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Business Research Tips from NYU Libraries

Introduction

Looking for a fun way to deliver useful information to library patrons? The Business and Government Information Department at New York University Libraries recently developed a series of audio clips called *Business Research Tips*. Every semester, librarians encounter similar patron requests. Patrons want to know where they can find a SWOT analysis, analyst reports, or psychographic information about a target consumer. In response to these common requests and to raise awareness of the wide range of quality business resources available at the library, members of the department collaborated to produce *Business Research Tips*. The clips highlight business resources and share tips that can make the research process faster and more effective. Created in-part using a web-based audiogram generator, the research tips are easy to produce and can be shared on library websites, research guides, liaison newsletters and social media.

About Audiograms

Audiogram generators are used to create simple videos from audio clips. They are largely utilized by radio stations and podcasts to market their programs on social media. Dominated by visuals, audio producers had to think creatively about how they could share their content and reach new audiences using social media – hence the creation of *audiograms*. Audiogram generators make it easy to add images, captions, waveforms and additional sounds to audio clips. The audiograms share soundbites from full programs, luring listeners in for more. The audiogram generators are relatively simple to use, providing a low barrier to entry for a librarian wanting to experiment with incorporating audiovisual media into their outreach. The Business and Government

Information Department decided to try using them to help researchers quickly learn where they can find the information they need and how to get help when they need it.

The Project Process

The project started with brainstorming in small groups about which topics and resources to cover. Librarians selected topics based on interest and expertise and then outlined the main points they wanted to include in their research tip. The team chose to avoid using scripts in order to keep the audio clips upbeat, conversational and unthreatening. An hour was dedicated to the recording of each research tip in order to obtain enough content that could later be edited to only include the best parts of each take. The edited audio clips were then uploaded into a web-based audiogram generator. Our team chose to include an image of Elmer H. Bobst Library, the flagship library on campus, with a text overlay that reads: Business Research Tip | Expert Research Advice from NYU Libraries. To improve accessibility the audiograms include captions and transcripts in the description box beneath the playback window in NYU Stream, the University's video sharing platform. Links to the library's Virtual Business Library research guide and *Ask a Librarian* chat service are included in each audiogram posting, to enable easy access to the resource and chat reference service mentioned in the research tip. If you'd like to have a listen to the Business Research Tips, find them on NYU Stream or visit the department's Twitter feed [@BusinessLibNYU](#).

Moving forward

In the future, the department plans to collaborate with business faculty to create new Business Research Tips. The collaboration will bring opportunities for creative exchange and insights into how leading industry practitioners use the tools the library provides.