

Building Solid Foundations

Innovating Subject Guides to Enhance Teaching and Student Engagement

Amanda Wheatley, McGill University

A dark blue diagonal graphic that starts from the bottom left corner and extends towards the top right corner, creating a triangular shape in the bottom right of the slide.

Today's Topics

Meet the team

LibGuide Design

The ADDIE Model

Analysis

Design

Development

Implementation

Evaluate

Conclusions

Your McGill Business Librarian Starting Lineup



Amanda Wheatley - passionate, creative, go-getter, says yes to everything, believes in the power of magical creatures to save the day



Melissa Rivosecchi - also passionate, analytical, decisive, strategic mindset, is capable of bringing Amanda back to reality when her head is stuck in the clouds.

LibGuides, what are they good for...

Absolutely nothing!

Say it with me!

What some might call a Lit Review

- Artemchik, T. (2016). Using the instructional design process in tutorial development. *Reference Services Review; Bradford*, 44(3), 309–323. <http://dx.doi.org/10.1108/RSR-12-2015-0050>
- Branch, R. Maribe. (2008). *Instructional design: the ADDIE approach* (Vols. 1–1 online resource). Retrieved from <http://site.ebrary.com/id/10335010>
- Brazzeal, B. (2006). Research guides as library instruction tools. *Reference Services Review; Bradford*, 34(3), 358–367. <http://dx.doi.org/10.1108/00907320610685319>
- Carliner, S. (2015). *Training design basics*.
- German, E. (2017). LibGuides for Instruction: A Service Design Point of View from an Academic Library. *Reference & User Services Quarterly; Chicago*, 56(3), 162–167.
- Knowles, M. S., Holton, E. F., & Swanson, R. A. (2005). *The adult learner: the definitive classic in adult education and human resource development* (6th ed., Vols. 1–1 online resource (xii, 378 pages) : illustrations). Retrieved from <http://public.eblib.com/choice/publicfullrecord.aspx?p=232125>
- Sinkinson, C., Alexander, S., Hicks, A., & Kahn, M. (2012). Guiding Design: Exposing Librarian and Student Mental Models of Research Guides. *Portal : Libraries and the Academy; Baltimore*, 12(1), 63–84. <http://dx.doi.org/10.1353/pla.2012.0008>
- Sugarman, T. S., & Demetracopoulos, C. (2001). Creating a Web research guide: Collaboration between liaisons, faculty and students. *Reference Services Review; Bradford*, 29(2), 150–156. <http://dx.doi.org/10.1108/00907320110394218>

The ADDIE Model

- Analysis -

Analysis

1. What are the current barriers facing student engagement and teaching opportunities on the existing LibGuides?
2. What is our main objective with the new LibGuides?
3. Who are our main learners, what type of teaching structure do they need?
4. Prepare an evaluation schema for the final stage of the project.

Current barriers

- Over 16 individual subject/topic guides
- 12 individual course guides
- Too many separate pages
- Repeating content
- Outdated content
- LISTS!

Main Objective

- **To consolidate the Management & Business Guides into one unit with instructional content to help students learn how to use the resources**
- To provide logical flow from one resource to the next
- To get rid of link listing as a majority practice

Who are our learners?

Economics

Healthcare Management

Entrepreneurship

Engineering, Music, Sciences, Arts,
Medicine, etc.

Pedagogy vs Andragogy

With the rise of experiential learning, we need to switch from a pedagogical model of teaching to an andragogical model... one that builds off of student's ability to consume experiential knowledge.

"Presents core principles of adult learning to build more effective learning processes for adults. It is a transactional model in that it speaks to the characteristics of the learning transaction, not to the goals and aims of that transaction." (Knowles, Holton & Swanson, 2005)

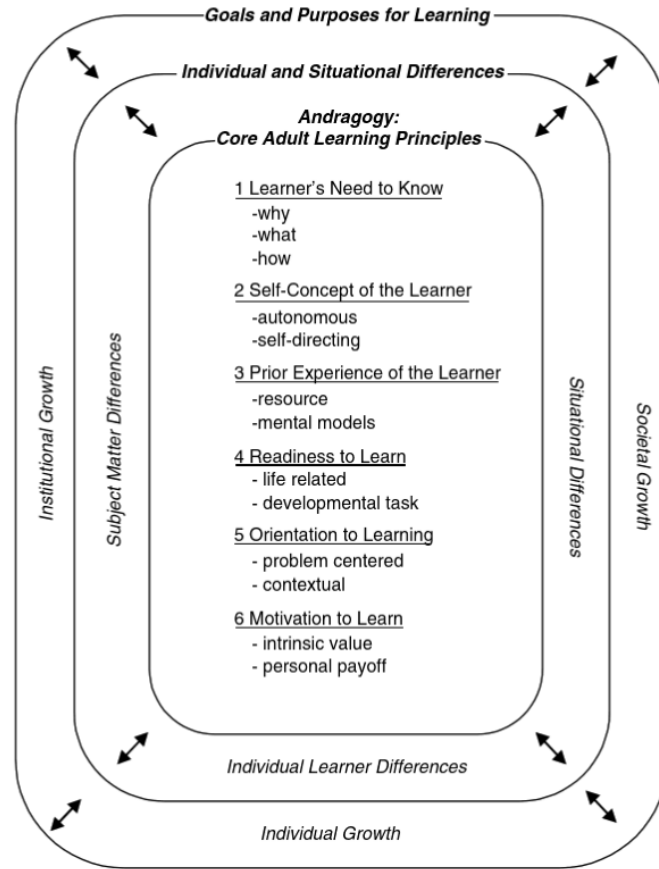


Figure 1. Andragogy in practice model (from Knowles, Holton, and Swanon, 2005, p. 149)

Evaluation Schema

1. Quality Checks
 - a. Review for spelling & grammar
 - b. Placement of databases
 - c. Basic layout
 - d. Alt-text used when appropriate
 - e. Links are active

2. Pilot Testing
 - a. Walkthrough guides and pages
 - b. Follow FAQ questions to determine levels of guide support
 - c. Consult colleagues and students

3. User Experience Reviews
 - a. Re-do quality checks
 - b. Test and gain feedback from students in the Fall term
 - c. Make changes as needed

The ADDIE Model

- Design -

LibGuide FAQ for Management & Business

McGill Library FAQs: Management & Business

Commonly asked management and business questions

287 Answers

Search

Browse: [All](#) [Groups](#) ▾

Contact Us

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See also:

[Management & Business guides](#)

A collections of guides to help you find the right database or resource for your search.

Popular

Recent

Featured

[How do I find historical monthly and annual total returns for the S&P 500?](#)

Last updated: Jul 12, 2017 | Views: 21904

[How do I find a company's organizational structure / hierarchy?](#)

Last updated: Jan 27, 2017 | Views: 15356

[Does McGill have access to the Financial Times \(ft.com\)?](#)

Last updated: Oct 05, 2017 | Views: 3769

[How do I use the Bloomberg terminal?](#)

Last updated: Sep 26, 2017 | Views: 3407

[Does McGill have access to the Economist online?](#)

Last updated: Jan 26, 2017 | Views: 3232

[How do I find constituent lists for the S&P indices?](#)

Last updated: Jan 27, 2017 | Views: 2400

[Does McGill have access to the Wall Street Journal \(WSJ\) online?](#)

Last updated: Oct 07, 2016 | Views: 1722

[How do I find historical betas?](#)

QuerySpy

☰ Queries

📊 Statistics

📄 Export Queries

📄 Export Stats

1

2

>

>>

Showing 1 - 100 (of 141) Queries

Time ↓	IP	Question Query	Result	Source	Group	Referring URL	Actions
2019-05-05 00:20:39	124.33.172.130	fast retailing (add to FAQs) (mark as reviewed)	Question not submitted!	System	Management and business	https://mcgill.libanswers.com/business/faq/152811	🔍 🗑️
2019-05-02 18:03:26	132.206.33.166	HISTORICAL DATA (add to FAQs) (mark as reviewed)	Clicked on How do I find historical stock prices?	System	Management and business	https://mcgill.libanswers.com/business/faq/152811	🔍 🗑️
2019-05-02 06:43:03	104.132.20.64	OPBA (add to FAQs) (mark as reviewed)	Question not submitted!	System	Management and business	http://mcgill.libanswers.com/business/search/?q=OPBA&t=0	🔍 🗑️
2019-05-02 06:42:56	104.132.20.64	CTY TNHH OPBA (add to FAQs) (mark as reviewed)	Question not submitted!	System	Management and business	http://mcgill.libanswers.com/business/faq/153063	🔍 🗑️

Requisite word cloud...



Questions typed into LibGuide FAQ

Not Submitted

- S and p close march 31 2019
- Online video editing industry analysis
 - Online video editing
- What makes teamwork an issue
- What assets is fox selling to disney
- “Return on invested capital”
- Supply chain management of nestle
- Subscribe to Montreal Gazette
- How do I find a company’s organizational structure / hierarchy?

Submitted

- Agricultural employment standards
- Bloomberg
- Factset
- Capital IQ
- Globe and Mail
- Where can I find the organization chart of a hotel?
- Market analysis
- New York Times
- Financial Times

Industry Research

8389 views

- Reports - 6149
- Statistics - 1388
- Financials - 432
- NAICS - 277
- History - 143

Company Research

5355 views

- Home - 3135
- Analyst - 516
- News - 313
- Strategy - 263
- Annual Reports - 257
- Historical - 241
- SWOT - 235
- Competitors - 231
- Supply Chain - 164

Consumer Research

1516 Views

- Only one page

Structural Integrity

Management & business

Company
research guide

Industry
research guide

Consumer
research guide

[Scholarly articles](#), [News Articles](#) & [Trade Articles](#)

Core databases for finding journal, magazine, and newspaper articles related to management and business.

[Advertising](#)

Rates & expenditures, where to advertise, collections of ads

[Entrepreneurship](#)

Venture capital, business plans, market research

[Economics](#)

Economic data, articles, working papers newspapers and country reports

[Finance](#)

Financial data, analyst reports, company reports

[Healthcare Management](#)

Resources for healthcare management and public health policy

[International Business](#)

Articles, country statistics, reports and analysis

[Public Relations](#)

Articles, news, associations

Home

Research Topics

Company Research

Data Analytics

Indigenous Business Resources

Industry & Market Research

International Information

Scholarly Articles & Resources

Women in Business

Subject Guides

Course Guides

Case Studies & Competitions

Entrepreneurship Toolkit

Career Research

Referencing & Citations

Home

Research Topics

Subject Guides

Finance & Accounting

Healthcare Management

Information Systems

Marketing & Advertising

Operations Management

Organizational Behaviour

Retail Management

Strategy & Organization

Economics

Course Guides

Case Studies & Competitions

Entrepreneurship Toolkit

Career Research

Referencing & Citations

Structural Integrity

Front and back matter

- LibGuide Profiles
- Ask Us links
- Citation Guides
- Office Hours
- Link back to other business resources
- Discovery widgets
- **Statement on the educational use of databases**

Statement on the Educational Use of Databases

The use of McGill Library's professional business databases is limited to academic purposes. These databases are not to be used on behalf of external organizations or for commercial reasons.

Students completing internships may not access resources and reports on behalf of their employers.

Please refer to the [McGill Library policy](#) on electronic resources or to the [licensing and conditions of use](#) for further information.

“We never go out of Style...”

Content

- Split between library databases and open access resources
- Examples for popular or complicated databases
- Use of video tutorials
- Inclusion of PDF guides from vendors

Language

- Second person to give the user an experiential feeling

Layout

- Accordion buttons vs tabbed boxes
- Style guide/navigation constraints
- Custom coding not supported

The ADDIE Model

- Development -

All the screenshots!

statista Welcome, McGill University!

Statistics Reports Expert Tools Infographics Services Global Survey

Search Results

Current selection: 0 items View Down

Current search
Matches the term "food"

Content focus
Trends 35
Observations 6910
Applications 566
Webinars 5
All 7516

Search results should include
Sector
Demographic
Theme
Trend
Tag

Limited by
Region
Time

Clear filters

Trends

- Hungry Planet**
Waste not, want not. Our throwaway culture is becoming a contentious issue...
- The Real Thing**
Consumers are craving products as experiences that come with a stamp of...

Observations

The Age of Tech

Passport Search Industries Economies Consumers Companies Analytics Help

ALL Search by keyword GO

STATISTICS ANALYSIS

REFINE YOUR SEARCH

- GEOGRAPHIES
- CATEGORIES AND TOPICS
- COMPANIES
- BRANDS

MARKET SIZES
Aggregated sales in a time series by standard data types, per capita and growth.
Footwear World
[VIEW FULL DATA SET](#)

COMPANY SHARES
Share of sales and actual sales by company in a time series by standard data types.
Footwear World
[VIEW FULL DATA SET](#)

BRAND SHARES
Share of sales and actual sales by brand in a time series by standard data types.
Footwear World
[VIEW FULL DATA SET](#)

DISTRIBUTION
Share of sales and actual sales in a time series by standard channel types.
Footwear World
[VIEW FULL DATA SET](#)

Marketline ADVANTAGE

Home Browse Database

City Statistics Technology

Home Overview Economic Demographic Research Labor Insight Framework Latest Data Data Download

Welcome to Cities

30 Global overview
30 Economic analysis
30 Demographic analysis
30 Research analysis
30 Labor market
30 Latest data releases

Global Search, Reports, Rating the Stars

PDF PRINT EXPERT SEARCH TUTORIAL

About this industry Industry at a Glance Industry Performance Industry Outlook Products & Markets Competitive Landscape Major Companies Opened Companies

IBISWorld Industry Report 45411aCA August 2018

E-Commerce & Online Auctions in Canada

Click it: A rising number of internet connections will accelerate industry re

Industry Definition

The E-Commerce and Online Auctions industry is made up of establishments that sell merchandise online through an online store or website. The industry excludes media and software that is streamed or downloaded online.

Experiences
Health & Wellness
Individuality
Our Surroundings
Power & Influence
Safety & Regulation
Tracking & Privacy
Value & Premiumisation
Work & Play

After estimates and innovation are evolving using reliable and unbiased numbers

Native Ad Spending, US

Industry Region Date Range

Industry Report Search > Industry Search > IT & High Technology

Click [here](#) to show results for all criteria searched

Search Within Result

33 Reports Found Displaying 1-25

Document Date	Name	Description	Region	Industry	View	Report
Mar 2019	Technology	This report updates the previous North American technology report, foc...	North America	IT & High Technology	View	Report
Oct 2018	Technology	This report updates the previous North American technology report, foc...	North America	IT & High Technology	View	Report
Mar 2018	Technology	This report updates the previous North American technology report, foc...	North America	IT & High Technology	View	Report
Oct 2017	IT & High Technology	This report updates the previous North American information technology...	North America	IT & High Technology	View	Report
Mar 2017	IT & High Technology	This report updates the previous North American information technology...	North America	IT & High Technology	View	Report
Oct 2016	IT & Technology	This report updates the previous North American information technology...	North America	IT & High Technology	View	Report
Apr 2016	IT & Technology	This report updates the previous North American information technology...	North America	IT & High Technology	View	Report
Jan 2016	IT & Technology	This report updates the previous North American information technology...	North America	IT & High Technology	View	Report
Jun 2015	IT & Technology	This report updates the previous North American information technology...	North America	IT & High Technology	View	Report

A is for Activities

Using a combination of page/asset views, queryspy stats, and reference questions, we determined which databases or research steps were going to be best suited to an interactive experience.

- Annual reports and org charts
- Industry reports
- Financial data for the S&P 500
- Understanding NAICS codes
- Accessing the Financial Times, Economist, etc.
- Supply chain data
- List of company competitors

AV Club for Adults

Guide on the Side

- Developed by the University of Arizona Libraries
- Incorporates active learning video tutorials with LibGuides
- Needs SQL database to host
- Open source

Camtasia

- Video recording/editing software
- Some interactive capability
- Institutional subscription

PlayPosit

- Online interactive video editing
- Insert activities and captions
- Hosts online
- Basic version is free

The ADDIE Model

- Implementation -

The World Premier Event

<https://libraryguides.mcgill.ca/business>

The ADDIE Model

- Evaluation -

Evaluation Schema

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Evaluation Progress

 Quality Checks

 Pilot Testing

 User Experience
Reviews*

**To be completed in the Fall Semester of
2019*

Let's wrap it up, folks!

Concluding Thoughts

1. LibGuide functionality is more than just a list of database links.
2. LibGuide maintenance protocol in a culture of rotating librarians will help the transition process and keep students from getting lost.
3. Take advantage of any/every resource available to you to increase engagement opportunities.

LibGuides, what are they good for...

Maybe something, time will tell!

Thank you!

More questions?

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