Research First Aid: Two Libraries Reaching Out With One Podcast

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**RESEARCH FIRST AID**

Two Libraries Reaching Out With One Podcast

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**SYMPTOMS**
- Two libraries separated by 2 miles
  - Health Sciences Library
  - Academic Library
- Both libraries offer similar services
- Users lack awareness of services
- More than 5,000 distance education students
- Increased need of online marketing tools
- Desire to experiment with new technology

**TREATMENT**
- Creation of Research First Aid
- Program made available through:
  - video and audio podcasts
  - video and audio streaming
- Marketing through:
  - bookmarks, flyers
  - emails
  - homepage announcements
- Program less than 3 minutes
- Bi-weekly release

**PATIENT FEEDBACK**
- 60% student
  - 10% staff
  - 30% faculty
- Make it shorter
- Too much verbal information
- Display phone number and URL
- Improve production quality
- Advertise more
- Link from "How Do I?" pages
- Additional video file types

*More than 100 unique views in first 6 weeks.
6 subscriptions to video podcasts.

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**PROGNOSIS**
- Long life expectancy

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**FOLLOW-UP**
- Program time amputated
- Audio-only files surgically removed
- Video file facelift
- Implant additional file types
- Augmented with text

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Respondents that have watched or listened to a podcast

<table>
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<tr>
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<th>Yes</th>
<th>No</th>
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<td>Respondents that have watched or listened to a podcast</td>
<td>75%</td>
<td>25%</td>
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*(based on user surveys)*

Respondents Currently Subscribed to Podcasts

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<td>85%</td>
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*(based on user surveys)*

Preference for experiencing audio/video files online

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<td>5%</td>
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*(based on user surveys)*

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<tr>
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<td>20%</td>
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Not applicable 5%