

Driving Libguide Usage via iPads: OMS-1

Marian University College of Osteopathic Medicine

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OMS-1

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Objective

- I wanted to increase LibGuide usage/awareness.
- Question: Would placing a shortcut for a medical resource specific LibGuide on first year osteopathic medical students' (OMS-1) university issued iPads lead to an increase in medical resource LibGuide usage?.

Background

Marian University's COM opened in 2013. Medical library resources are 95% online only -- however there was no specific online access point outside of the undergraduate library's website. I made the decision to utilize the LibGuide platform from Springshare as the defacto website for our medical library.

Results

Placing the shortcut/app on all incoming OMS-1 students university issued iPads resulted in an increase of medical LibGuide usage via the iPad.

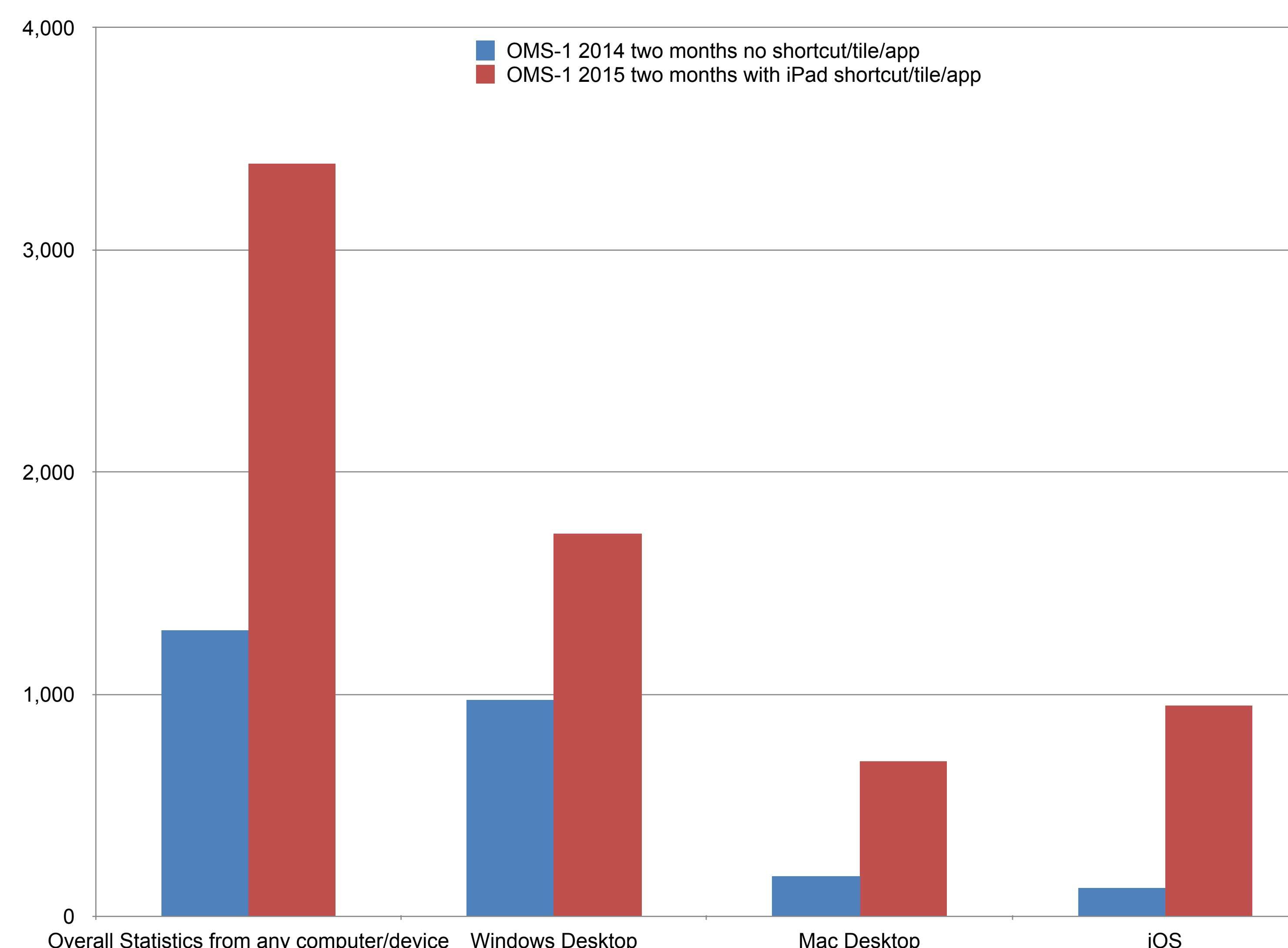
Additionally, overall medical LibGuide usage (from any type of computer) increased 160%.

Conclusions

On the surface it seems that placing a well tiled, visually appealing shortcut/app/tile for medical resources directly on OMS-1's university owned iPads increases both the usage of the LibGuide via the iPad as well as the overall usage of the LibGuide itself, possibly through promotion and awareness. Further study outside of usage statistics would give us a better and deeper understanding of how library resources are accessed.

Methods

- My first step was inserting a small bit of code into our administrative portal on LibGuides.
- This allowed an iPad user to create a shortcut on their iPad.
- This shortcut created a tile (made to look like a dedicated app) to appear on the iPad home screen.
- I worked with I.T. department to push out the shortcut to all (OMS-1) university issued iPad home screens.
- We heavily publicized the "app" during orientation.
- Utilized Google Analytics to track operating system and mobile usage of the medical LibGuide.
- Compared the medical LibGuide usage of two consecutive OMS-1 classes over a two month period
- One OMS-1 class had the "app" tile on their iPad the other class did not.



Future Plans

For Fall 2015 there are plans in the works to utilize the OMS-1's university issued iPads to promote more tools and resources from Academic Technology.

For More Information

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