

# The Future of Print Report: Visual Bibliographies

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Photos of the four book and video displays at Noble Library

## About the Future of Print

ASU Library was awarded a \$381K grant from The Andrew W. Mellon Foundation to experiment with different ways in which libraries present print materials to the public. We know that information is more digitally accessible than ever before. As students turn to what is quick and convenient for them, ASU Library is exploring how to present our print materials in ways that remain engaging and relevant to the twenty-first century user. Through a series of book displays, The Future of Print team hopes to gain a sense for how students perceive print collections, how they use the library, and what it takes to engage them in physical books. For more information on our projects, visit <https://lib.asu.edu/futureprint>

## Research Question

In order to support student research, the Future of Print team seeks to create multimodal opportunities to learn about the research process using the Library's print collections. Additionally, we were interested to see whether students are more likely to engage with print books after seeing how their professors used them as research tools. Do these examples encourage students to use library resources in their own assignments and projects?

## Philosophy

Libraries often provide workshops, research consultations, and library guides to teach various components of the research process. Our team collaborated with Jesse Lopez, then the Director of Learning Services and Student Success Librarian at ASU Library, to design a learning experience that would give the ASU community further insight into this theme. Jesse proposed compiling the resources used to research and write a scholarly monograph to give students a visual representation of the research process. This would, in turn, encourage critical thinking and dialogue around academic publications and the students' own research projects.

By highlighting the works of faculty who are well-liked and writing about interesting topics, we hoped to engage a wider audience. This was also a chance to build new relationships with ASU faculty, a key community actively using library resources. The more faculty collaborations we have, the more doors open for us to reach their classrooms and students while supporting their scholarly contributions.

## Full Selection Methodology

I browsed for books written by ASU faculty that sounded interesting to undergraduates by using [Shelf Life](#), an online book browsing application created by ASU Now. I then used RateMyProfessor, ASU's iSearch, and ASU news articles to select professors that were well-known and well-liked across campus. The goal was to select professors who had a good reputation amongst the students, making them more likely to invite their classrooms or have students recognize their name. Jesse and I selected four books and emailed their authors:

- *Unrequited Toil: A History of United States Slavery* by Dr. Calvin Schermerhorn
  - School of Historical, Philosophical and Religious Studies
- *"That's What They Used to Say": Reflections on American Indian Oral Traditions* by Dr. Donald Fixico
  - School of Historical, Philosophical and Religious Studies
- *The Virtues of Exit: On Resistance and Quitting Politics* by Dr. Jennet Kirkpatrick
  - School of Politics and Global Studies
- *At Home with the Aztecs: An Archaeologist Uncovers Their Daily Life* by Dr. Michael E. Smith
  - School of Human Evolution and Social Change

Each of the professors responded with interest to participate in this project. After they each sent me Word documents providing their respective bibliographies, I worked with Rachel Leket-Mor, Open Stack Collections Curator, to begin identifying which materials we owned or needed to purchase. We built lists separating the resources into books, articles, archival materials, and other. All of these resources were eventually presented together in an [online library guide](#).

## Assessment Mechanisms

### Circulation

Out of the 644 items featured in this project, 36 items were checked out during the project dates:

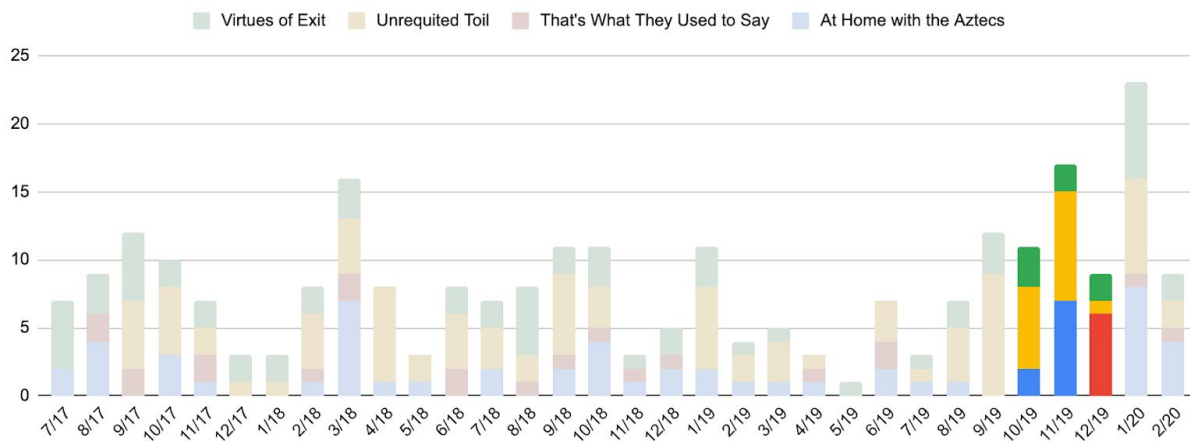
- *Unrequited Toil*: 15 titles loaned from this collection, or 6.5% of collection
- *"That's What They Used to Say"*: 6 titles loaned from this collection, or 3.4% of collection
- *The Virtues of Exit*: 6 titles loaned from this collection, or 3.7% of collection
- *At Home with the Aztecs*: 9 titles loaned from this collection, or 12.2% of collection

The items listed above consist of both new materials purchased for this collection and materials that already belonged to ASU Library. Prior to this project, these items had not loaned for an average of 3.5 years, with the oldest previous loan dating back to more than 16 years ago. Newly purchased items made up 10% of the collection and 16% of loaned items during the display period.

Comparing this loan period to all previous days since 2017 (see gray in Figure 1), we see that there is a 76% loan increase. Even when comparing this loan period to only the highest loan period of the recent past (2/18 to 4/18), there was still a 33% increase in circulation.

**Figure 1**

Loans By Month By Visual Bibliography Collection

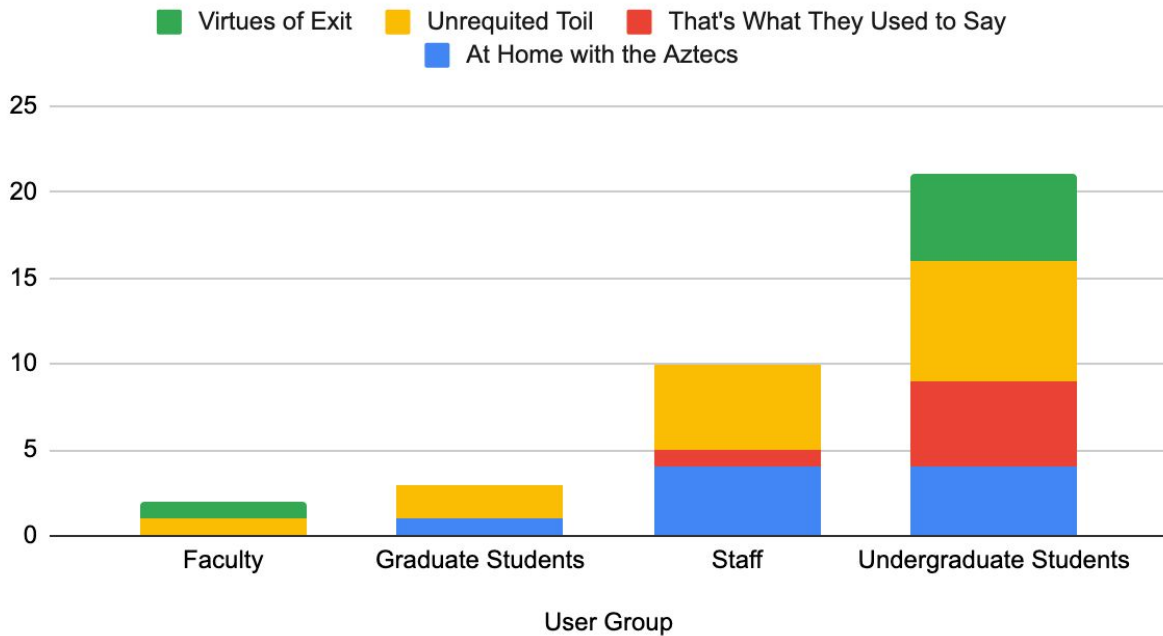


Bar chart highlighting loans per month in each collection

Of these users, undergraduates were responsible for the majority of loans (see Figure 2). They checked out 21 books during this period, twice as many books as other user groups. This shows that, although we were featuring faculty research, students were still interested in the topics and engaged with the collections.

**Figure 2**

### Loans by User Type



#### Library Guide

I created an [online library guide](#), both to capture the outputs of the project and also to show a complete list of the resources used by each professor. The guide gave summaries of their featured books and the video interviews, and included a list of the books presented in the collections. In its first 80 days after its launch, the guide received a total of 17 site visits.



## Opening Reception Event



Photo of the three faculty members at the Opening Reception event

Three of the featured authors were able to attend the opening reception, which included a panel discussion allowing the professors to speak about the inspiration behind their book, the research process, and how they used library resources. For outreach, we used [ASUEvents](#), emails, and tagged the professors in [Twitter posts](#) in the weeks leading up to the event. The [School of Human Evolution and Social Change](#) as well as the [School of Politics and Global Studies](#) also retweeted and made tweets of their own in support of their faculty. Finally, Matt Ogborn, the Graduate Instruction Liaison, spread the word to the Graduate College. Although we did not get a final attendance count, the Noble Instruction room was full of library staff, graduate students, and even the professors' family members.

## Reflection

### Successes

- Jesse and I initially emailed four faculty members thinking that one or two would respond. Much to our encouragement, we received positive responses from all four faculty members. They expressed gratitude at being selected and interest in learning more about the project.
- The Library allowed us to provide a learning opportunity for ASU students to see how researchers use Library resources. The research areas of these four faculty

also were generally supported by our existing collections, resulting in fewer new book purchases.

- We built relationships with faculty that we had not previously worked with, and facilitated discussions about how we can continue to support their teaching and research.
- Many library units played a role in making this project happen. Along with contributions from Open Stack Collections (myself and Rachel) and Learning Services (Jesse), the Map and Geospatial Hub identified and printed maps depicting the Aztec Empire in Central Mexico. Acquisitions and Metadata was responsible for ordering and processing new books. Communications created and produced the signage, including all infographics showing various aspects of the research process. The Makerspace assisted with recording and editing the interviews. Information Systems and Technology ensured that these videos were able to play on Surface Pros. The collections maintenance team in Open Stacks set up and managed the physical displays as well as handled location changes for each item. Finally, Learning Services was essential in choosing a location, maintaining the displays, and communicating the project to the ASU community.
- This event was shared by multiple ASU schools leading up to the event, because we were honoring the work of their faculty. Twitter and email also tend to be platforms that faculty commonly use to share events occurring across campus; personalized event invitations and the Library's Twitter made this event easy to share.
- In January, these books were moved to the fourth floor of the newly renovated Hayden Library. Figure 1 above shows an increase in loans since the move, possibly related to increased curiosity and foot traffic at Hayden.

## Challenges

- During this project, there was no library staff dedicated to videography. With the help of Victor Surovec, the Program Coordinator for the Makerspace, and Matthew, his student worker, I was able to learn how to use their Canon XF300 camera. I was also able to consult with Matthew Harp, the Research Data Liaison Librarian at Hayden Library, who has experience shooting and editing videos. Finally, it was very time-consuming to caption each video. After the project, Ness Lee, Collections Maintenance Specialist, was able to transcribe the full length interviews.

- The first time we used the camera, the camera did not pick up any audio. Luckily, Dr. Smith was kind enough to let us reshoot the interview, and it turned out even better the second time.
- The professors used resources that were sometimes difficult to track down, because they lived in old, bound journals. Additionally, they used interviews, archival materials, maps, and online articles in their research. It was not possible to include every resource in the physical display, but we were able to include a few reproductions. To compensate, a comprehensive list of all resources can be found in the library guide.
- Because we did not anticipate a response from all four professors, it became a challenge to identify a space that could hold four displays. Daphne Gill, then the Learning Services Manager at Noble Library, offered the first floor of Noble Library for this project. We were able to work with Shane Hunt, the Learning Services Manager at Fletcher Library, to borrow five bookcases. Dan Rogers, the Collections Operations Manager, coordinated with Shane to bring the bookcases to Noble Library.

## Discussion

Through this project, we facilitated discussion around how the Library supports faculty research and how faculty interact with the Library's resources. The importance of archival materials, journals, and digital resources was evident; of relevance, each professor supported the use of print books and spoke about their experiences finding, reading, and publishing these books. The interviews resulted in conversations about how we can work together to teach students about research, and reinforced the partnership that faculty and the Library have in support of student success.

In addition to the positive and collaborative interactions, the books in each collection saw an increase in circulation from when they were not being featured. In order to continue celebrating the work of each participant and offer learning experiences for ASU students, each of these collections has since been moved to the fourth floor of Hayden Library, and has been a point of great interest to our communities.

## Press

[ASU Events](#)

[Twitter post #1](#)

[Twitter post #2](#)

[Twitter post #3](#)



[Twitter post #4](#)

[Twitter post #5](#)

[Twitter post #6](#)

## Partnerships

School of Human Evolution and Social Change

School of Historical, Philosophical and Religious Studies

School of Politics and Global Studies