

## **Service & Help @ N 50° 23.982 E 007° 36.840**

Geocaching as a Library outreach tool

Uwe Böttcher  
WHU – Otto Beisheim School of Management  
Campus Vallendar: Burgplatz 2, 56179 Vallendar, Germany  
[www.whu.edu](http://www.whu.edu)

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# Geocaching – The Presentation Track

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- 1) The Challenge: Serving Generation Y and beyond
- 2) The Teaser: Geocaching
- 3) The Plan: Establishing new Means of Communication
- 4) The Future: Expectations and Concerns



# The Challenge: Serving Generation Y and Beyond

- Libraries are facing new generations of clientele, with characteristics and attitudes that vary greatly from those of the generations that came before.
  
- Definition of Generations (DGFP, 2011)
  - **Generation Y:**  
Cohort of people born between 1980 and 1990
  - **Generation Z:**  
Cohort of people born between 1991 and 2000
  
- Characteristics (among others)
  - Very self-confident
  - Drifting and volatile
  - Striving for performance, “raison d'être” and fun
  - Desire for flexibility in space and time
  - Highly affine to any kind of technology



## Requirements for a Teaser (Mean of Communication)

### Social aspects

- Challenge to the individual
- Diversified
- Quick success with relatively low effort
- More or less independent from time and space
- Free

### Platform aspects

- Cloud based
- Make use of technology that is generally available and established
- Service location is globally available
- Community

### Educational & Library aspects

- Low costs of personnel, time and money
- Capability to present various content
- Optional linking to / integration of existing services
- Fun for Library staff

## Geocaching

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## Geocaching – a “muggle’s” view on it

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**“So you are using satellite technology worth billions  
to search for tupperware?”**

Henning Baum alias “Mick Briegau”  
in “Der letzte Bulle: Wer findet der stirbt”  
(“The last cop”, German TV detective series”)



# What is Geocaching?

- GC is an **outdoor hide-and-seek game** based on global positioning technology (such as NAVSTAR-GPS, GLONASS, Galileo, or Beidou)
- The aim is to **find hidden containers** (“caches”) placed by other geocachers, located by their coordinates (e. g. N 50° 23.982 E 007° 36.840), using GPS receivers or mobile devices (Smartphone, Tablet PC) with GC apps
- To get the coordinates, geocachers often have to solve **riddles**, answer **questions**, find **additional information**, decode **codes**, describe locations “in situ” to the cache owner etc.
- Caches can be of different kinds (e. g. “Traditional”, “Mystery”, “Multi”, “Event” ...), offering **different challenges, difficulty and terrain levels, and rewards** when found to the geocacher
- The caches are listed in **cloud-based platforms** (such as e. g. geocaching.com), findings will be “logged” online, geocachers can communicate on the platform



# How to make use of Geocaching for Library purposes

- **Create Library awareness** by offering Geocaching activity
- Provide **instructional discovery experience** beyond the possibilities of EBSCO or ProQuest
- Do “**Guerilla Teaching**” – hide topics you wish to convey in thrilling stories, painstaking riddles or take them to places you want them to see
- Use Geocaching as a **recreative and fun element in trainings** on Library and Information topics
- **Relate to Library or University services** by integrating/linking them in caches or the hunt itself





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## The Plan: Making use of GC to address our Clientele

### Library Mega Event

- “Long Night at the Library 2014”
- GC is linking element between participating Libraries in the Koblenz area
- Geocaching rallye & contest
- Aim: attract section of target clientele that rarely makes use of Library services

### EconoCaches

- Series of business related geocaches set up by the WHU Library
- Brand “WHU EconoCache”
- Tell a story about a business topic
- Integrate/link an existing Library service, WHU chair or conference related to the topic

### GeoTour

- Partnering program of Groundspeak Inc., provider of geocaching.com
- Series of labeled geocaches combined to a discovery tour of the area
- Examples: Sparkasse Hannover (Germany), U.S. National Park Service
- Including sponsors

**Options can be realized step by step**

# EconoCaches: Ideas and Examples

- **Local companies and businesses**  
(WHU Chairs: Family Business, SME, B2B)
- **Regional brands**  
(WHU Chairs: Marketing, Services Marketing)
- **Lost (business) places**  
(WHU Chairs: Finance, Taxation)
- **River Rhine** as an important transport route  
(WHU Chair: Supply Chain Mgmt., International Trade)
- **Ancient Roman supply and trade route**  
(WHU Chairs: Logistics, Macroeconomics)
- **WHU Campuses** Vallendar and Düsseldorf



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## Expectations and Concerns about GC as a Library Tool

### Expectations

- GC will be a new and successful channel to address our students and young academic staff
- We can create a better awareness of our services and information resources
- We can improve the Library image among our clientele
- We add to the attraction of Vallendar (small town) as a university campus for the students

### Concerns

- We don't know if it really works out
- It is a lot of work that might not pay off
- Some people might consider this tool as unprofessional and rather suited for leisure purposes
- It's a public library thing
- Too complicated

**We'll be giving it a try and see what happens!**

**Thank you for your attention!**

## Contact Details



## **WHU – Otto Beisheim School of Management Library**

Uwe Böttcher  
Head Librarian

WHU – Otto Beisheim School of Management  
Campus Vallendar, Burgplatz 2, 56179 Vallendar, Germany

Tel.: +49 (0)261-6509-550

Fax: +49 (0)261-6509-559

[uwe.boettcher@whu.edu](mailto:uwe.boettcher@whu.edu)

[www.whu.edu](http://www.whu.edu)



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