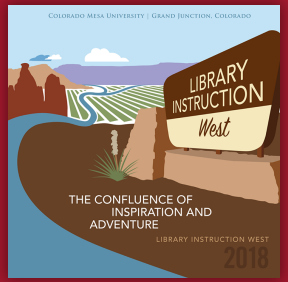

SPEED DATABASING
A Library Matchmaking Activity

Swipe Right on JSTOR

Modeling Online and Speed Dating Methodologies to Match Students with Library Databases

Jill Chisnell
Integrated Media & Design Librarian
Carnegie Mellon University – PGH

Teresa MacGregor
Director of the Library
Carnegie Mellon University – Q

Lauren Kelley
Outreach & Instruction Librarian
Westmont College

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Carnegie Mellon University, Pittsburgh, Pennsylvania

SPEED DATABASING

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CARNEGIE MELLON UNIVERSITY IN QATAR • LIBRARY •

QATAR.CMU.EDU

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Westmont College

1,300 students

25 countries

SPEED DATABASING

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Teaching Library Databases

- Traditional show-and-tell
- Flipped
- Think, pair, share
- Small group presentations
- Let's make a deal

… but still nothing really grabbed their attention

SPEED DATABASING

A Library Matchmaking Activity

SpeedDating™

- Structured way to meet lots of people in a short time
- Created in the 1990s by a rabbi
- Includes movement and short spurts of interaction toward a goal – finding a match
- Fun and low stakes

SPEED DATABASING

A Library Matchmaking Activity

Speed Databasing

- Structured way to introduce many databases in a short time
- Created in 2016 by two librarians – Jill & TMac
- Includes movement and multiple search sprints toward a goal – finding articles about a paper topic
- Fun, fast-paced, and memorable

SPEED DATABASING

A Library Matchmaking Activity

Speed Databasing Timeline

SPEED DATABASING

A Library Matchmaking Activity

Hosting a Speed Databasing Event

- Invite a variety of databases
- Place a personals ad for each database

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Example Personals Ad

Google Scholar

Name: Google Scholar

Age: Let's just say I'm not as old as I look (11!)

Occupation: A simple way to broadly search for scholarly literature

Physical description: Articles, theses, books, abstracts, and court opinions from academic publishers, professional societies, online repositories, universities, and other websites

Weakness: Citation counts can be manipulated and fake articles can be created and indexed

My ideal vacation: Google HQ in Zurich

Interests: Any topic under the sun

My "secret" talent: Ability to see all the times a particular article is cited in other articles, called "cited by"

My best quality: Search me

My ideal date: Racing down the slides or riding bikes inside Googleplex

What's in it for you: You can locate any complete document through your library or on the web

SPEED DATABASING

A Library Matchmaking Activity

SPEED DATABASING

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Example Personals Ad

FROST & SULLIVAN

Name: Frost & Sullivan

Age: More than 50 years of experience in global consulting and market research

Location: 45 offices worldwide – on every continent except Antarctica

Background: More than 1,800 analysts tracking 1,000+ emerging technologies across 15 industry sectors

Physical description: Tens of thousands of market research reports, with new reports released daily

Interests: Trends, SWOT analyses, and emerging technologies

You'd be surprised to know:
Most of my reports have easy to decipher charts and infographics.

My ideal dinner guest:
The CEOs of Fortune 500 companies because we are already close friends

In search of: Flying car manufacturers – I have identified flying personal transportation as a top 2018 trend to watch. Look out for flying taxis in Dubai!

SPEED DATABASING

A Library Matchmaking Activity

SPEED DATABASING

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Example Personals Ad

bridgeman education

Name: Bridgeman Education

Age: Pre-historic to post-modern

Location: Art museums, galleries, and private collections all over the world

Background: I'm a mix of a little bit of everything—photography, paintings, 3D objects, illustrations, graphic design, posters and more.

Physical description: Over 1.2 million color and b/w images representing art, history, and culture

Interests: I love old stuff! Vintage fashion and accessories, textiles, posters, Asian artifacts, furniture

You'd be surprised to know: All my images have been copyright cleared for educational use!

My ideal dinner guests: Queen Victoria and Charles & Ray Eames

Favorite vacation: Shopping the dusty antique stores of Europe

In search of: Someone to add to the slideshow of my life

SPEED DATABASING

A Library Matchmaking Activity

SPEED DATABASING

A Library Matchmaking Activity

Hosting a Speed Databasing Event *cont*.

- Invite a variety of databases
- Place a personals ad for each database
- **Create a mood**
- **Share wisdom**
- **Set the ground rules**
- **Give a little push**

SPEED DATABASING

A Library Matchmaking Activity

Getting to Know a Database

- How would this database meet your research needs?
- How would this database be useful for your major?
- What are some ways that you can limit/narrow results?
- What are some of the database's special features/tools?
- To whom would you recommend this database?
- Is this database easy or difficult to use?
- What do you like or dislike about this database?

SPEED DATABASING

A Library Matchmaking Activity

The First Date (and second, third, fourth …)

- At the bell, students have 3-5 minutes to review profiles, search in the databases, and take notes
- At the next bell, students have a minute to wrap up, then move on to the next database
- The process repeats until the end of class
- Students complete a follow-up homework assignment (*optional*):
  - Answer questions about a favorite database
  - Create an original profile for another database (one they did not meet during class)

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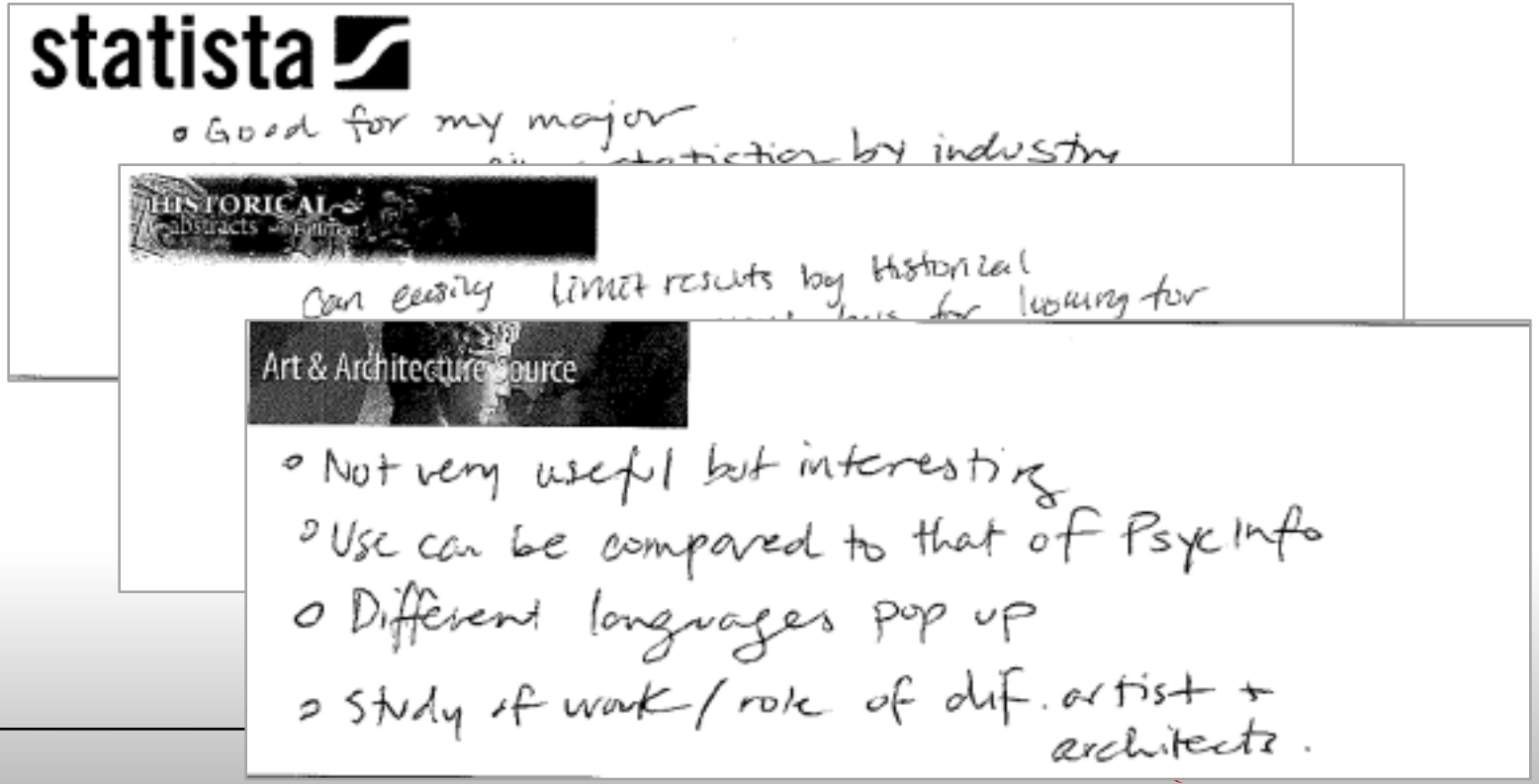
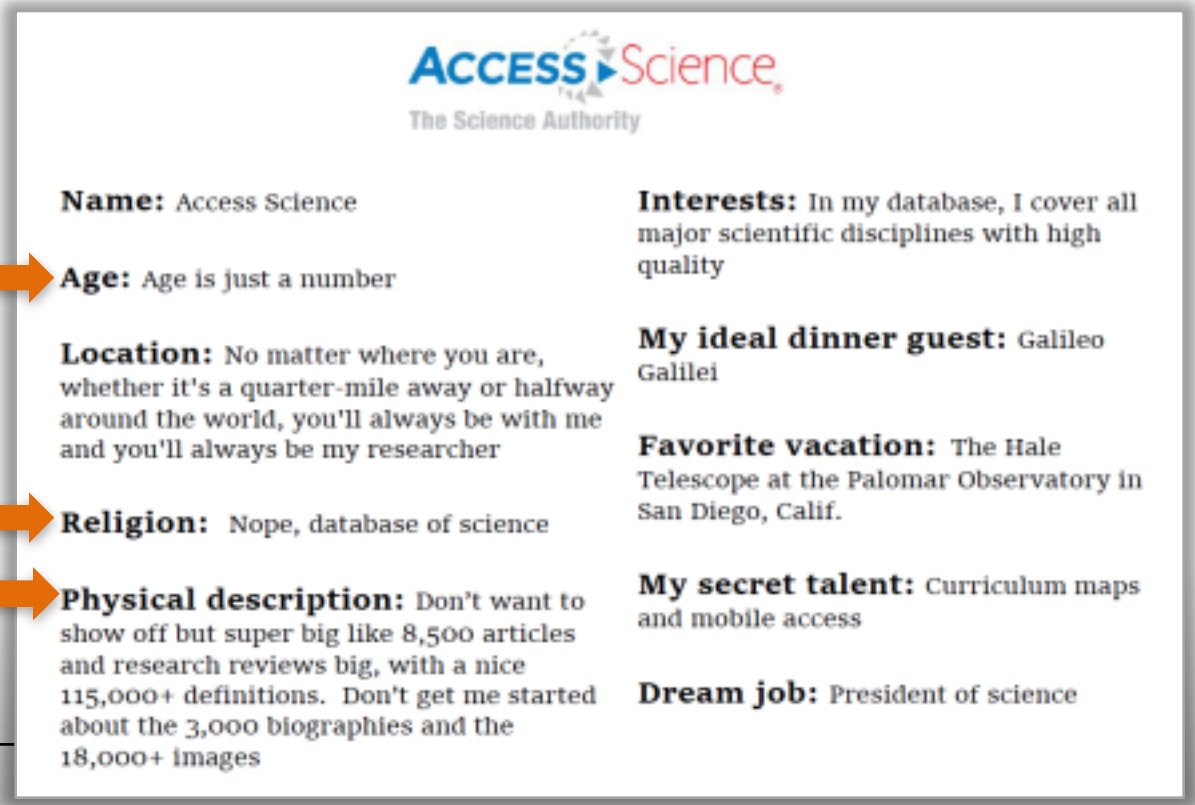
First Impressions



SPEED DATABASING

A Library Matchmaking Activity

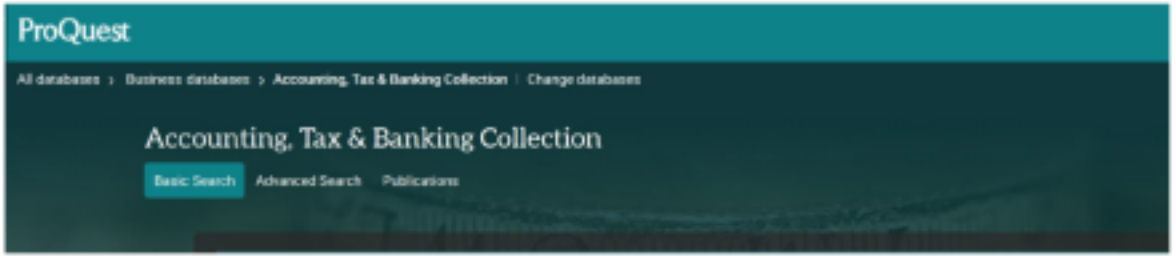
Student Database Profiles



SPEED DATABASING

A Library Matchmaking Activity

Student Database Profiles



Name: Accounting, Tax & Banking

Location: America – as most taxes listed are based in America

My secret talent: My special talent is I filter everything for you, and if you want (by clicking under the search bar) I let you check full text and if you want the ones with peer review

My favorite hobby: Tax auditing and going over information

My favorite vacation spot: Washington, D.C., United States, where the main location for the IRS is

My ideal dinner guest: Martha Stewart because she would bring me some of her delicious home cooked meals; she would also be included in this database as someone who lied about their taxes and got caught

In search of: Business students and tax auditors

SPEED DATABASING

A Library Matchmaking Activity

Student Database Profiles

philpapers

Name: PhilPapers

Age: Very Old, contains tonnes of historical documents

Location: Everywhere

Education: Been around the world studying

Physical description: Contains journals, books, research paper on a wide variety of topics

Interests: Life

You'd be surprised to know: I speak 40 languages

My ideal dinner guest: Immanuel Kant

In search of: A person who gets getting me (epistemology!)

SPEED DATABASING

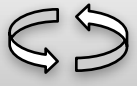
A Library Matchmaking Activity

Let's Play a Round of Speed Databasing! (*Analog*)

- Tables will be given several envelopes each containing a database profile and screen shots

- At the bell, open the envelope in front of you, read the profile, and review the screen shots
- On the handout, in the space for the given database, note your first impressions (keep this handout)

- At the next bell, hand your packet/envelope to the person on your right, take the packet/envelope from the person on your left
- Repeat until the round ends



SPEED DATABASING

A Library Matchmaking Activity

What Do You Think?

- Take a few minutes to discuss the activity with your tablemates
  - What did you like or dislike about the activity?
  - How might you adapt it for your library?

SPEED DATABASING

A Library Matchmaking Activity

Lessons Learned

- Offer a selection of databases to satisfy all majors and interests
- Depending on backgrounds and experience of participants, opt for a different name
  - Database Matchmaking
  - Database Roulette
  - Research Database Round Robin
- Tailor the handout to learning objectives
- Assess the activity using a variety of options

SPEED DATABASING

A Library Matchmaking Activity

Lessons Learned *cont*.

- Five minutes is the ideal amount of time to read the profile and explore the database
- Allow time in between the switch to take notes, reset the machines, stretch, etc.
- Stow backpacks, bags, coats, etc. on the side of the room to avoid trip hazards
- Rather than moving people, have them remain at one station but switch databases at the bell
- Play ambient music

SPEED DATABASING

A Library Matchmaking Activity

Lessons Learned *cont*.

- Provide example searches to spur imagination, but do not ask them to answer specific questions
- Activity can be adapted for different types of instruction sessions
- Speed Databasing is not just for students, it can be used with library staff and faculty, too
- Database profiles make great posters, handouts, bookmarks, LibGuides, or social media posts

SPEED DATABASING

A Library Matchmaking Activity

Disclaimers

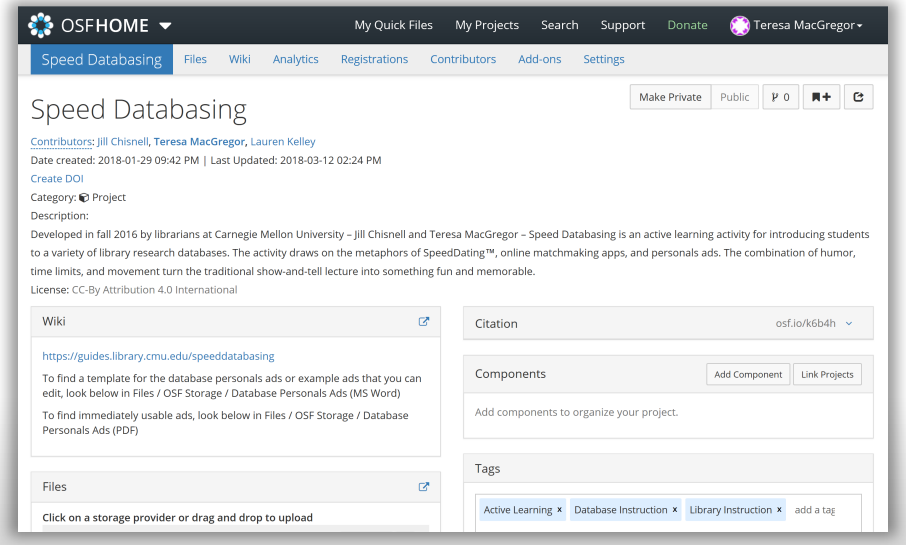
- Speed Databasing enhances instruction
  – *but does not replace it*
- Students still need to learn the anatomy of a database before participating in this activity
- Speed Databasing does not address search techniques, such as selecting keywords, adding synonyms, or using operators

SPEED DATABASING

A Library Matchmaking Activity

Community of Practice

- Open Science Framework project
  https://osf.io/k6b4h/
  - Instructions, templates, logos, sample materials
  - Share experiences
  - Ask questions
  - Evolve the activity



SPEED DATABASING

A Library Matchmaking Activity

Thank You!

- Questions? Feedback?
- If you try Speed Databasing, let us know how it goes or how you change the activity
- Join the CoP on the Open Science Framework https://osf.io/k6b4h/

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