INTRODUCTION

Academic institutions continue to face increasing pressure to prove their value in the face of government spending cuts and unfavorable economic conditions. Higher education, the academic library in particular, is directly affected. Libraries are facing increased pressure to prove their value in the face of government spending cuts and unfavorable economic conditions.

The Digital Media Commons, located on the lower level of Jackson Library, houses reservable spaces such as a gaming lab, VR lab, visual image audio room, collaboration, and a makerspace with 30 printers. DMC offers one-on-one computer and instruction workshops to UNC Greensboro communities, as well as others, on the use of Adobe Creative Cloud applications, Audacity, and much more.

OBJECTIVES

- Assess UNC Greensboro students’ knowledge of the gaming systems and video game collection housed within the Digital Media Commons of Jackson Library
- Determine the ways in which the student population interacts with DMC spaces and services
- Identify student gaming habits and preferences
- Solicit student feedback regarding actions that the library could undertake to improve gaming services and programming to foster greater outreach and engagement

RESULTS

- When you play video games, how often do you play? (Check all that apply)
  - Occasionally
  - Weekly
  - Daily
- What is your UNCG student classification? (freshman, sophomore, graduate student, etc.)
  - Freshman
  - Sophomore
  - Junior
  - Senior
  - Graduate student
- How often do you visit the DMC?
  - Never
  - Occasionally
  - Weekly
  - Daily
- What is your favorite video game genre? (Check all that apply)
  - Action
  - Adventure
  - Sports
  - Strategy

- What's the Score: Assessing Gaming Habits & Preferences UNC Greensboro Students

Amanda Perri & Juanita Thacker
UNC Greensboro University Libraries

CONCLUSIONS

- A surprising 68.8% of students are unaware of gaming systems and video game collections offered in the DMC, 26.9% knew, but fewer saw them.
- Graduate students had the highest representation at 28.6% and undergraduates the lowest at 11%
- We discovered that 85.7% of students spent less than 1 hour per week in the DMC
- Fewer responses to DMC-specific questions may indicate lack of awareness.
- Computing/laptop areas are the most popular with students, followed by gaming/labs 28.4%, media/technology support 22.5%, 3D printing 18.6%, and VR lab 11.5%
- Video game play frequency varied quite a bit, however most students play 1-2 hours per week, 27.1% play 1-3 hours per day and 24.3% play 3+ hours per day
- Role-playing games are most popular at 68.8%, though action-adventure, adventure, and strategy games enjoy much popularity, as well
- Students had ideas to promote a wider variety of game-related events for inclusive gaming; hosting more tournaments, high and low tech games nights, and expansion/promotion of the existing video game collection

LIMITATIONS

- Roughly 30 survey respondents for most questions, small sample size given UNC Greensboro’s student population of 20,000
- Deliberate omission of specific identity questions about age, family background, and major due to privacy concerns
- Inability to follow up with respondents for in-depth analysis of feedback

METHOD

- Questionnaire designed as a means of assessing student engagement and preferences using Google Forms
- Distributed via email to various campus departments to gain the widest variety of responses possible
- Integrated cross-sectional and longitudinal student demographic questions using appropriate response options to obtain specific information
- incentivized student participation by promoting drawing for five $10 gift cards for completed questionnaires

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