

# RESEARCH FIRST AID

## Two Libraries Reaching Out With One Podcast

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Laupus Library & Joyner Library  
East Carolina University  
Greenville, NC

### 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

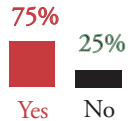
- Make it shorter
- Too much verbal information
- Display phone number and URL
- Improve production quality
- Advertise more
- Link from “How Do I?” pages
- Additional video file types

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

### PROGNOSIS

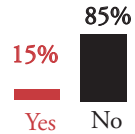
- Long life expectancy

Respondents that  
have watched or listened  
to a podcast



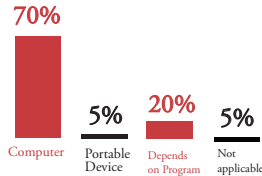
\*(based on user surveys)

Respondents Currently  
Subscribed to Podcasts



\*(based on user surveys)

Preference for experiencing  
audio/video files online



\*(based on user surveys)

### FOLLOW-UP

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