Florida Gulf Coast University Library's
Search for the Skunk Ape
ACRL PRIMO Site November 2011
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Questions to Consider:
1. What software was used in the creation of the Skunk Ape tutorial?
2. What strategies used by Search for the Skunk Ape would you consider employing in the future?

What is a PRIMO site?
PRIMO (Peer-Reviewed Instructional Materials Online) is a committee of the ACRL instruction section. ACRL's PRIMO sites are selected monthly for their "exemplary online instruction materials."

Florida Gulf Coast University's Search for the Skunk Ape:
- cited as the PRIMO site of the month in November 2011
- online tutorial on the library website
- uses the research topic of the Skunk Ape to explore facets of doing research and becoming information literate
- created with SoftChalk
- is comprised of four instructional modules

The Search for the Skunk Ape’s homepage defines information literacy as the ability to:
- Identify and articulate your information need
- Know how information is structured and where to find it
- Access information you need effectively and efficiently
- Evaluate information you find and use it appropriately
- Use information you find ethically

The Four Modules

- **Getting Started**
  - formulating a topic, overview of resources

- **Search Strategy**
  - background research, scholarly vs. popular, search tools

- **Locating Resources**
  - library catalog, databases, citations

- **Ethical Research**
  - plagiarism, citing sources
Modules
Each module consists of a series of consecutive pages. They are easy to navigate.

Modules include:
- plenty of information
- charts
- pictures
- videos
- PDFs
- interactive exercises
- quizzes

What is SoftChalk?
SoftChalk is an online software platform similar to LibGuides. It is a great way to showcase information, with no coding necessary. Like LibGuides, it allows for multimedia and customizable pages and widgets. Unlike LibGuides, the pages are sequential (instead of tabbed), and it provides interactive learning experiences. Another great thing about SoftChalk is that it interfaces with Learning Management Systems (LMS) like Blackboard™. The Search for the Skunk Ape took advantage of SoftChalk’s interactive features such as quizzes and learning exercises to evaluate student progress. You may want to consider using SoftChalk in the future!

Search for the Skunk Ape: the good, the bad, and the ugly

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<td>Multimedia components</td>
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<td>Good coverage of basics</td>
<td>Too little skunk ape info!</td>
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Bibliography


