PURPOSE AND CONTEXT

Our project focused on library induction, the first step of information literacy, using an interactive and informal approach. We aimed to let users discover our library services and facilities in an enjoyable and active manner through user-oriented instructions.

In particular:
- new library web site (on-line in November 2009)
- new circulation rules (from May 2009)

METHODS USED FOR THE STUDY

- On-line quiz embedded in the library website homepage and in the library blog
- Software freely available on-line: MyStudio, now Quizrevolution
- Period: November 2009-December 2011

STUDY FINDINGS

- About 4000 users took our quiz
- General academic library services are understood better than our library services and facilities

CONCLUSION AND FURTHER DEVELOPMENTS

This project gave us the opportunity
- to deliver informal user education, making it fun
- to check users library skills, motivating them to discover library web site pages and innovations
- to evaluate which services are poorly understood by users and need to be more effectively promoted (our library services and facilities)
- to improve our library communications strategy

Unfortunately the software didn’t allow us to analyse the population who answered the quiz because it is not suitable for in-depth analysis.

Further developments:
- re-organization of students’ information literacy training
- development of the library communications strategy: for example, more effective signs