



Rethinking handouts for library instruction sessions: They're not as bad as you've been told

John Hickok
Instruction/Outreach Librarian, CSU Fullerton
jhickok@fullerton.edu

1. Why handouts have a bad rap

- A. Considered old fashioned
- B. Considered not green-friendly
- C. Considered unnecessary due to e-guides

← Why?
← Why?
← Why?

2. A rebuttal to the bad rap

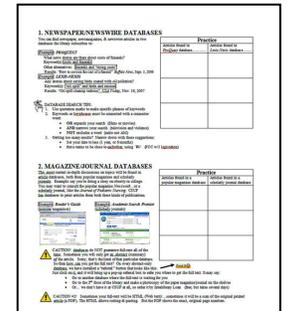
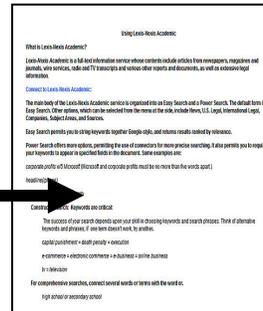
- A. Newer research interfaces may seemingly be "simple" enough to not need explanatory handouts....but not so!
- B. Handouts CAN be used in a green-friendly way
- C. e-guides do not provide the active learning that students with needs, need.



T of F? Using Google needs no training handout

3. Handouts are tools for active-learning

- Ed/Psych theorists agree experiential, human-interactive learning is how effective learning occurs
- BLAH! heavily textual, boring, non-interactive
- YAY! visuals, paced text, participation prompts
- Example: instruction handout for international students prompting them to write home/U.S. library similarities/differences



4. Handouts can be green-friendly!

Common wasteful habits of handouts (don't do this!):

- Little/no content using an entire page
- Only using one side
- A hanging paragraph taking an entire page
- Giving out nearly full course-pack as a handout
- Libraries using 0% recycled paper



Your library buying recycled paper:

- 100% just for instruction
- Consortium bulk buying
- Searching 100% vendors
- www.conservatree.org

5. Handouts have advantages over e-guides

The problem with e-guides:

- Many times they are general guides, not specific to a student's exact assignment or needs
- Even if the e-guide is course-specific, it is accessed without human interaction, so all the burden of deciphering falls on the student
- They are frequently heavily textual and just "content dissemination", not participatory

Woo-hoo!
Effective handout!



Safe! Library Resources for Advertising
Library research assist for:
Communications 353456 (Prof. Carolyn Coak)
by:
John Hickok, Communications Librarian
(817) 278-4394, hickok@fullerton.edu

I. RESEARCH THE BRAND/COMPANY

Wikipedia & Google
There is nothing wrong with searching Wikipedia or web sites from Google searches for initial information. For example, this information on Wharton came from Wikipedia (<http://en.wikipedia.org/wiki/Wharton>) and this information on A&W Root Beer came from a Google'd web site (<http://www.aandw.com/en/about-us/75.html>). Info from Wikipedia and web sites is subject to error. You cannot believe it blindly. Instead, take the initial info you find, and then compare it against info you find in published, documented, and authoritative sources, listed below.

Official web sites
The official company sites of brands often include a "history" section of the brand. If this is the case for your brand, lucky you! Because this is authoritative information on your brand! For example, this info on the Zeebik brand from Zeebik's official web site: http://www.zeebik.com/zeebik_brand_history.shtml

E-books
When you search the library's Library Catalog, it pulls up both print books and e-books. When you choose e-books, you can read them anywhere (laptop, iPad, smartphone, etc.). Just do a keyword search of terms like: brands, advertising, "advertising campaigns", etc. There are two e-book series that are especially helpful to you. Type these titles, and then click on the internet (e-book) version:

- **International Directory of Company Histories**
A concise historical profile of companies, using advertising tactics of those brands. **NOTE!** You must choose "all volumes" or it will only search vol. 1, 1998.
- **Brands and their Companies**
Doesn't give descriptions of brands, rather, just a directory that tells who owns what brands.

- Teamwork exercises of evaluating Ad websites
- Step-by-step live demo'ing of how to dig deep into databases for company brand info
- Prompts to apply the steps on the handout, by searching for new brands

6. Effective handout design principles

EDUCATORS

Marla Yoshida (ESL Instructor, UCI Extension)
<http://yoshidacatesol.pbworks.com/w/file/attach/38693272/Effective%20handouts%20slideshow.pdf>
<http://yoshidacatesol.pbworks.com/w/file/attach/38693257/Effective%20Handouts.PDF>

Abbie Brown (Instructional Design Ph.D, formerly CSUF)
http://www.mscares.org/cmsc/images/pdf/document_design_brown.pdf

Mary Bucholz (Linguistics Ph.D, UC Berkeley)
<http://www.linguistics.ucsb.edu/faculty/bucholtz/sociocultural/handouttips.html>

U. of Minnesota Ctr. for Teaching & Learning
<http://www1.umn.edu/ohr/teachlearn/tutorials/powerpoint/handouts/>

TRAINERS

Olivia Mitchell (Professional trainer)
<http://www.speakingaboutpresenting.com/delivery/presentation-handouts/>

LIBRARIANS

Anna Johnson (Mt.Hood Comm. Coll., Oregon)
http://www.pcc.edu/resources/tlc/cascade/documents/PCCHandouts_handout.pdf

U. of Texas Libraries (Librarian tools: creating handouts)
http://www.lib.utexas.edu/services/instruction/tips/tt/tt_handout.html

Common principles among all of them:

- ample white space
- uniformity (font styles, outline)
- use of graphics (screenshots, photos, etc.)
- infusing active learning (prompts, tasks)



Pop Quiz! Based on the above principles, what is good & bad about this handout?
 GOOD:
 BAD:

I. BOOKS

Some may mistakenly think "I don't need info from books anymore... everything is online." Not so! There is still a lot of information that is only available in book form. When looking for books, search the library's online catalog: <http://opac.fullerton.edu> (Note: you will also find e-books, which you can read instantly on the screen!)

- Search **random keywords** (instant, but not always relevant books).
- Search **broad subjects** (giving you subcategories of books to choose)

Examples:

KEYWORDS eating habits education and plato water shortage bridges and collapse false advertising	SUBJECTS solar energy education philosophy children's literature publishing bridges Arabic Language
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EFFECTIVE STRATEGY:

- Start with a keyword search
- Then look for a book that is "close" to what you want
- Then look for the blue SUBJECT terms at the bottom
- Then re-do your search as a SUBJECT search

Practice	
Books found by Keyword search.....	Books found by Subject search.....

Examples of a search interface:

Keyword Title Author Subject
 Type the keyword(s) in the box below then press Enter.
 Sorted by:
 All collections