**ABSTRACT**

In the spring of 2010, zombie hunters took refuge in the University of Florida’s Marston Science Library from the zombie hordes roaming campus in search of brains. Safe inside the library haven, zombie hunters gathered information about their targets and hatched plans to escape with their prey.

This is a story about how UF Libraries incorporated an Alternate Reality Game (ARG), Humans vs. Zombies, into a fun instructional opportunity for students who might not have sought out library resources. 200 students filled the library and completed four team-based problem-solving tasks. These puzzles taught them valuable information-seeking skills that will be useful in their careers as students. They participated in scenarios exploring the map library, e-reserves, databases, and the library’s text messaging service.

Evaluation was based on defined learning outcomes, use of digital resources, and participation levels. Furthermore, librarians analyzed student interactions in the campus-wide game to understand how ARGs lend themselves to building new media literacies (Jenkins 2006) and found that students were actively involved in a participatory culture surrounding this game that included developing affiliations, creating expressions, engaging in collaborative problem solving, and producing circulations.

**VIRAL MARKETING**

Several types of marketing materials were used to attract the HvZ players to the Library Missions. These included:

- Flyers
- Web banners
- Posts to the HvZ facebook page
- Zombie Survival LibGuide*
- Cut-out Info Zombie masks
- Buttons

*The most successful form of PR receiving 12,604 hits since March 2010

**STATISTICS**

In April 2010, nearly 200 players participated in the Library Mission. In April 2011, the library mission had about half the number of participants. Characteristics of the players were similar both years.

**CRITICAL THINKING**

- Complex problem solving
- Puzzle based challenges
- Interacting directly with library resources
- Applying information

**COLLABORATION**

- Team-based approaches to understanding information
- Squad formation (affiliations)
- Library as space for meeting/collaboration

**COMMUNICATION**

- Use of transmedia navigation skills
- Required to interact face to face, online, via text, and by phone
- Circulations (i.e. blog posts, video logs, status updates)

**CREATIVITY**

- Expressions (i.e. costumes, modified weapons, digital art, "sweet dance moves")
- Creativity as part of missions (artistic challenges)

**THE FUTURE**

- Spring 2010 game was successful despite short planning period
- Spring 2011 game cut short by campus authorities
- Fall 2011 game will involve more research opportunities