Librarians on YouTube: using online tutorials to teach various aspects of the information search process.

Technology in Education Symposium @Western, March 2013

Presenters: Jamie Goodfellow, Dan Sich, Nazi Torabi
Outline

• Background
• Purpose of tutorials
• Approaches
• How-to
• Assessment
• Challenges
• Next steps
Presenters

• Jamie Goodfellow – Research & Instructional Librarian, Allyn & Betty Taylor Library

• Dan Sich – Research & Instructional Librarian, The D.B. Weldon Library/Allyn & Betty Taylor Library

• Nazi Torabi – Research & Instructional Librarian, Allyn & Betty Taylor Library
Background

• 2 libraries participated in creation of tutorials since 2009
• WL Web Tutorials Working Group
• Allyn & Betty Taylor Library
• The D.B. Weldon Library
E-Learning Mandate at Western

• “Western will expand its educational reach in the region and around the world by...designing and implementing a strategy for distance education and on-line learning that will increase the participation rate in these areas at Western.”
E-Learning at Western

• “It is imperative that we provide support for faculty and staff to integrate the new technologies and learning methods into the curriculum and that we be aware that successful integration of technology and off-campus experience requires the educator to re-conceptualize where, when, and how learning occurs most effectively.”
Research for Undergraduates

• “Increase the involvement of undergraduate students through courses and programs that expose them to the excitement and challenge of university level research.”
Purpose of the tutorials

• Replacing/Augmenting in-person workshops
• Point-of-need support
• Instruction workload
• Concept based tutorials and sustainability
• Engaging, engaging, engaging!
Approaches
Approach A: Teach this tool!
Camtasia: for screen-captures
Teach this tool

Problems:
• interfaces change
• tools change
• ...rendering video useless

Solution (if you must):
• quick & dirty
• not polished
Approach B: Teach this concept!

- sick
  - ill
  - unwell
- disease
- filthy
- small
- short
- pocket-sized
- lesser
- Sumatran rat-monkey
- ape
- primate
- little
(((sick OR ill OR unwell)) AND (little OR small)) AND (monkey OR gorilla OR chimp*)
SUBJECT: Don Quiñote AND

SUBJECT: Cervantes AND

Any Field: chivalry AND

Use the advanced search option, if available,
Teach this concept

Pros:
• Supports independent learners
• Doesn’t require updating

Cons:
• Drawing can be time-consuming
Use of humour
Research! You're up. We need a strong Defence!
How-to

• No one ‘correct’ method
• People: 2-3 people, team, partnership with ITRC
First steps

- Identify Information Literacy related topic(s)
- Script
- Story board (image/video ideas)
Camtasia for images/video
Audio (quality)

- Software, microphone, room
- Voice, pronunciation, inflection
- Music: avoid/minimize use
GarageBand (or Camtasia): record audio
Camtasia: sync audio with images/video
How-to

Use Camtasia for Call-outs

Use YouTube and Notepad for... Closed Captions
Files

- mp4
- title
- description
- tags
- license
- CC
Western Libraries
by Western University

Program Guides
by Western University - 69 views

Reference Tools
by Western University - 52 views

Developing Search Terms
by Western University - 47 views

Putting Together your Search Terms
by Western University - 36 views

Refining your Search with Fields
by Western University - 41 views

About Western University
Western is committed to its mission of providing the best student experience among Canada's leading research-intensive universities. A vibrant centre of learning, Western is home to approximately 3,500 full-time faculty and staff members and appro...

Featured Playlists
FALL CONVOCATION 2012
by Western University

HOMECOMING 2012
by Western University
Program Guides

Text / Script of Video:
If you’re new to the library, or to conducting research on a certain subject, and wondering where to get started, try one of our Program Guides. Here you will find reference tools, databases, and course guides specific to this subject. There’s a Program Guide for every academic program at Western. Use more than one, if you’re researching an interdisciplinary topic. If you’re still not finding what you need, contact the Liaison Librarian assigned to your subject area, or ask for help at a Library Research Help desk.
Assessment

• Pre-production
  – Screening in committee meeting (TLSC) - WL Web Tutorials Working Group
  – Screening party for Weldon Library staff (Arts & Humanities tutorials) - Weldon R&IS Instruction Portfolio project

• Post-production
  – Usability and user satisfaction of tutorials using online questionnaire
User feedback:

• 5 tutorials were evaluated
• 5 open-ended questions in the survey.
• The common themes were identified in the respondents and code
• The distributions of coded themes are summarized in following tables
Positive point of the tutorials that made it engaging to the user

<table>
<thead>
<tr>
<th>Category</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clarity/ Simplicity</td>
<td>38</td>
</tr>
<tr>
<td>Content/Informative</td>
<td>38</td>
</tr>
<tr>
<td>Visual</td>
<td>29</td>
</tr>
<tr>
<td>Audio/Narration</td>
<td>6</td>
</tr>
<tr>
<td>Background Music</td>
<td>3</td>
</tr>
<tr>
<td>Modern</td>
<td>1</td>
</tr>
<tr>
<td>Timeliness</td>
<td>1</td>
</tr>
<tr>
<td>Other</td>
<td>1</td>
</tr>
</tbody>
</table>
# How to improve the Literature Review Tutorial

<table>
<thead>
<tr>
<th>Category</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Background music – too distracting</td>
<td>11</td>
</tr>
<tr>
<td>Animation – too distracting</td>
<td>5</td>
</tr>
<tr>
<td>More examples/ more focus / more content</td>
<td>11</td>
</tr>
<tr>
<td>Perfect / NA</td>
<td>4</td>
</tr>
<tr>
<td>This topic is not applicable</td>
<td>3</td>
</tr>
<tr>
<td>Pace – too fast</td>
<td>4</td>
</tr>
<tr>
<td>Too simple</td>
<td>1</td>
</tr>
<tr>
<td>Animation – add more</td>
<td>2</td>
</tr>
</tbody>
</table>
Our tutorials were viewed 4,290 times between September 2011 and September 2012.
Methods of finding our tutorials

- Youtube: search or suggested videos: 1664
- Embedded on non-Youtube website: 1386
- Link from non-Youtube website: 1115
- Google search: 213
Challenges

• Marketing: it is never enough
• Lack of active learning when use Youtube
  (although that might change soon!)
Next Steps:

• Collaboration with faculty by incorporating this videos in Sakai and monitor the usage in Sakai.

• Mix methods approach for assessment
Contributors

• Lindsey Bannister, Lise Doucette, Ania Dymarz, Bruce Fyfe, Jamie Goodfellow, Maren Goodman, Sue Larke, Miriam Leslie, Bridget Morant, Christy Sich, Dan Sich, Marg Sloan, Meagan Stanley, Nazi Torabi, Qinqin Zhang.

• Special thanks to ITRC team: David Arromba, Aaron Shyr, Merran Neville.
Thank you!

• Jamie Goodfellow – jgoodfe5@uwo.ca
• Dan Sich – dsich2@uwo.ca
• Nazi Torabi – ntorabi@uwo.ca