



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- Challenge: Outdated ideas about what Libraries can do.

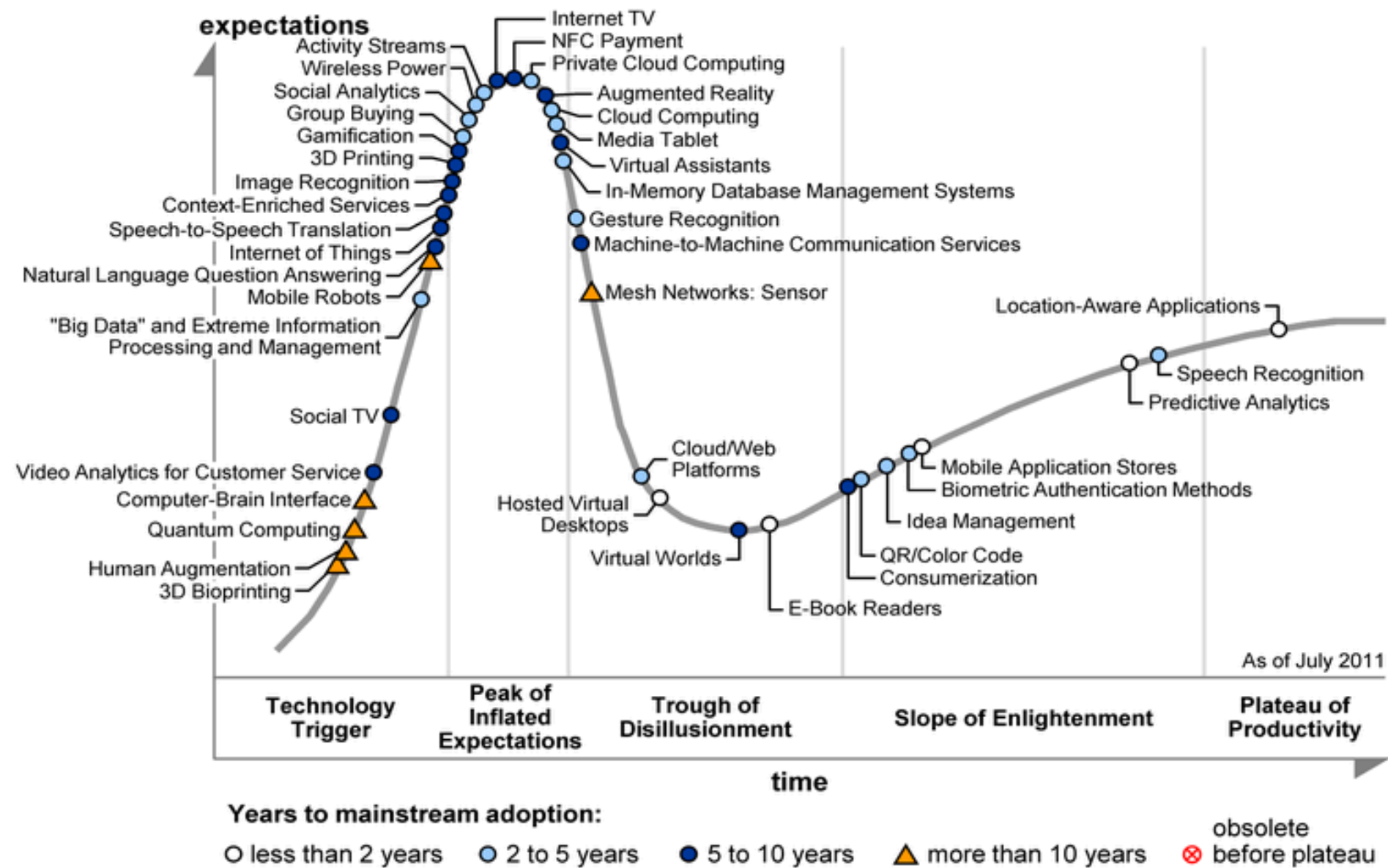


**Ultimately, Where
People Go for
Information has
Changed.**

**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.**





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

Landmarks Preservation C
August 11, 1981, Designati
LP-1168

RANCH, New York Public Library, first floor interior vestibule, the reading room, the bookstacks, the stair floor to the mezzanine level bookstacks, the staircase floor to the second floor; mezzanine level in stacks; second floor interior consisting of the two reading rooms and interior components of these spaces, including wall and ceiling surfaces, floor surfaces, doors, windows, bookstacks, fireplace, staircase railings, and circulation spaces, Manhattan. Built 1883-84; architect William Schickel.
Borough of Manhattan, Tax Map Block 464, Lot 37.

AT&T 9:48 PM

GeoStoryteller

http://www.geostoryteller.org/mobile



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.



Found 2 points of interest



Ottendorfer Library

The Ottendorfer Library is the oldest branch library in Manhattan and one of the earliest buildings in the neighborhood. Goethe Institute



Close

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

Technologically Savvy.

Eager to Assist.

Intellectually Engaged with

Material

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



Home

German Traces Map

About the Project

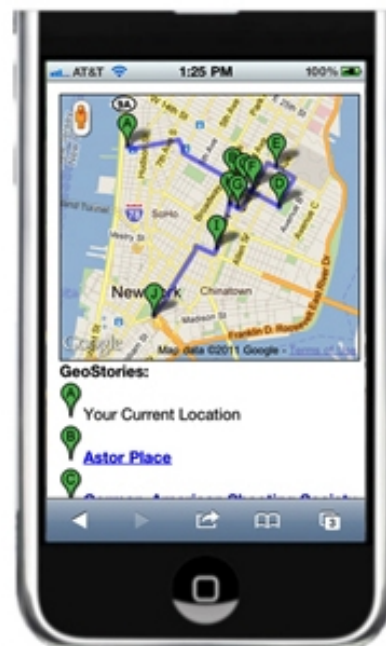
Recommended Resources

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.



**German
Traces
NYC**

Ottendorfer Library



**German
Traces
NYC**

German-American
Shooting Society
Clubhouse



**German
Traces
NYC**

Tompkins
Square Park



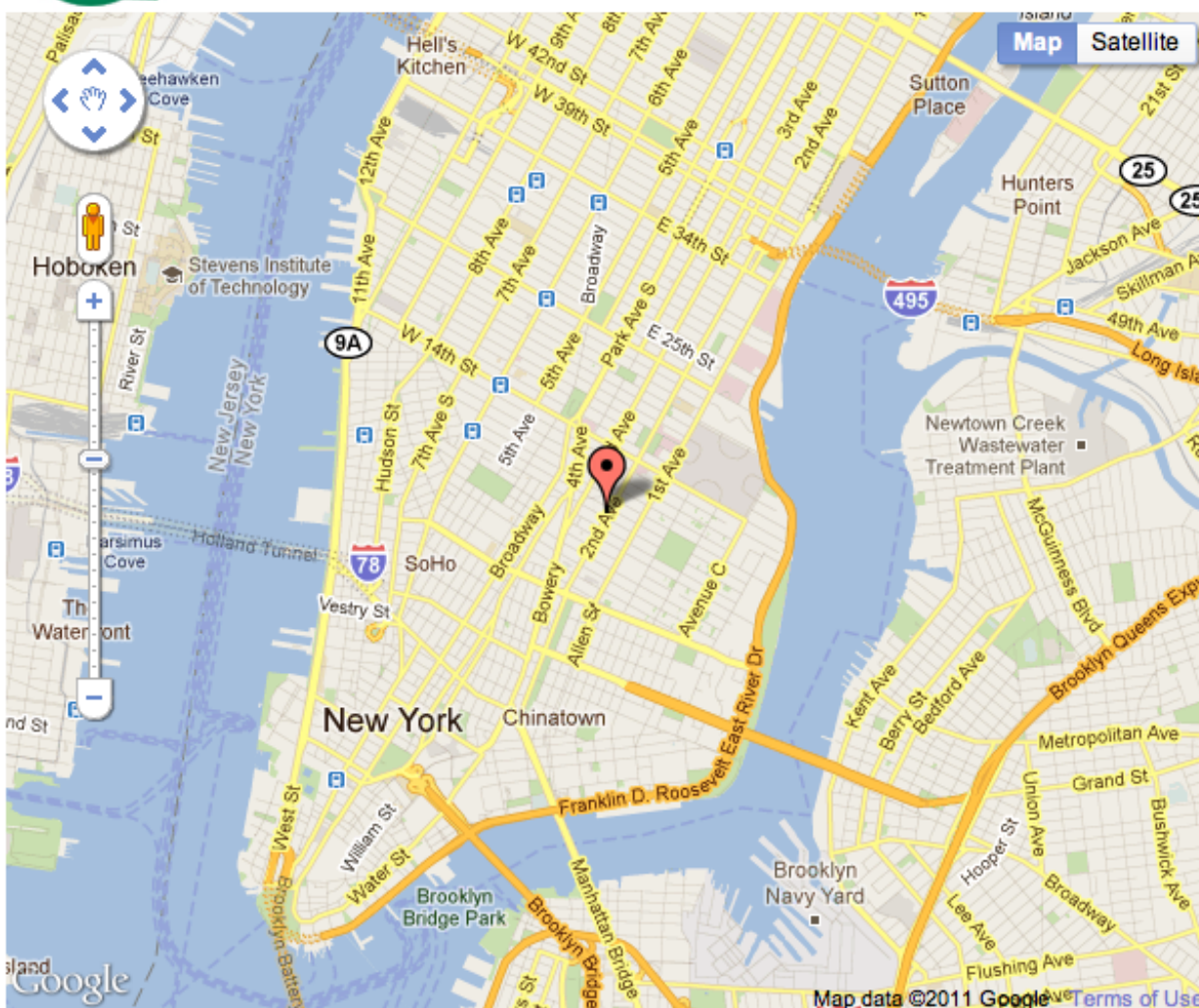
**German
Traces
NYC**

Tompkins
Square Park
Slocum Memorial



**German
Traces
NYC**

Aschenbroedel Hall



Drag pin to site location * required fields

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: m Angle: degrees

Time takes to visit: * hr 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>

Mobile Web

<http://www.germantracesnyc.org>