

# Between Digitization and Promotion: Mining the McGill Student Publications Collection for Compelling Outreach Narratives

Annelise Dowd, MSt Candidate, McGill University

## Storytelling as Praxis

- Post-digitization, collections are technically more accessible than ever before.
- Despite the influx of accessible resources, many digitized collections are not being used.
- Through discovering thematic narratives for outreach, **storytelling** methodology provides examples of what users can find in the collection to spark interest for future use and research.

## Why Storytelling?



### Promotes visibility

- Storytelling-based outreach can include wide-range of narrative platforms, including articles, exhibitions, and social media.



### Connects individuals to resources

- Provides diverse entry points to access collection for interdisciplinary use.



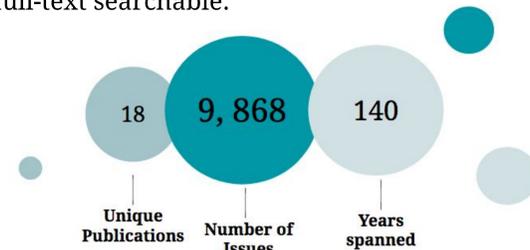
### Demonstrates value

- Interesting narratives exemplify the value of the collection for further inquiry.

## The Collection

### McGill Student Publications Collection

- Collection of McGill student newspapers, currently housed on the Internet Archive.
- OCR (Optical Character Recognition) and is full-text searchable.



## Mining the Collection



## Found Narratives



### Medical School "Bodysnatchers"

- Nineteenth century medical students stealing corpses for anatomy class work.



### Lucy E. Potter

- First woman editor-in-chief of a McGill student publication.



### Otto Klineberg

- McGill alum with role in American desegregation cases.

## Outreach Initiatives



### McGill Osler Library Blog Collaboration

- Wrote article detailing the history of body snatching for the Osler Medical Library blog.



### Online Interactive Timeline

- Created timeline of all publications, noting the papers at the helm of Lucy E. Potter.



### Narrative-Focused Collection Website

- Designed and wrote content for collection website using narrative links to aid navigation of collection.

## Future Considerations

- Utilize digital humanities tools, such as semantic mapping and topic modelling to make bibliographic research more robust.
- Outreach does not need to be virtual. In-person initiatives could include critical information literacy workshops using narrative methodology.

