GeoStoryteller: Taking Grey Literature to the Street of New York

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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• Challenge: Outdated ideas about what Libraries can do.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 ≈ 98 Hours per Person Per Year.

Games ≈ 124 Hours per Person Per Year.
Gartner 2011 Hype Cycle July 2011
To reflect new realities
Answer:
Create Accessible, Discoverable Content that Explains and reflects our Mission.
How?

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
German Traces NYC is a walking tour available over the mobile web and through the Layar augmented reality application. The tour focuses on German cultural heritage in NYC, specifically the neighborhoods of the East Village (formerly known as Kleindeutschland) and Yorkville. Enjoy! Brought to you by the Goethe-Institut.
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

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:

Drag pin to site location

Closest Address:*
139 2nd Ave, New York, NY 10003,

Site Name:*
Ottendorfer Library and German Dis

Site Short Description:
The Ottendorfer Library is the oldest branch library in Manhattan and one of

Keywords
germantracesnyc, Goethe-Institut

Link to more info: Create/Edit page
http://www.geostoryteller.org/mobi

Image icon of site (should be less than 100 KB):
otten_nypl.jpg (Remove)

Image for AR (should be less than 100 KB):
otten_nypl.jpg (Remove)

Height: 11.5 m
Angle: 73 degrees

Time takes to visit: * 0 hr 10 min

Save Delete Cancel
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
Download Layar (iTunes Store)
or [http://www.layar.com/download](http://www.layar.com/download)

Mobile Web
[http://www.germantracesnyc.org](http://www.germantracesnyc.org)