



CASE STUDY



Nazarbayev University uses Credo in their homegrown information literacy workshops to maintain students' attention and build confidence with the research process.

Nazarbayev University Library uses Credo Online Reference Service as a central part of their instruction efforts, using the platform and its features to demonstrate every stage of the research process.

Getting Students' Attention

Librarians knew their instruction sessions had to include more than a list of research strategies and library databases if they wanted to hold students' attention. Talking in the abstract about key words and related subjects elicited blank stares in their classes. With Credo Online Reference Service, they found a helpful tool to get student buy-in, using it to demo those critical concepts while keeping students interested.

More than a Database

Realizing that Credo Online Reference Service could provide value to the institution beyond its database of scholarly content, reference librarian Joseph Yap integrated the platform into his instruction sessions. Students found the user-friendly design of Credo's interface engaging, and followed along as Joseph demoed helpful features like the Mind Map brainstorming tool and Topic Pages. Through searching in Credo, they wouldn't have to sacrifice the convenience of open-web searching in order to improve their research assignments, and in the process built up other foundational information literacy habits.

“As a basic search strategy, we recommend the use of Credo in building mind maps to establish keywords.

If we mention that Credo Reference will help [students] visualize a mind map, we get their attention.”

— Joseph Yap, Expert-Manager of the Reference Department of Nazarbayev University Library

ABOUT NAZARBAYEV UNIVERSITY

- Located in Astana, Kazakhstan
- Enrollment: 4,828
- Regarded as Kazakhstan's flagship academic institution

ABOUT JOSEPH YAP

Joseph earned his MLIS from the University of the Philippines Diliman's School of Library and Information Studies in 2010. He participated in UNESCO's Global Media and Information Literacy Week conference in Sao Paulo, Brazil in 2016 and introduced MIL in DLSU Manila and NU Astana. As an active professional, Joseph became the President of the Association of Special Libraries of the Philippines in 2013 and Secretary of SLA Asia in 2019.



ABOUT CREDO ONLINE REFERENCE SERVICE

Credo Online Reference Service enhances the research experience through authoritative reference content and a one-stop exploratory search platform that drives usage of all trusted library resources. Features like Research Quick Tips, Mind Map, and Real-time Reference make this the ideal place for students starting their research or learning about the research process.