

YouTube for Hosting Video Tutorials: The Hows, Whys and Why Nots

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Background

- New liaison model
- Changing roles of librarians
- New directions



Tutorial Software

PANOPTO



TechSmith®

Camtasia

TechSmith®

Jing®



Adobe® Captivate® 5.5



Needs Assessment

- Liaison survey
- Desired software features
 - Ease of use; interactive; accessibility (mobile devices, captioning)
- Working group recommendations
 - Resource guide (Sharepoint); software overview; local tech support; templates; design support



Recommended Software

- Panopto (UI Capture)
 - Lecture capture with PowerPoint, minor edits
- Camtasia
 - Polished, longer tutorials with quizzes
- Jing
 - Quick, informal videos

Software Features

	Camtasia	Jing	Panopto
Video Capture	Yes	Yes	Yes
Time restrictions	No	Yes (5 minutes)	No
Easy Editing	Yes	No	Light editing
Captions	Yes	No	No
Works with PowerPoint	Yes	No	Yes
.mp4 available	Yes	Yes	Yes
Flash available	Yes	Yes	Yes
Ability to quickly send link	No	Yes	Yes
.mp3	Yes	No	Yes
.wmv	Yes	No	?
Quizzing function	Yes	No	No

Training Resources

Developing Tutorials

HALHome Depts A-F Depts G-Z

Spaces Projects

Local expert users for each software.

Documents

Shared Documents

Lists

Discussions

Discussion Board

Recycle Bin

All Site Content

Shared Documents

Type	Name
Folder	Training Materials
Folder	Best Practices for Tutorials Meeting Notes
Folder	Opening and Closing Screens
Word Document	TutorialsTechSupport
Excel Spreadsheet	List_of_Tutorials
Word Document	Multimedia_Computers_for_Staff_Use
Word Document	Guidelines for Tutorial Creation, Publishing, and Sharing
Word Document	ULogos and other UI library identity info
Word Document	ChoosingSoftware
Document	BestPracticesForCreatingOnlineTutorials_Checklist_Mar10[2]

Shared Documents

Type	Name
Folder	Panopto Training
Folder	Jing Training
Folder	Camtasia Training

Establishing Guidelines



Gathering Information

General Questions

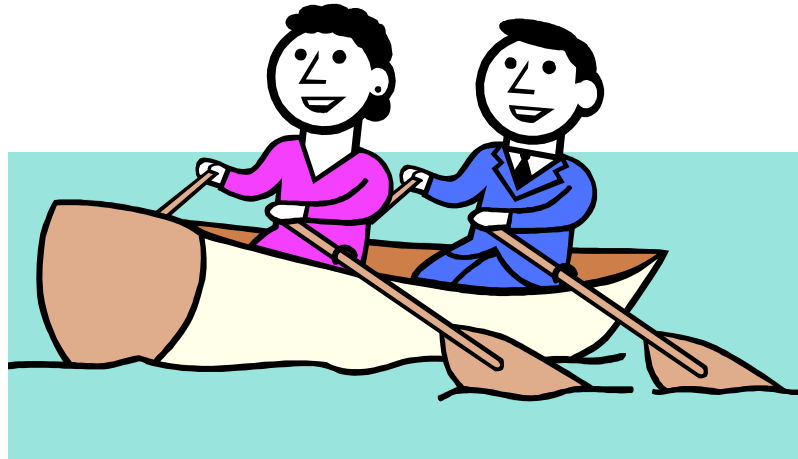
- Does your library use YouTube or another product to host video tutorials?
- Do you have any policies/procedures related to this issue?

Specific Questions

- What is the added value of using YouTube?
- What are the complications of using YouTube?
- What is the added value of Vimeo?
- What are its drawbacks?

Tutorial Creation Checklist

- 5 minutes or less
- Use UI Libraries opening & closing screens
- Text callouts/close captioning when possible
- Incorporate quizzes or interactive features
- Adhere to UI Libraries standards for tutorial creation



Branding: Opening Screen



How to Find International Business Info

Created by Kim Bloedel
Pomerantz Business Library
August 2011



Branding: Closing Screen



You just watched:
Registering as a distance student

For further assistance, contact us!

jennifer-deberg@uiowa.edu 319-335-8554

lib-hardin@uiowa.edu 319-335-9151

Created by Jen DeBerg, Hardin Library for the Health Sciences
December 2011



Guidelines for Posting Video Tutorials on YouTube

- When YouTube is appropriate
 - Produce in high quality Windows Media Video or similar format to ensure greatest video quality experience
 - Videos posted to official YouTube account for specific UI Library
 - Include captioning
- Consider alternate formats for interactive features
 - Flash
 - HTML5
 - Online quiz



Tracking Video Tutorials

	A	B	C	D	E	F	G	H
1	Name of Tutorial	Creator	URL	Date Created	Location of Original files	Primary Softwar	Notes	List of pages linked from
2	Module 3 Presentation	Amy Blevins	http://www.lib.u	9/11/2011	L:\Capture--> 2011-12--> FallClasses-->LRC_2011-->Module 3	Camtasia	Reusable content with original files	ICON Course
3	AmyQuickandDirtyTut	Amy Blevins	Not published or	9/8/2011	L:\Capture--> 2011-12--> FallStaffDev-->TutorialSession	Camtasia	Produced to demonstrate Camtasia features for Staff Development session.	None
4	Unit 5 Presentation: Ke	Amy Blevins	http://www.lib.u	10/7/2011	L:\capture\2011-12\FallClasses\LRC_2011	Camtasia	Reusable content with original files	ICON Course
5	Unit 6 Presentation: Se	Amy Blevins	http://www.lib.u	10/23/2011	L:\Capture--> 2011-12--> FallClasses-->LRC_2011-->Module6->Presentation	Camtasia	Reusable content with original files	ICON Course

Challenges

- Guidelines versus Policies
- Establishing these guidelines took time
- Get staff involved
- Remind staff that these guidelines exist and why
- Working with outside groups



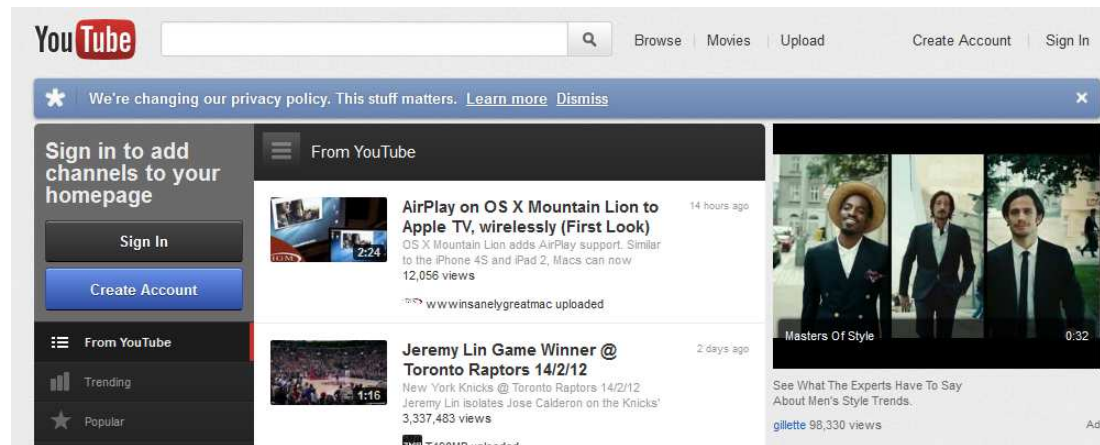
What is YouTube?

History

- Around since February of 2005 (First video up in April of 2005)
- Owned by Google since October 2006

Current Functionality

- Hosts videos up to 15 minutes in length (or 2GB)
- Allows captioning
- Has a mobile site (and works on iOS devices)
- Allows for videos up to 1080p HD



The screenshot shows the YouTube homepage interface. At the top, there is the YouTube logo, a search bar, and navigation links for 'Browse', 'Movies', 'Upload', 'Create Account', and 'Sign In'. A blue notification banner at the top reads: 'We're changing our privacy policy. This stuff matters. Learn more Dismiss'. The main content area is divided into several sections. On the left, there is a sidebar with 'Sign in to add channels to your homepage' (with 'Sign In' and 'Create Account' buttons), 'From YouTube' (with 'Trending' and 'Popular' options), and a 'From YouTube' section. The main content area features a video titled 'AirPlay on OS X Mountain Lion to Apple TV, wirelessly (First Look)' with a duration of 2:24 and 12,056 views, uploaded 14 hours ago. Below it is a video titled 'Jeremy Lin Game Winner @ Toronto Raptors 14/2/12' with a duration of 1:16 and 3,337,483 views, uploaded 2 days ago. On the right, there is an advertisement for 'Masters Of Style' with a duration of 0:32 and 98,330 views, featuring three men in suits.

Benefits of YouTube for Hosting

- Works on mobile devices where Flash wouldn't work
- Usage statistics
- Multiple sharing options
- Well-known/greater visibility



photo courtesy of Flickr user [arthaey](#)/Creative Commons Licensed

Potential Drawbacks for YouTube

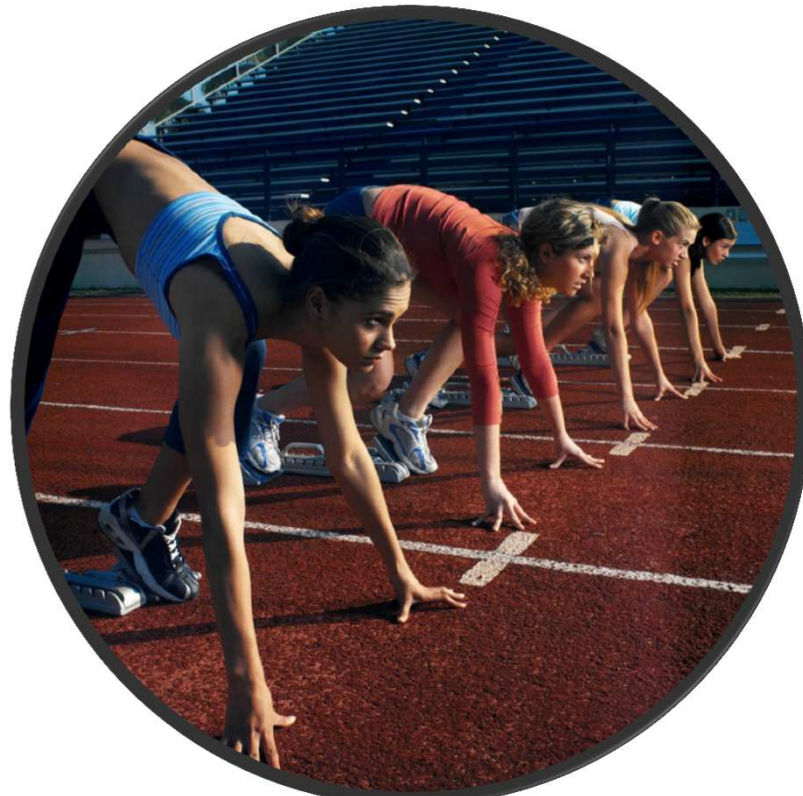
- Some organizations may block YouTube
 - E.g. hospitals
- Requires extra work (uploading, tagging, account management)
- Specific requirements for videos
- Link management
 - Updated videos will not retain the original URL
 - must be different enough that YouTube doesn't see them as a duplicate effort
 - Could be unsavory videos listed as recommendations



photo courtesy of Flickr user [Johnson Cameraface](#) /Creative Commons Licensed

Getting Started

- Create an account
 - Do NOT link your personal email to your library's YouTube account.
- [Check out YouTube Essentials](#)



Creating Videos

- Design your video
 - ADDIE
 - Time Limits
 - Scripting
- Choose a recording option that will suit your needs.
- Edit and produce your video if necessary
- NOTE: Higher quality videos are best!



Captioning

- Does your recording program provide options for captioning?
 - Yes! –Might be easier to use than YouTube.
 - No! –YouTube has two options
 - Attach a file containing the captions
 - Let YouTube caption the video for you
 - You don't have to do anything for this, but accuracy is a consideration.



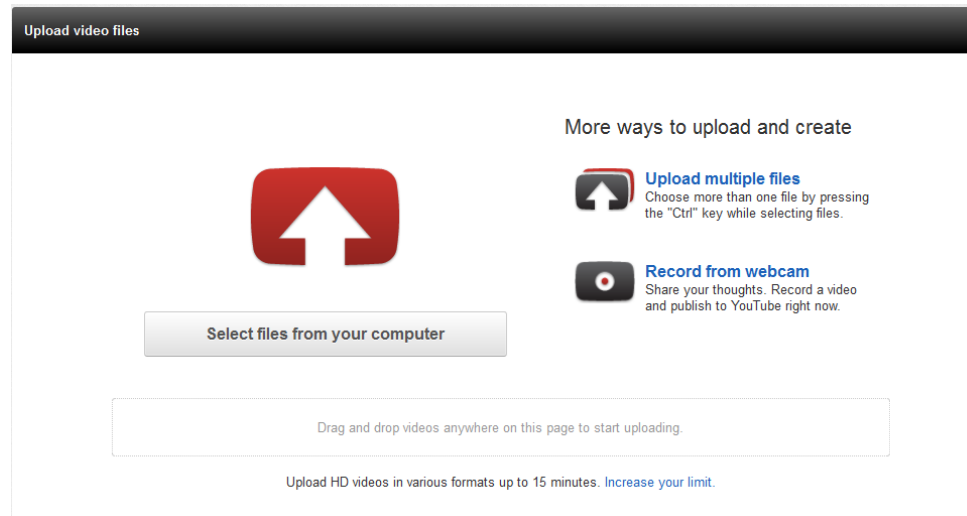
Uploading and Privacy

Uploading

- Log into your library's YouTube account
- Click the "Upload link" near the top of the screen.

Privacy Options

- Privately – Only people with the link can see it.
- Publicly – People can search for it or stumble across it on accident
- Turn Comments on or off.
- Turn stats on or off



Sharing Options

- Embed on webpages or LibGuides
- Link to YouTube Channel or individual videos
- AutoShare with Twitter, FaceBook or Orkut

What is Evidence Based Practice?

Evidence based practice is the combining of clinical expertise, patient values, and the best research evidence together to develop the best health care possible.

Using PICO to Create a Searchable Question

A 45 year old woman comes to your office. She is suffering from clinical depression, but is strongly opposed to taking antidepressant medications. She wants to know if St. John's Wort is as effective as traditional antidepressants for her symptoms.

Comments (0)

Sharing and Connected Accounts

You can choose to automatically share YouTube activity on YouTube and your favorite sites. Don't worry, we'll never share information about activity on private videos.

Connect your accounts	Share your activity				
<p> Orkut Connect</p> <p> Twitter Connect</p> <p> Facebook Connect</p>	<table border="1"><thead><tr><th>On connected accounts</th><th>On YouTube</th></tr></thead><tbody><tr><td><p>No accounts connected</p><p><input type="checkbox"/> Upload a video</p><p><input type="checkbox"/> Add video to playlist</p><p><input type="checkbox"/> Like a video</p><p><input type="checkbox"/> Comment on a video</p><p><input type="checkbox"/> Favorite a video</p></td><td><p><input checked="" type="checkbox"/> Upload a video*</p><p><input checked="" type="checkbox"/> Add video to playlist**</p><p><input checked="" type="checkbox"/> Like a video</p><p><input checked="" type="checkbox"/> Comment on a video</p><p><input checked="" type="checkbox"/> Favorite a video</p><p><input checked="" type="checkbox"/> Subscribe to a channel</p></td></tr></tbody></table>	On connected accounts	On YouTube	<p>No accounts connected</p> <p><input type="checkbox"/> Upload a video</p> <p><input type="checkbox"/> Add video to playlist</p> <p><input type="checkbox"/> Like a video</p> <p><input type="checkbox"/> Comment on a video</p> <p><input type="checkbox"/> Favorite a video</p>	<p><input checked="" type="checkbox"/> Upload a video*</p> <p><input checked="" type="checkbox"/> Add video to playlist**</p> <p><input checked="" type="checkbox"/> Like a video</p> <p><input checked="" type="checkbox"/> Comment on a video</p> <p><input checked="" type="checkbox"/> Favorite a video</p> <p><input checked="" type="checkbox"/> Subscribe to a channel</p>
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* Public video uploads are always shared on YouTube
** Add To Playlist events are managed by the privacy settings of individual playlists

Monitoring Usage



Significant discovery events

	Date	Event	Views
A	02/10/12	First referral from YouTube search – university of iowa library	1
B	02/10/12	First referral from related video – UBorrow	1
C	02/05/12	First referral from – mail.yahoo.com	1
D	02/02/12	First referral from – twittergadget.com	1
E	02/02/12	First referral from – uiowa.edu	1
F	02/01/12	First referral from YouTube search – hardin uborrow	1
G	01/25/12	First referral from YouTube search – uborrow	4
H	01/25/12	First referral from YouTube search – hardin library	1
I	01/25/12	First referral from YouTube search – ochs iowa	1
J	01/25/12	First referral from YouTube – /user/HardinLibrary	1

Audiences

This video is most popular with:

Gender	Age
Male	55-64
Male	35-44
Male	18-24

This video is most popular in:



Other Uses for YouTube

- Hosting videos for courses
- Library Events (speakers, History of Medicine of Lectures, etc.)
- Promos for your library
- Videos of your pets and children



YouTube Is Not Your Only Option



VIMEO

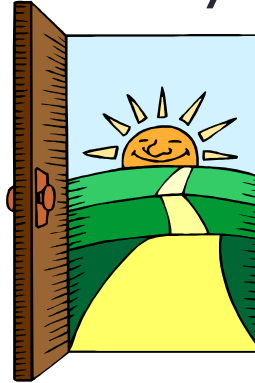
- Similar to YouTube.
- HTML5 compliant since August 2010.
- Limited to 500mb (not time)
- Several account options
 - Basic – Free
 - Plus - \$60 a year or \$10 a month
 - Pro – for businesses and commercial videos



The screenshot shows the Vimeo website homepage. At the top, there is a navigation bar with the Vimeo logo, a 'Join Vimeo' button, and links for 'Log In', 'Explore', and 'Help'. A search bar is also present. Below the navigation bar, a welcome message reads: 'Welcome, you're new, aren't you? Vimeo is a respectful community of creative people who are passionate about sharing the videos they make. We provide the best tools and highest quality video in the universe. See for yourself and Join today!'. There are three tabs: 'Videos we like', 'Explore', and 'Right now'. A video player is featured, showing a video titled 'Going To Cappadocia (Turkey)' from Kyoto Studio. The video player includes a play button, a progress bar, and a '03:56' duration. To the right of the video player is a 'Sign up for Vimeo' button. Below the sign-up button is an advertisement for the 'vimeo iPhone app', which says 'Shoot and edit video from your phone.' and includes a 'Get the App' button.

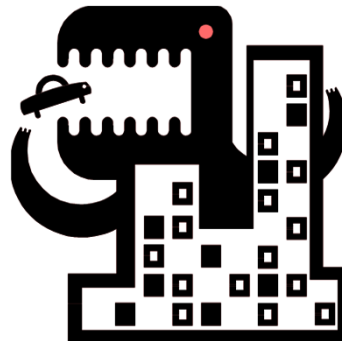
Reasons to Consider

- May not be blocked by organizations that block YouTube




Possible Drawbacks




- May not work well in WordPress
- Not as well known as YouTube



Hosting on Library Website

THE UNIVERSITY OF IOWA LIBRARIES SITE MAP CONTACT US »

 THE UNIVERSITY OF IOWA
LIBRARIES

Find Resources ▾ Services ▾ My Personal Library ▾ About the Libraries ▾ Help ▾ Campus Libraries ▾ Hours   

Smart Search **Subject Guides** Databases, A-Z E-Journals

Select a subject guide... ▾ Research assistance, subject guides, and useful resources compiled by your friendly librarians. Know what we know - find it in [LibGuides!](#)


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- [E-Book Collections](#)
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FEATURED COLLECTIONS FROM THE IOWA DIGITAL LIBRARY




[University Communication and Marketing Photographs](#)
50,000+ publicity photos from the UI, ca. 2005 - present



[Abraham Lincoln Collection](#)
Books, letters, and memorabilia exploring the life of Lincoln



[African American Women in Iowa](#)
Photos, scrapbooks and clippings documenting the black experience in Iowa

 NEWS FROM OUR BLOGS...

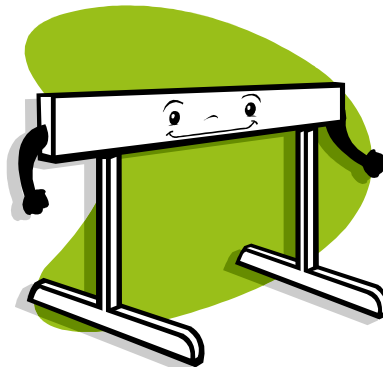
Reasons to Consider

- Can use Flash files with interactive quizzes
- No additional accounts and passwords to remember



Possible Drawbacks

- Need lots of server space for videos
- May need to work with IT to get videos posted, removed, updated
- Harder to embed



Questions or Comments?

