video outlines the research process for the Macy’s case:

To request edited captions for the deaf/HOH, see https://kb.iu.edu/d/adad

Market & Marketing Research Resources

Below is a list of recommended market research resources to get you started doing research for the Macy’s case. You may need further assistance in investigating brands or locating credible evidence to support your recommendations at later stages. Use the chat widgets in this guide for questions or
This video outlines the research process for the Macy's case:

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Market & Marketing Research Resources

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Market & Marketing Research Resources

Below is a list of recommended market research resources to get you started doing research for the Macy’s case. You may need further assistance in investigating brands or locating credible evidence to support your recommendations at later stages. Use the chat widgets in this guide for questions or schedule a research consultation.

- **Advertising Age**
  Major advertising periodical. The Libraries have a subscription that can be accessed through the ABI/Inform database.

- **Adweek**
  Major advertising periodical. The Libraries have a subscription that can be accessed through the ABI/Inform database.

- **IBISWorld**
  Comprehensive industry reports to help identify a private brand outside of clothing.

- **Ecommerce: Internet Statistics**
  Portal to sources of ecommerce, internet, social media, and digital marketing data and statistics.

- **Internet Retailer**
  Covers the market trends, technology, competitive practices and people that are shaping the e-commerce industry.

- **Mintel Reports**
  Reports that include consumer preferences and marketing strategies for clothing.

- **Passport GMD (Global Market Information Database)**
  Provides clothing category and brand-level sales.

- **racked.com**
  Fashion-oriented site with news on trends and styles.

- **Red Books**
  Advertising expenditures and marketing strategies by company.

- **Vogue Archive**
  Major apparel magazine.

- **Women’s Wear Daily Archive**
  Major apparel trade publication.
Market & Marketing Research Resources

Below is a list of recommended market research resources to get you started doing research for the Macy's case. You may need further assistance in investigating brands or locating credible evidence to support your recommendations at later stages. Use the chat widgets in this guide for questions or schedule a research consultation.

- **Adweek**
  Major advertising periodical. The Libraries have a subscription that can be accessed through the ABI/Inform database.

- **AdvFN**
  Major advertising periodical. The Libraries have a subscription that can be accessed through the ABI/Inform database.

- **BrandRaters**
  Comprehensive industry reports to help identify a private brand outside of clothing.

- **Ecommerce & Internet Statistics**
  Portal to sources of ecommerce, internet, social media, and digital marketing data and statistics.

- **E-tailing Insights**
  Covers the market trends, technology, competitive practices and people that are shaping the e-commerce industry.

- **Market:Insights**
  Reports that include consumer preferences and marketing strategies for clothing.

- **Passport GV (Globally Connected Market Information Database)**
  Provides clothing category and brand-level sales.

- **racked.com**
  Fashion-oriented site with news on trends and styles.

- **Re necessities**
  Advertising expenditures and marketing strategies by company.

- **Vogue Archive**
  Major apparel magazine.

- **Women’s Wear Daily Archive**
  Major apparel trade publication.
Guide Usage

More sessions: 25,563 vs 19,705

More users: 12,045 vs 8,014

More page views: 80,934 vs 62,321

Data from Google Analytics: Sept. 1 – Oct. 31 2016 and Sept. 1 – Oct. 31, 2015
Referrals to LibGuides

Data from Google Analytics: Aug 15 – Nov 6, 2015 and 2016
Referrals to LibGuides

During the pilot period:
- 717 clickthroughs from X170 (How Business Works) – enrollment 48
- Clickthroughs from 1892 individual sections

Data from Google Analytics: Aug 15 – Nov 6, 2015 and 2016
Survey Responses (N=9)

In Canvas, have you used the Library Research Guide page in the left navigation menu?

- Yes - 43.48%
- No (unaware) - 26.09%
- No - 30.43%
Survey Responses (N=9)

What did you use the guide for?

- finding articles: 77.78%
- citing sources: 33.33%
- contacting the librarian: 33.33%
- other (please explain)
Survey Responses (N=9)

How helpful did you find the guide?

- Very helpful: 67%
- Somewhat helpful: 22%
- Neutral: 11%

Spring 2017 Semester - March 29 to April 10, 2017
Survey Responses (N=9)

Why was the guide helpful (or not helpful)?

• It helped me weed out unreliable sources.

• Because instructions were simple and easy to follow.

• It helped refresh what I had previously learned regarding citing sources.

• It helped give me IU links to scholarly articles and books as sources.

• The guide took me directly to a site that would help me find sources for a research paper.

• Great design!
Feedback from faculty

“I am always interested in giving students access to something that focuses the seemingly infinite world of information to sites, databases, and search engines that more closely fit their needs...it helps me to know that, if I assign a task, subject, or problem, they have more reliable paths to success when completing, exploring, or solving those assignments.”

--faculty
Next Steps

• Continue to promote current guides to students
• Promote ability to integrate customized guides
• Solicit input from faculty about integrating other learning modules within LibGuides/Canvas
• Adopt a unified approach to meeting information / access needs
Thank you!

Bloomington:
Meg Meiman, mmeiman@indiana.edu
Courtney McDonald, crgreene@indiana.edu
http://guides.libraries.indiana.edu

Indianapolis:
Sara Lowe, mlowe@iupui.edu
Yoo Young Lee, yooylee@iupui.edu
http://iupui.campusguides.com/