

The background is light blue and decorated with several large, textured blue circles and smaller yellow circles. On the left side, there is a cluster of small blue circles of varying shades. On the right side, there is a large blue circle and a small yellow circle. At the bottom left, there is a large blue circle and a small yellow circle. At the bottom right, there is a cluster of small blue circles of varying shades.

Bingo!

Playful Design in Business Research Instruction

Joy Camp
Research & Instruction Librarian, Business

Cal State
Monterey Bay

ABOUT *ME...*

1st year of academic library instruction - it's all new!

1st generation college student - it was all new!

Not a long-time game player - it's all new!



What draws me to gamification and elements of play in library instruction sessions?

- Play as an icebreaker
- Easing library anxiety
- Potential for fun
- In-class outreach and connection



CSUMB COB *Library Instruction Courses*



BUS 304

Business Communication,
Proseminar, and Critical
Thinking

GWAR

BUS 499

Strategic Management

CAPSTONE

HOSP 499

Strategic Management for
Sustainable Hospitality

CAPSTONE

Lofty (Rookie Instruction Librarian)

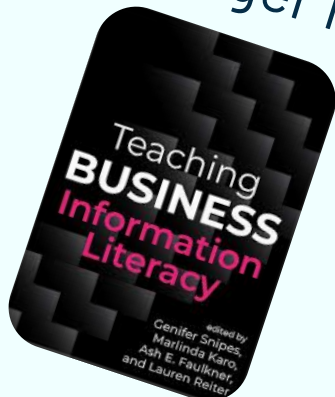
Gaming Ambitions

Bingo!

Database Scavenger Hunt

Trivia Break

Company Research
Post-It
Zine Creation



Attempts were made!



My company is...

- A private company
- A public company
- A nonprofit
- I don't know if it is private or public
- I haven't picked one... yet!

On a scale of sad face to happy face... this is how I feel about doing research for my case study:

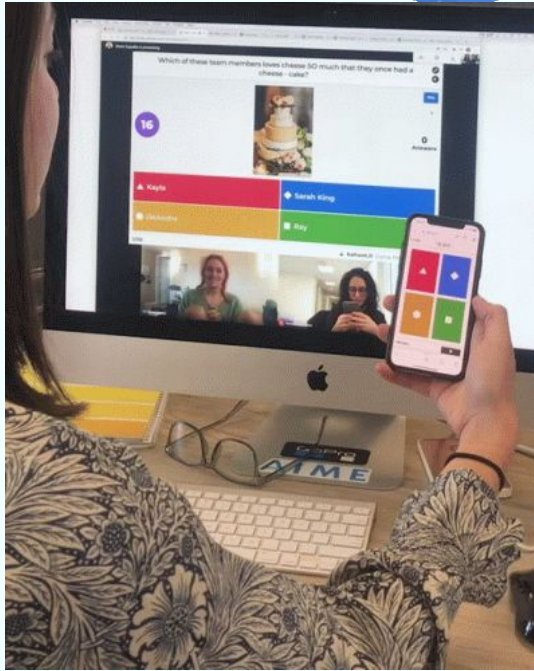
0

Start the presentation to see live content. For screen share software, share the entire screen. Get help at pollev.com/app

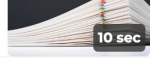
Start the presentation to see live content. For screen share software, share the entire screen. Get help at pollev.com/app

To the rescue:





What type of company is required to file an annual report, 10-K, and other financial documents with the SEC?



- ☐ Private company ✗
- ☒ Public company ✓
- ☐ Foreign-based private company ✗
- ☐ Non-profit organization ✗

3 - Quiz

Which CSUMB database has detailed company reports?



- ☐ Mergent Online ✗
- ☐ MarketLine ✗
- ☐ Company Investigator ✗
- ☒ All of the above ✓

Kahoot! Break **SWOT** ANALYSIS

STRENGTHS

- Idea shop (or copy) public Kahoots
- Friendly competition
 - Gives us a break!
 - Nostalgia
- Quiet-kid friendly

S

W

WEAKNESSES

- Design
- 10 player limit for free play
- Host/creators fees for features

OPPORTUNITIES

- Discussion and clarification prompt
- Immediate mid-class assessment
- Review and reinforcement for students

O

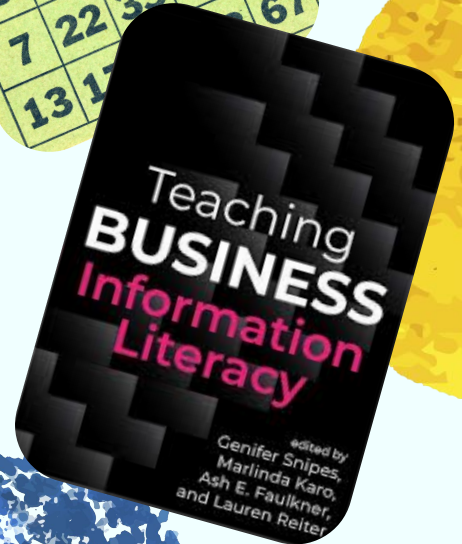
T

THREATS

- Faculty hesitance
- Time limitations

Future Gaming Goals...

- Database Scavenger Hunt
- Song Generator Competition:
Jigsaw Resource Exploration
- Research Guide Zine
- Bingo!





THANKS!

**Want to talk rookie instruction, business
information literacy, have questions?
Keep in touch!**

jocamp@csumb.edu

CREDITS: This presentation template was created by
Slidesgo, including icons by **Flaticon**, and
infographics & images by **Freepik**

Cal State
Monterey Bay