Seeking out New Blood (and Brains!) for Section Membership through Quick Response (QR) Codes and Zombies

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Seeking out New Blood (and Brains!) for Section Membership through Quick Response (QR) Codes and Zombies

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How did the Zombie Hunt Game Work?

Two different types of QR Codes distributed and members wore them on badges:

- **WENT TO**
  - **YOU HAVE FOUND A ZOMBIE!!!**

- **WENT TO**
  - **THIS PERSON IS NOT A ZOMBIE, STAY AWAY AND CHAT. YOUR BRAINS ARE SAFE.**

MIS Zombie ID Form

<table>
<thead>
<tr>
<th>Name</th>
<th>Email</th>
<th>Phone</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>John Doe</td>
<td><a href="mailto:jdoe@xyz.com">jdoe@xyz.com</a></td>
<td>123-456-7890</td>
<td>123 Main St.</td>
</tr>
<tr>
<td>Jane Smith</td>
<td><a href="mailto:jsmith@def.com">jsmith@def.com</a></td>
<td>098-765-4321</td>
<td>456 Oak Ave.</td>
</tr>
</tbody>
</table>

Can creating and playing a fun networking game sponsored by an MLA Section affect Section Membership?

Methods: The Zombie Hunt game objective is to identify the most MIS member zombies through the use of quick response (QR) codes and Google documents. QR codes were distributed by email to MIS members who identified themselves as attending MLA via an online survey. Along with QR codes, instructions for the game and information on recommended QR readers were distributed. The QR code (1) randomly identifies the member as a zombie or non-zombie and (2) points to a corresponding page that either provides information on MIS meeting activities or, if a zombie were found, provides a form onto which the hunter could record their find. The hunter who finds the most zombies wins! Additionally, the MIS Section Shuffle booth had a zombie theme, and QR codes were distributed throughout the meeting. An assessment of the game’s success will follow.

We continued the theme in the Section Shuffle...

People played, but not too much although everyone wanted the sticker.

And we had winners...

@mascher: Final Zombie Hunt results. Best hunters: 1) Michelle Kraft @kraft; 2) Laura McClellan @kiwano1 #mlanet12 #zombies

But did it work?

The Medical Informatics Section surveyed the membership in Spring 2013 to gather information about what drives the decision to join or renew section membership:

The aspects valued as most important by MIS members are interesting discussions, programming at the annual meeting, and networking opportunities. While programming is generally done by the leadership of MIS, the discussions and networking opportunities are activities that any MIS member can participate in; the leadership should make sure to communicate about these opportunities to ensure that MIS members are getting the benefits they most desire from the section.

It turns out, the zombie game was not a big overall draw for becoming/remaining a member of the section. However, 18 people found that it influenced them some or a lot. Another new tactic tried this past year to encourage interest in MIS was an iPad raffle at the MIS business meeting. This influenced even less people (11 total). However, even though these are small numbers, both of these activities were mentioned specifically in write-in comments.

"Continue with fun activities at MLA like the Zombie activity."
"Keep doing fun stuff like the zombie hunt!!!"
So we will.

Acknowledgements:
The authors would like to thank: Michelle Kraft (Chair of MIS at the time of MLA 2012) for all of her support, help, and locating of gummy brains; and Michael Garner, for his leadership for the Section Shuffle, as well as his most excellent zombie poster and zombie persona.

@natalieclairoux: I finally get this zombie thing: after 4 days of #mlanet12, I look like one. #sleepdeprived

Most zombies found wins!

It was tweeted about...

And prizes!

Objective: Although the Medical Informatics Section (MIS) is one of the largest MLA sections, new ways to enhance section membership breathe life into a section. The creation of a Zombie Hunt game is a novel interactive approach to encourage people to join our section, have fun, and use some technology during MLA ’12.

We sent out clever emails...

It was tweeted about...

We continued the theme in the Section Shuffle...

But did it work?

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