



GeoStoryteller:

Taking Grey Literature to the Street of New York

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Pratt Institute, School of Information and Library Science

Presented at the Grey Literature 13 conference
Library of Congress, Washington D.C.
Dec. 6, 2011



For the **Goethe Institut NY**

librarian Brigitte Doellgast

- Reaching out in creative ways to reach **new** audiences
- Engage in themes reflecting on the core mission
- Challenge: Lack of awareness about ties between the **German American** of the 19th Century to the **city of New York**



For Pratt Institute, School of Information and Library Science

Anthony Cocciolo, Assistant Professor & Debbie Rabina, Associate Professor

- Reaching out in **creative** ways
- Reinventing the **library** of the future: creating a new library experience in the **streets** on New York
- Challenge: Outdated ideas about what Libraries can do.

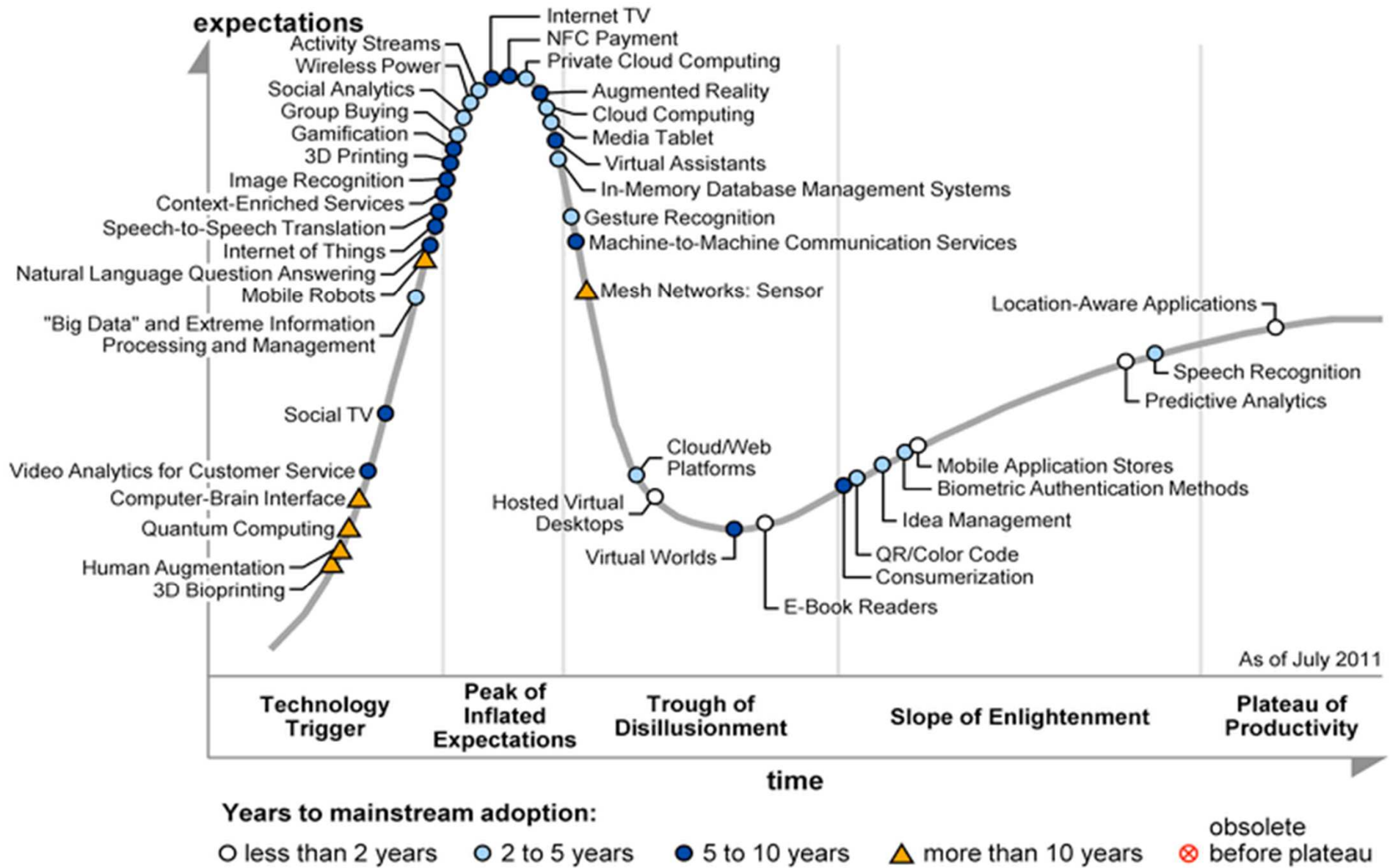


**Ultimately, Where
People Go for
Information has
Changed.**

Books \approx **98 Hours** per
Person Per Year.

Games \approx **124 Hours**
per Person Per Year.

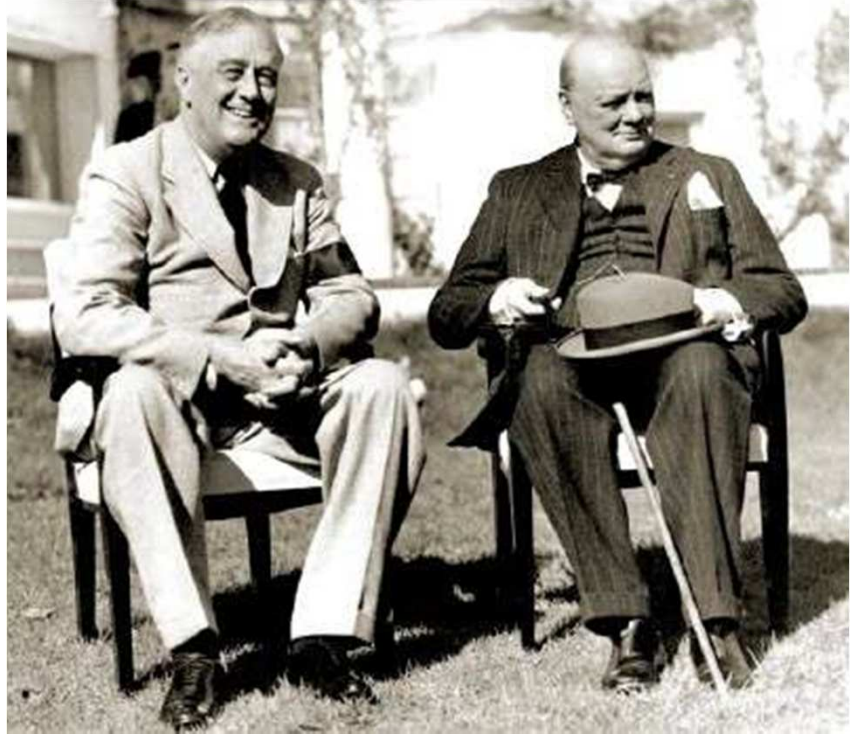




Gartner 2011 Hype Cycle July 2011



Mercedes-Benz



To reflect new realities



Answer:

Create **Accessible,**
Discoverable Content that
Explains and reflects our
Mission.

How?

Time to **Mix.** **It.** **Up.**







BASEBALL
RACES & SPORTS

The Evening World

NEW YORK, WEDNESDAY, JUNE 18, 1908

FINAL
COMPLETE BASEBALL AND SPORTING
RESULTS EDITION

PRICE ONE CENT

LIST OF SLOCUM'S DEAD NOW MAY REACH 1,000

LIST OF THOSE KNOWN TO HAVE PERISHED

Some of the Victims Who Met Their Death on the Steamer Gen. Slocum, Which Caught Fire When Loaded with Flour.

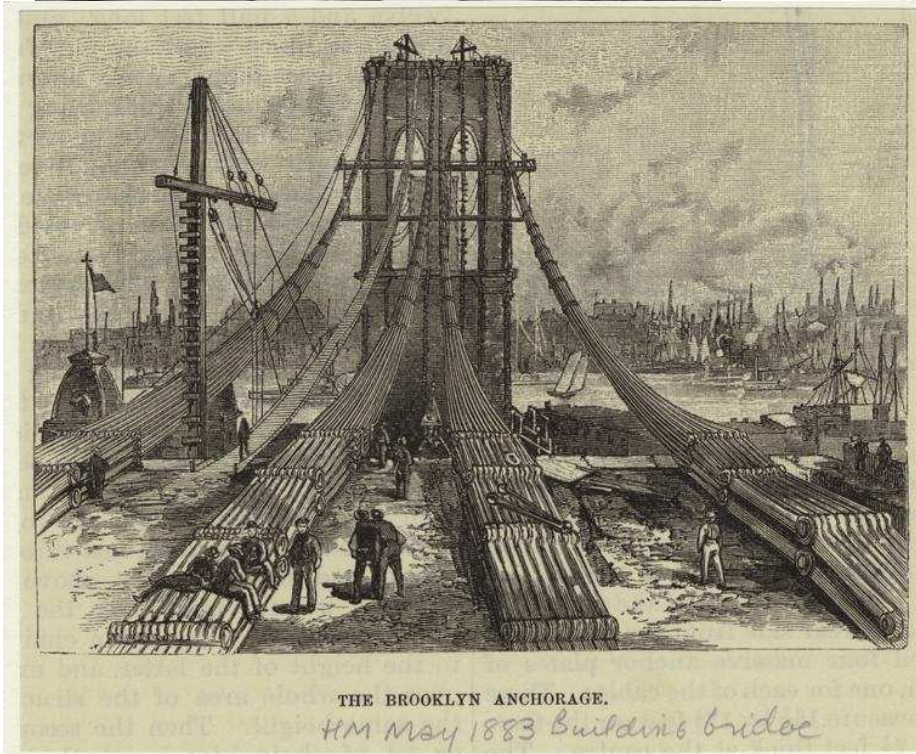
REVISED LIST OF THE DEAD, INJURED AND MISSING WILL BE FOUND IN TO-DAY'S FINAL EDITION OF THE EVENING WORLD.

GENERAL SLOCUM AFIRE AND SINKING
From photographs taken by Photographers Gatti for The Evening World.

Bodies of Women and Children Still Coming Ashore at North Brother Island and Other Points Around Hell Gate -- Fire Caused by the Overturning of Pot of Grease in the Galley.

The big excursion steamer Gen. Slocum started and sank off North Brother Island with a 1,000 passengers, 675, 500 of them children from St. Mark's German Lutheran Church, in East Sixth Street, aboard. The loss of life is estimated to be 1,000.

The following is the latest estimate made by Detective



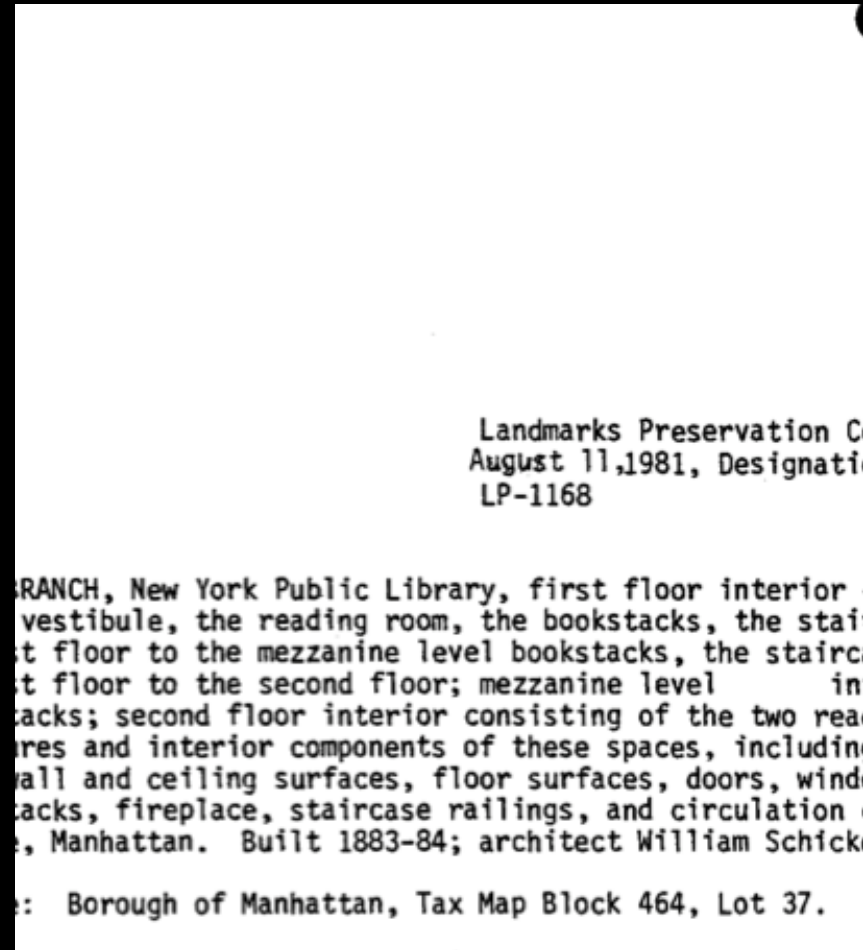
Content creation

- **Original** GeoStories written by **librarians** based on **source material** found in libraries, archives, historical societies, personal and corporate collections and oral histories.
- Source materials include **books**, newspapers, articles, **photographs**, lithographs, silk screens, period tour guides, eyewitness reports, data from the U.S. **census** and much more.

Sources used

Combination of GREY and white sources:

Reports from the NYC Landmark Preservation Commission, 1893 travel guides, WPA guide to NY, photos from personal archives, newspapers clippings and all in the public domain





**Librarians are: / German Traces NYC
is:**

Technologically **Savvy.**

Eager to Assist.

Intellectually Engaged with

Materials.

Accessible All the Time.

How do we know this?

Well, it's librarians that came up with and created [German Traces NYC](#), using materials made available by generations of librarians before them.



German Traces NYC



A project of



GOETHE-INSTITUT
NEW YORK

Home

German Traces Map

About the Project

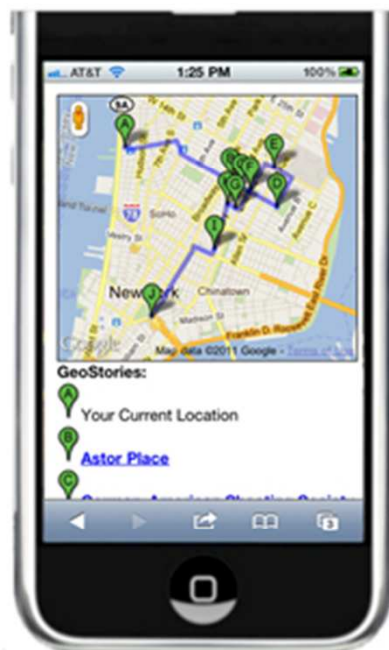
Recommended Resources

Select an interface for exploring German Traces in New York City...

Layar Augmented Reality



Mobile Web



Desktop Web



Have a story you would like to share? Contribute to German Traces NYC >>

Why **Mobile website**:

Available to **all** smart devices.

Does **not require** frequent operating system updates.

Easy to maintain in **multiple interfaces**: mobile, iPad, desktop

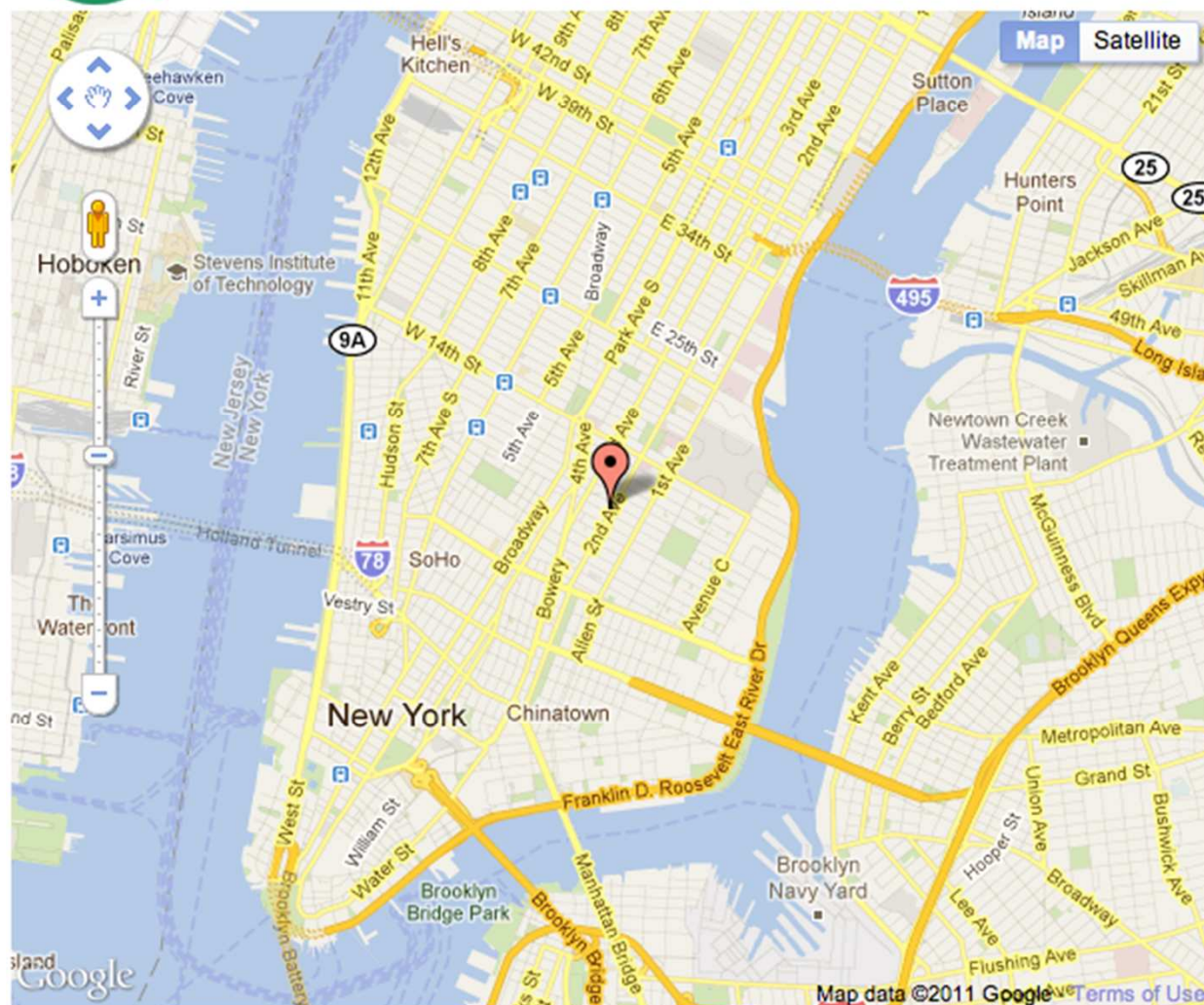
Why **YouTube & iTunes**:

The Go-To Sites for Video and audio.

Universally **Known.**

Universally **Used.**





Drag pin to site location * required fields

Closest Address: *

Site Name: *

Site Short Description:

Keywords

Link to more info: [Create/Edit page](#)

Image Icon of site (should be less than 100 KB):

Image for AR (should be less than 100 KB):

Height: m Angle: degrees

Time takes to visit: * hr min

Going Forward:

Continue with **Delivery** via **YouTube**, iTunes,
mobile devices ...

Of high quality **library** and archival content

Collected, digitized, tagged, preserved, by
Librarians always **near you** no matter where
you are

As we speak: measuring **Impact**

Currently running **user study** to test whether
location based learning
enhances understanding.

Initial results show **increased engagement**

Full results of user study in
iSchool Conference (Toronto Feb. 7-10)



Invite you to try it out



Layar

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or <http://www.layar.com/download>

Mobile Web

<http://www.germantracesnyc.org>