Creating a LibGuide for New Law Students

Inspired by a colleague’s use of videos in conveying useful information to students, I set out to create a research guide that would include video testimonials to supplement the static material and links normally featured in a LibGuide.

The Statistical Data Provided by LibGuides Did Not Give Me Enough Options to Effectively Use the Statistics to Identify Any Type of Return on Investment (ROI)

LibGuides statistical software must be improved to encourage better ROI analysis. Some literature suggests that many libraries pay no attention to LibGuides-provided usage statistics and instead focus on usability studies and focus group discussions (Gepharty, et al.). This is not a viable option for many libraries and indeed requires additional time, effort, and resources.

Before time and resources are invested in producing multimedia content for guides, be sure that they will function in the way you intended them to.

- If LibGuides is to maintain viability with today’s “digital native” patron population, better and easier integration of multimedia content must be made available to basic LibGuide users.
- LibGuides need to be better integrated with today’s new mobile devices. While the videos worked on the iPad, they did not work on a KindleFire. Although LibGuides offers a mobile application for an extra $300 per year, there is no assurance that the multimedia aspects will be functional due to their reliance on proprietary software.

REFERENCES CONSULTED

- Caroline Sinkinson, Stephanie Alexander, Alison Hicks and Meredith Kahn, Legal Research, available at: http://www.ala.org/lita/ital/sites/ala.org.lita.ital/files/content/prepub/ghaphery.pdf
- Constant and sustained marketing of research guides is key to their success.
- As the literature suggests, the amount of online announcements made regarding a particular guide resulted in a spike that guide’s usage (Foster, et al.). Tools such as Twitter, Facebook, blogs, and QR codes compliment the traditional email messages as ways to direct students to the guides.
- Another way to increase usage of the guides is through in-person instruction by librarians. One law librarian in Singapore who has had great success with her LibGuides reports that she requests in-class time with every law school class and uses that time to demonstrate the LibGuides first as opposed to specialized bibliographic instruction on the class topic (email from colleague, 12/12/2011).

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