

5-2012

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

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Recommended Citation

Ascher, M.T. & Whipple, B.C. (2012, May). Seeking out new blood (and brains!) for section membership through quick response (QR) codes and zombies. Poster presented at the meeting of the Medical Library Association, Seattle, WA.

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

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Objectives: 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.

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 sent out clever emails...

GOT BRAINS!!!! Join or Renew Medical Informatics Section Membership

Medical Libraries Discussion List <MEDLIB-L@list.uvm.edu> on behalf of Whipple, Elizabeth C <ewhipple@IUPUI.EDU>
 Sent: Tue 2/14/2012 1:31 PM
 To: MEDLIB-L@LIST.UVM.EDU

At MLA Annual Meetings:
 Are you tired of your colleagues' eyes glazing over during your poster presentation?
 Are you tired of them muttering unintelligible gibberish underneath their breath?
 Are you tired of wondering if you'll make it back across the street to the conference hotel without getting eaten?

If any of these thoughts crossed your mind, it's not because you're boring, hard of hearing, or your legs don't work like they used to—it's because your colleagues have turned into ZOMBIES!

Yes, this May in Seattle, MLA will be overrun with zombies. And not just any kind of zombie-librarian zombies. Librarian zombies are the WORST, because they know all too well the power of the mind, and knowledge (and brains) call to a zombie librarian like butter (& diabetes medicine) to Paula Deen. Or how PETA stands for People Eating Tasty Animals to a carnivore. Or how if the Wedding Singer or Antiques Roadshow is on, I am physically unable to change the channel.

So what should you do about these zombies descending upon Seattle? Well, what any rational librarian would do: join them, of course! As we're all in the process of renewing our MLA memberships and our section memberships, please keep in mind that if you are a member (or become a member) of the Medical Informatics Section (MIS), we will be sponsoring an undead activity throughout the MLA conference (for MIS members), where you could possibly be a zombie AND hunt down zombies. Fabulous gifts and prizes will be awarded. So make sure to renew (or join) your MIS membership when you're renewing MLA membership this year!

Seattle MLA will be awesome. At least for the ones of us who survive to the end.


So, in case this was too obtuse, let me break it down for you, zombie-style:
 Join MIS
 Come to MLA '12 in Seattle
 MIS member=BRAINS!

*well, it could be one of those things, but probably not

MIS Zombies
 Beth Whipple
 Marie Ascher
 Michelle Kraft


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. STICK AROUND AND CHAT. YOUR BRAINS ARE SAFE.

More places to find lots of brain-eating zombies AKA Medical Informatics Section (MIS) Events:

MIS Business meeting - Sunday 5/20 from 3:30-4:30 in Room 202
Come for a chance to win an iPad! Possibly a zombie conspiracy...

Section Programs:

Sunday 5/20 4:30-6 Triple Play: The Librarian's Roles in Bioinformatics: Training, Research, and Resource Development
 IWSSC, Room 619/620, Level Six

Tuesday 5/22 2-3:30 PM Loading the Bases: Teaching with Technology and Multimedia
 IWSSC, Room 619/620, Level Six
 EMTS-sponsored session, Cosponsored by Medical Informatics Section

Tuesday 5/22 6-7 PM - MIS-sponsored session: TECH TRENDS
 IWSSC, Room 608/609, Level Six

MIS Zombie ID Form

Congratulations Zombie Hunter!
 Complete this form and register your zombie find for a chance to win prizes and glory!

*** Required**

Your name (first Last) *

Zombie's full name (first Last) *

What can you report about this zombie?
 (whereabouts? manners? appearance?)

Your email address
 (required first time you complete form only)

Your Twitter ID
 (optional first time only)

Never submit passwords through Google Forms.

Powered by [Google Docs](#)

[Report Abuse](#) · [Terms of Service](#) · [Additional Settings](#)

We blogged about it:

MLA 2012 Annual Meeting Blog



Zombies have invaded MLA: The MIS Zombie Hunt is On

Did someone think you with a MIS Zombie sticker tonight? Did you know what to do with it? No? Okay, let's play. You may or not be a zombie but we may all be zombie hunters. The game is brought to you by the Medical Informatics Section. Okay, how to play?

Two ways (and you can do BOTH):

1) Be a zombie and be hunted. Don't hide. That's no fun. There will be a prize for the most "found" zombie. (Infamy, brains, prizes... join MIS and eternal brains are yours.)

Meeting Links

- Committee
- MLA 12 Home
- MLA Home

Recent Posts

- All Good Things Come to an End
- Top Technology Trends
- Farewell Seattle!
- Last CE Learning
- Look At All Those Books!

MLA 12 Seattle: Are You Ready?

Most zombies found wins!

It was tweeted about...

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:

4. What things do you most value about MIS? (Check all that apply)

	Most important to me	Important	Less important	Not important to me	Rating Average	Rating Count
Programming	54.3% (87)	35.5% (57)	8.6% (14)	1.9% (3)	3.42	105
Nice people	22.3% (36)	53.2% (86)	19.1% (31)	5.3% (9)	2.93	94
Interesting discussions	51.0% (81)	44.0% (71)	5.0% (8)	0.0% (0)	3.46	100
Business meetings	2.2% (4)	29.7% (48)	53.8% (87)	14.3% (23)	2.20	91
Networking opportunities	42.0% (67)	48.0% (77)	10.0% (16)	2.0% (3)	3.28	100
Involvement with the section	10.0% (16)	43.0% (70)	45.0% (73)	5.4% (9)	2.59	93
Loyalty	1.1% (2)	32.0% (52)	47.8% (77)	18.5% (30)	2.16	92
Continuing education	34.0% (54)	47.0% (76)	16.0% (26)	3.0% (5)	3.12	100
Other (please specify)						8
answered question						197

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.

5. Which of the following factors influenced your decision to join or renew your membership with MIS this year?

	Influenced a lot	Influenced some	Didn't influence at all	Rating Average	Rating Count	
My colleagues are members	13.0% (13)	31.0% (31)	56.0% (56)	1.57	100	
LinkedIn Group	3.2% (3)	16.0% (16)	80.0% (80)	1.23	95	
Interest in general topic	73.0% (73)	19.0% (19)	9.0% (9)	2.64	100	
Relevant to my job/position	60.0% (60)	33.0% (33)	7.0% (7)	2.53	100	
Section programs at Annual Meeting	36.0% (36)	38.0% (38)	26.0% (26)	2.10	100	
Tech Trends Session	31.0% (31)	29.0% (29)	40.0% (40)	1.91	100	
Looks like a fun section	15.2% (15)	29.3% (29)	55.0% (55)	1.60	99	
iPad raffle at Business Meeting	5.1% (5)	6.1% (6)	88.9% (89)	1.16	99	
MIS Zombie Game at MLA	4.0% (4)	14.1% (14)	81.8% (82)	1.22	99	
Meeting attendance grant	3.1% (3)	6.1% (6)	90.8% (91)	1.12	98	
Section Shuffle	9.3% (9)	6.2% (6)	84.0% (84)	1.25	97	
Took advantage of free membership to try MIS	10.1% (10)	8.1% (8)	81.8% (82)	1.28	99	
Other factors (that influenced you please specify)					7	
answered question						100

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.

"What a great idea!" -- Everyone

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