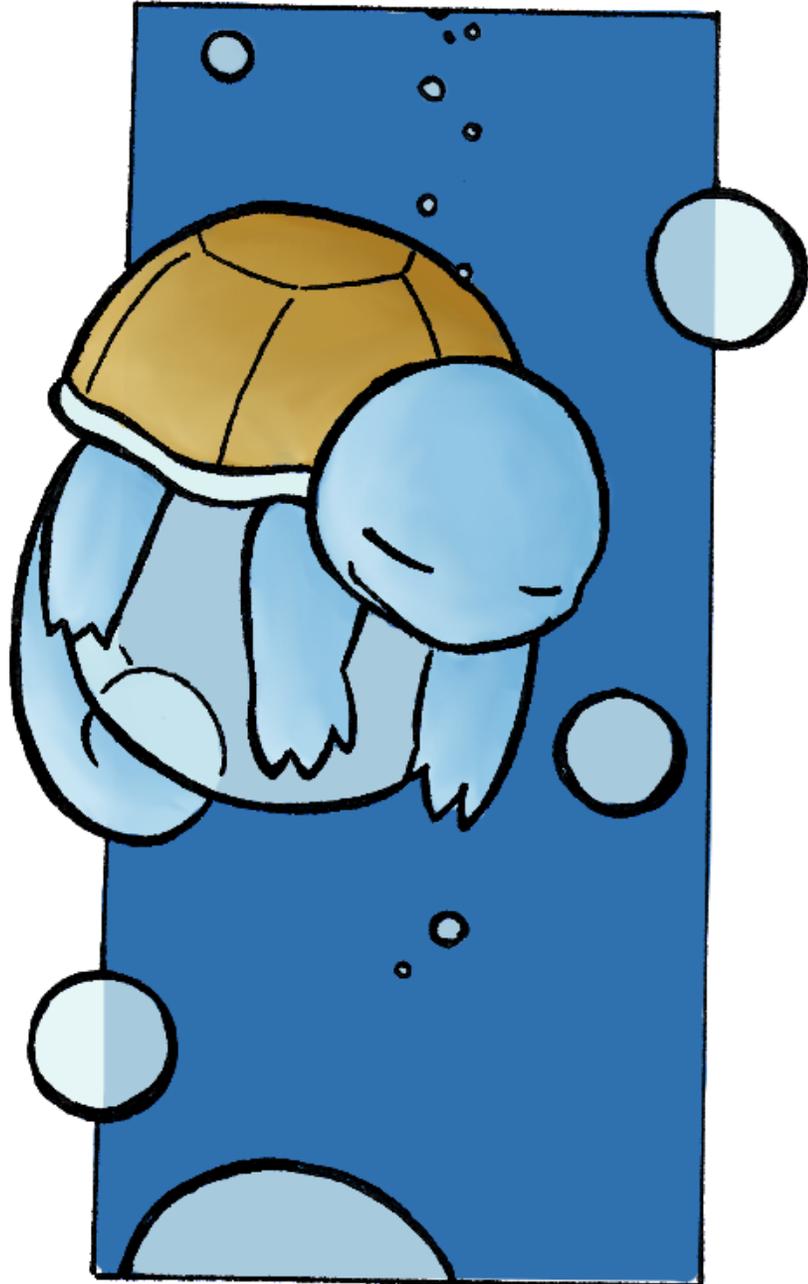


POKÉMON GO TO THE LIBRARY!

Assessing Digital Trends at the Library

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University of Alberta



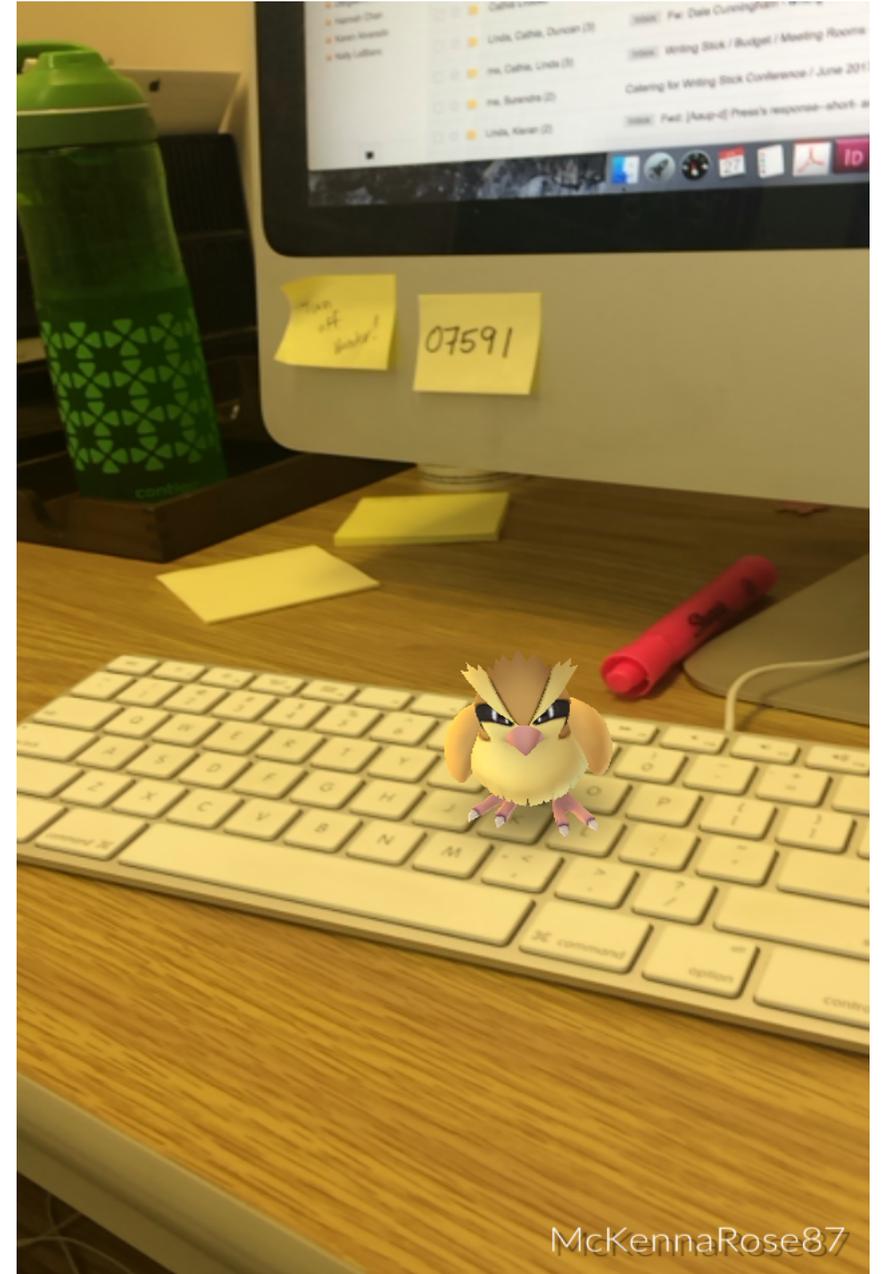
PRESENTATION OUTLINE

1. Presentation Outline
2. Definitions
3. Intent
4. Research Questions
5. Review of the Literature
6. Methodology and Data Collection
7. Relevance and Limitations
8. Research Findings
9. Discussion
10. Future Research
11. References

WHAT IS POKÉMON GO?

Pokémon GO is a free-to-play App developed by Niantic for iOS and Android devices.

It's a location-based augmented reality game that allows you to catch various Pokémon creatures in and around your area.



THE LINGO YOU NEED TO KNOW...

1. Pokéstops

- Where you can go to grab different (but necessary items) like Poké Balls, which you use to capture your Pokémon

2. Pokémon Gyms

- A Gym is where you can actually train your Pokémon and battle with other members of the community!

3. Lures

- A special item that you can “drop” onto a Pokéstop. Once a lure is dropped, the Pokémon are drawn to that area



INTENT OF THE RESEARCH

- To gain perspective into how libraries are approaching digital trends
- This question is explored through a case study of how libraries incorporated the location-based augmented reality game: Pokémon GO





RESEARCH QUESTIONS

- The question of ‘how’ is discussed through smaller sub-questions
 - Which types of libraries are talking about Pokémon GO?
 - Where are these libraries located?
 - When did the discussion take place?
 - What did their library do?
- The question of ‘why’ and ‘why have libraries not incorporated Pokémon GO’ is outside of the scope for this presentation

REVIEW OF THE LITERATURE



- Since Pokémon GO is a relatively new phenomenon, it is not yet explored within scholarly sources.
- The discourse almost entirely rests upon more popular sources (largely news articles, blogs, and library websites).
 - Three main themes:
 1. The Basics
 - General introduction to the game
 2. The Larger Picture
 - Questions augmented reality and people's interaction with technology in general
 3. Opportunities
 - Tend to revolve around advertising

METHODOLOGY AND DATA COLLECTION



- Mixed methods approach: qualitative and quantitative through a case study of Pokémon GO in libraries
- Pearl growing method to identify 50 popular sources for analysis

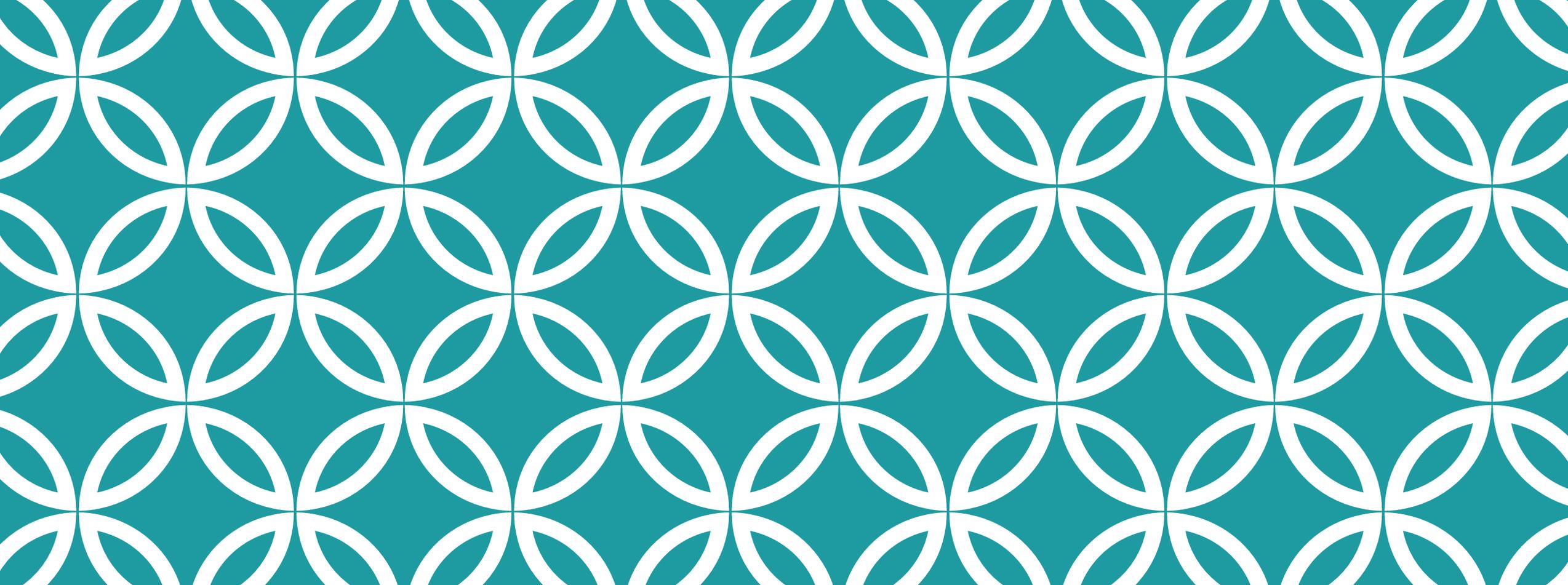
Relevance was based upon:

- Pokémon programming
- Pokéstops
- Pokémon gyms
- General discussion surrounding the game, etc.

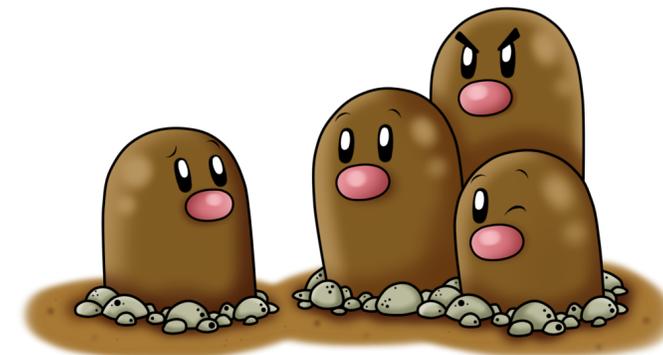
Data extracted from each article:

- Name of library mentioned
- Type of library
- Date
- Location
- Number of comments on the page

Ultimately **139 libraries** were identified as relevant for this study.



RESEARCH FINDINGS



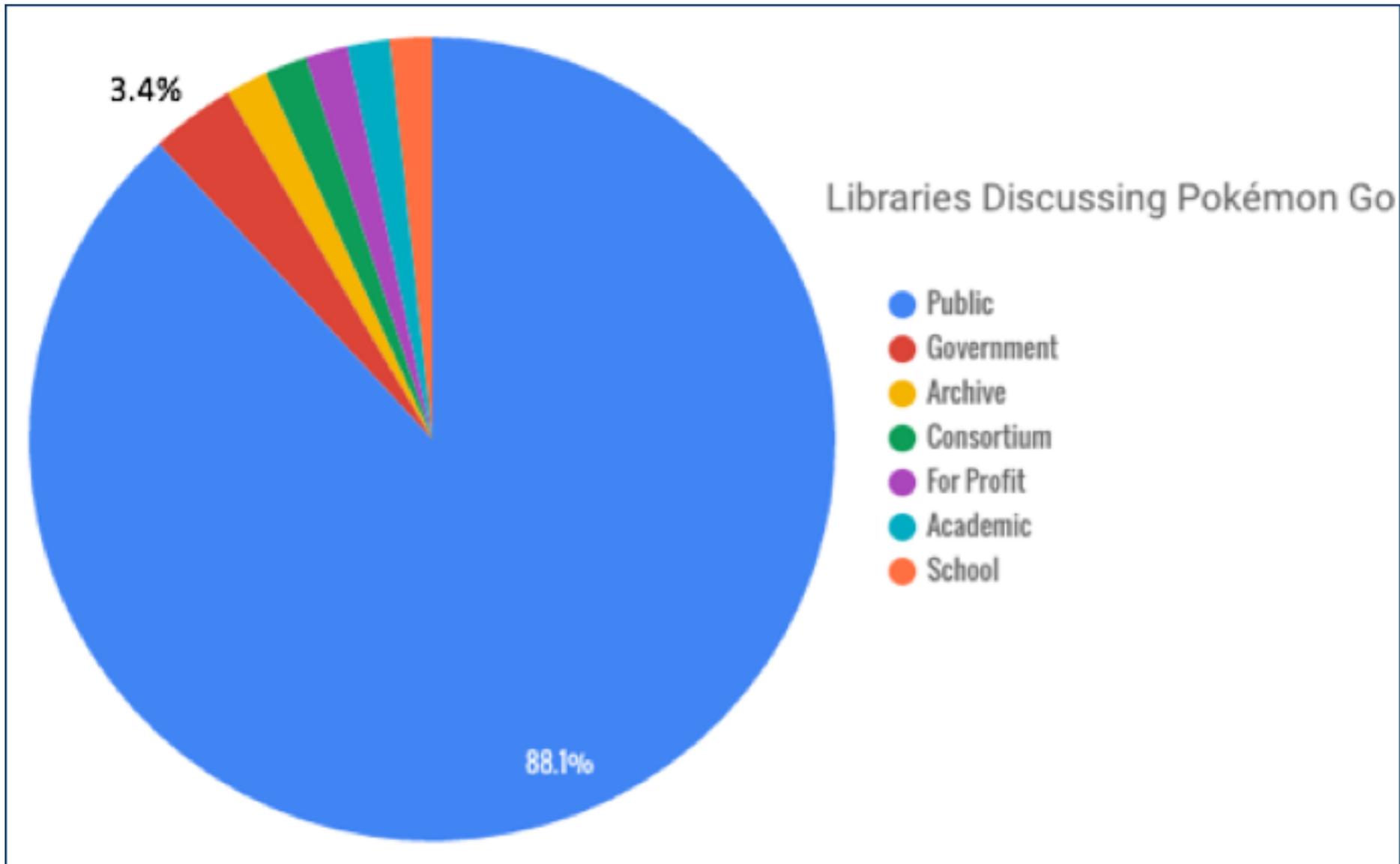


Figure 1. Pie chart demonstrating the various types of libraries that have incorporated Pokémon GO

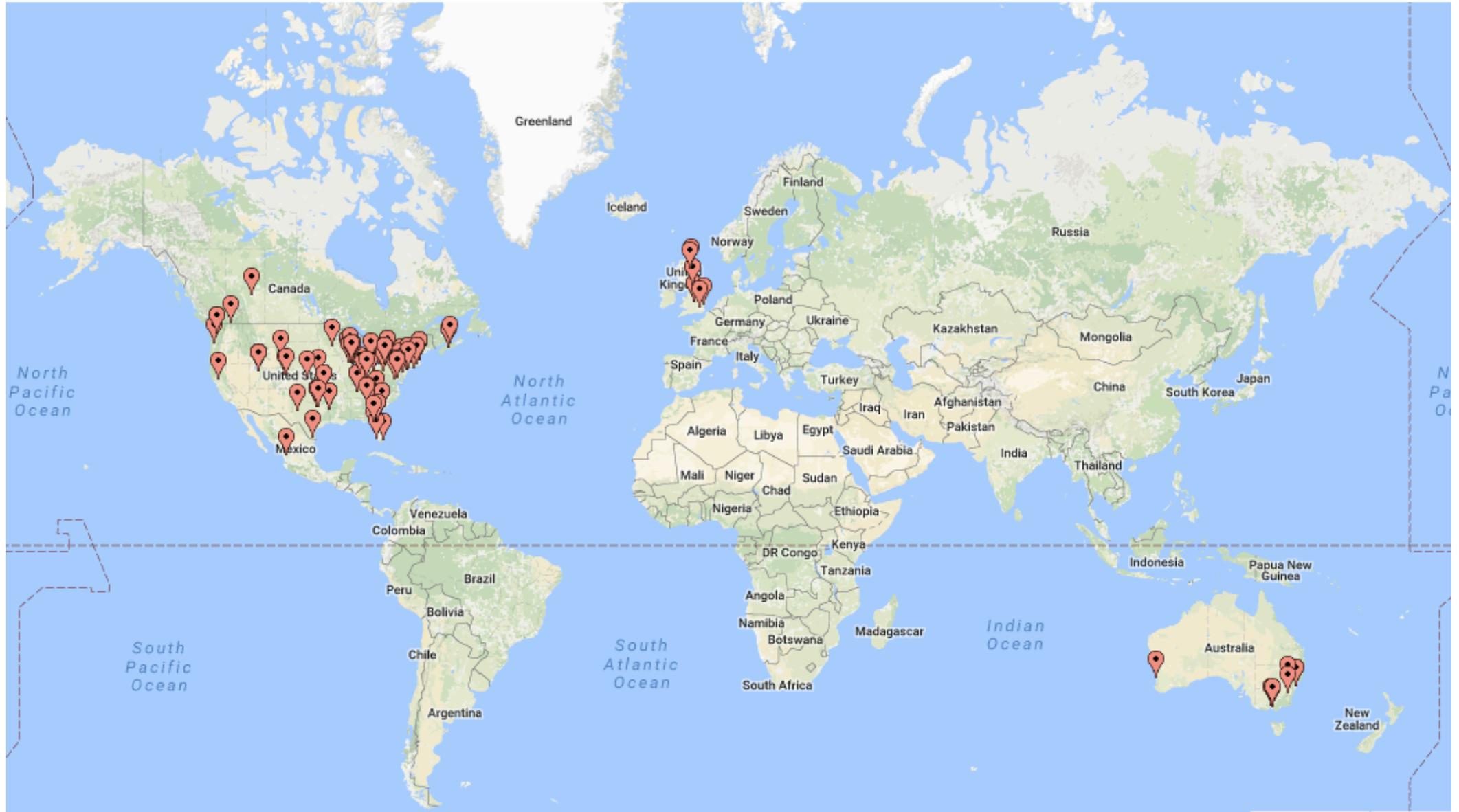


Figure 2. Map of libraries involved with Pokémon Go.

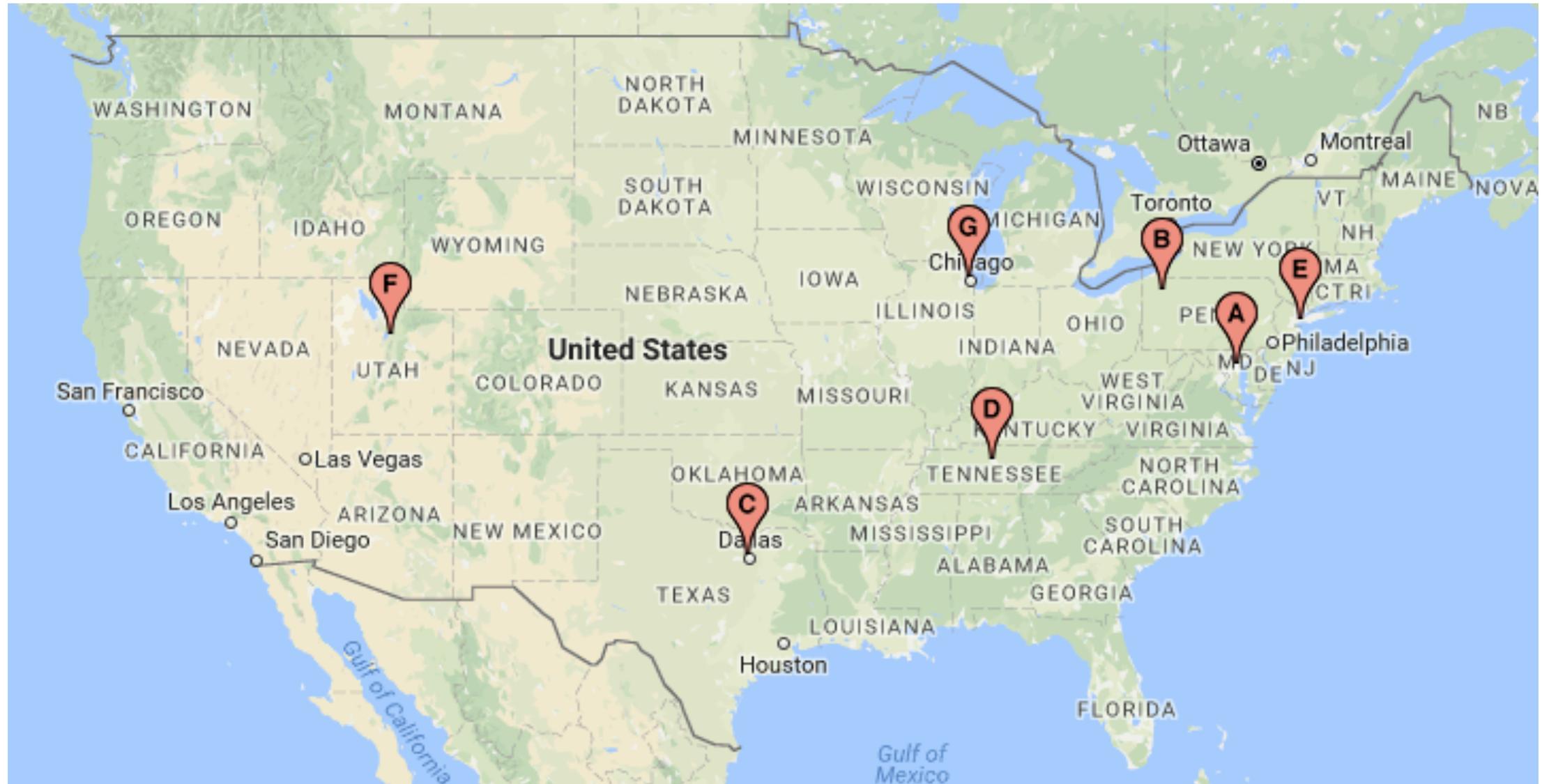


Figure 3. Map of the most active Pokémon Go libraries.

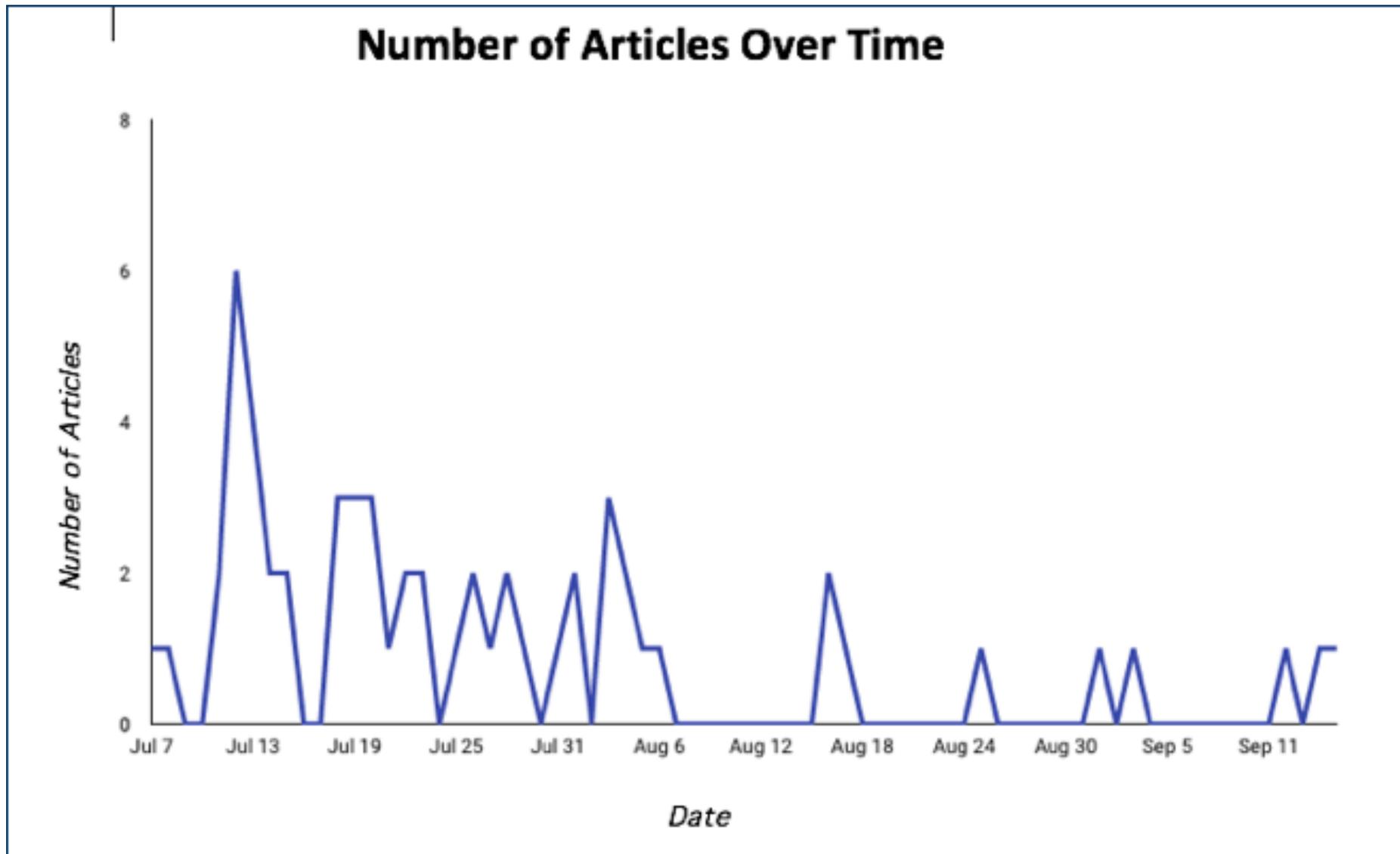


Figure 4. Linear graph representing the number of articles over time starting at July 7

What is your library doing?

<input type="checkbox"/> Posting about Pokemon Go! on library's Facebook page.	+122
<input type="checkbox"/> Welcome signage in the library	+111
<input type="checkbox"/> Set a lure	+74
<input type="checkbox"/> Making a book display and/or reading list	+65
<input type="checkbox"/> Pokemon Programs	+60
<input type="checkbox"/> Pokemon hike/safari/crawl	+25
<input type="checkbox"/> Giveaways for players (Pokebuttons, etc.)	+22
<input type="checkbox"/> Requesting a stop/gym for our location.	+19
<input type="checkbox"/> Pokemon meetup	+17
<input type="checkbox"/> Map or list what exists at all the branches	+16
<input type="checkbox"/> Made an activity table	+13
<input type="checkbox"/> Pokemon jewelry or t-shirt decorating	+13
<input type="checkbox"/> Safety & courtesy education session for players & parents	+12
<input type="checkbox"/> Still trying to understand what the heck this is	+10

POKÉMON GO AND LIBRARIES



Figure 6. Facebook survey representing what libraries have done to incorporate Pokémon GO

OTHER EXAMPLES...



- Arapahoe Libraries in Colorado
 - They left over 50 swag bags at Pokéstops around the city and challenged players to find them (Kudo, 2016)
- Hayes Public Library in Kansas
 - Partnered with the local Cancer Council to hand out sunscreen samples and educated players on the importance of sun safety (Thompson, 2016)
- Redbridge County Library in Ilford, UK
 - Used Pokémon GO as a spring board to talk about digital safety
 - Only 18% of libraries noted this connection
- Etc.

CONCLUSIONS



Future Research Areas

- Pokémon GO
 - Dissect the question of why libraries have incorporated Pokémon GO
 - Or why have libraries not incorporated or discussed this trend?
- Outside of Pokémon
 - Data sharing
 - Most cited works did not relate back to a particular library
 - Instead, librarians used their own blogs as a form of communication
 - Often includes a disclaimer

Pokémon GO is not the last augmented reality trend; libraries should use this game as a learning experience for upcoming technologies or games

- Ex. Harry Potter GO!

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