THE UNIVERSITY OF IOWA
LIBRARIES

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

Amy Blevins, MALS
Chris Childs, MA
Ericka Raber, MALS
University of Iowa Libraries

Background

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

Tutorial Software

PANOPTO

TechSmith® Camtasia

?

Adobe Captivate 5.5

TechSmith® Jing®

THE UNIVERSITY OF IOWA LIBRARIES

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

THE UNIVERSITY OF IOWA
LIBRARIES

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

THE UNIVERSITY OF IOWA
LIBRARIES

Training Resources

Developing Tutorials

HALHome Depts A-F ▾ Depts G-Z ▾
Spaces Projects

Documents
Shared Documents

Lists
Discussions
Discussion Board

Recycle Bin
All Site Content

Shared Documents

Type Name

📁 Training Materials
📁 Best Practices for Tutorials Meeting Notes
📁 Opening and Closing Screens
📄 TutorialsTechSupport
📄 List_of_Tutorials
📄 Multimedia_Computers_for_Staff_Use
📄 Guidelines for Tutorial Creation, Publishing, and Sharing
📄 ULogos and other UI library identity info
📄 ChoosingSoftware
📄 BestPracticesForCreatingOnlineTutorials_Checklist_Mar10[2]

Shared Documents

Type Name

📁 Panopto Training
📁 Jing Training
📁 Camtasia Training

Local expert users for each software.

THE UNIVERSITY OF IOWA
LIBRARIES

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?

THE UNIVERSITY OF IOWA
LIBRARIES

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

THE UNIVERSITY OF IOWA
LIBRARIES
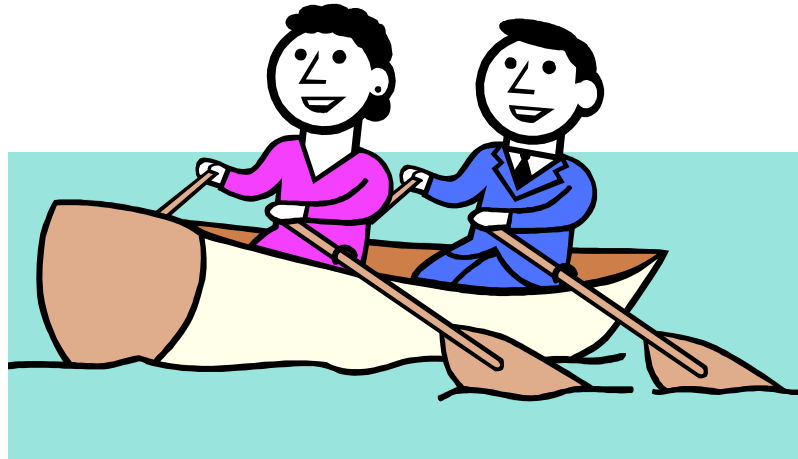
Branding: Opening Screen

THE UNIVERSITY OF IOWA LIBRARIES

How to Find International Business Info

Created by Kim Bloedel
Pomerantz Business Library
August 2011

THE UNIVERSITY OF IOWA LIBRARIES

Branding: Closing Screen

THE UNIVERSITY OF IOWA
LIBRARIES

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

THE UNIVERSITY OF IOWA
LIBRARIES

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

THE UNIVERSITY OF IOWA
LIBRARIES

Tracking Video Tutorials

	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 on	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
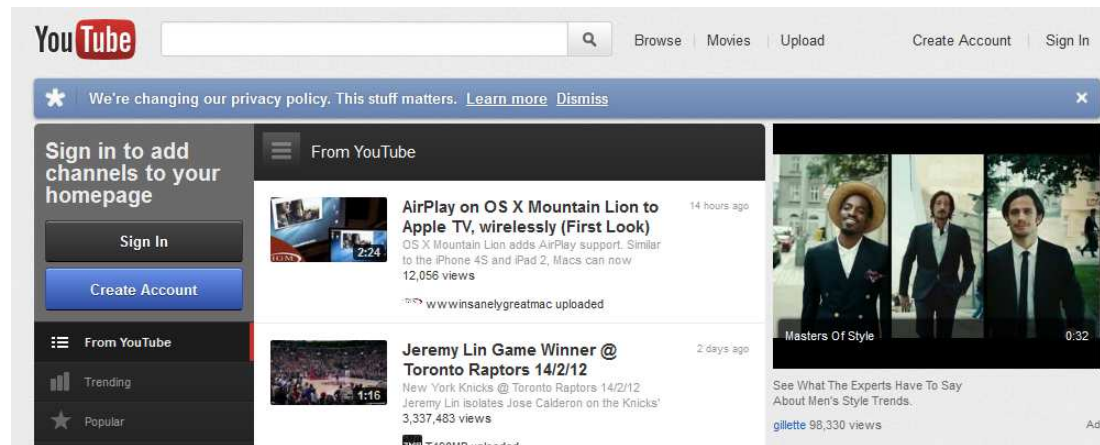
What is YouTube?

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

Benefits of YouTube for Hosting

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

THE UNIVERSITY OF IOWA
LIBRARIES

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

THE UNIVERSITY OF IOWA
LIBRARIES

Getting Started

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

THE UNIVERSITY OF IOWA
LIBRARIES
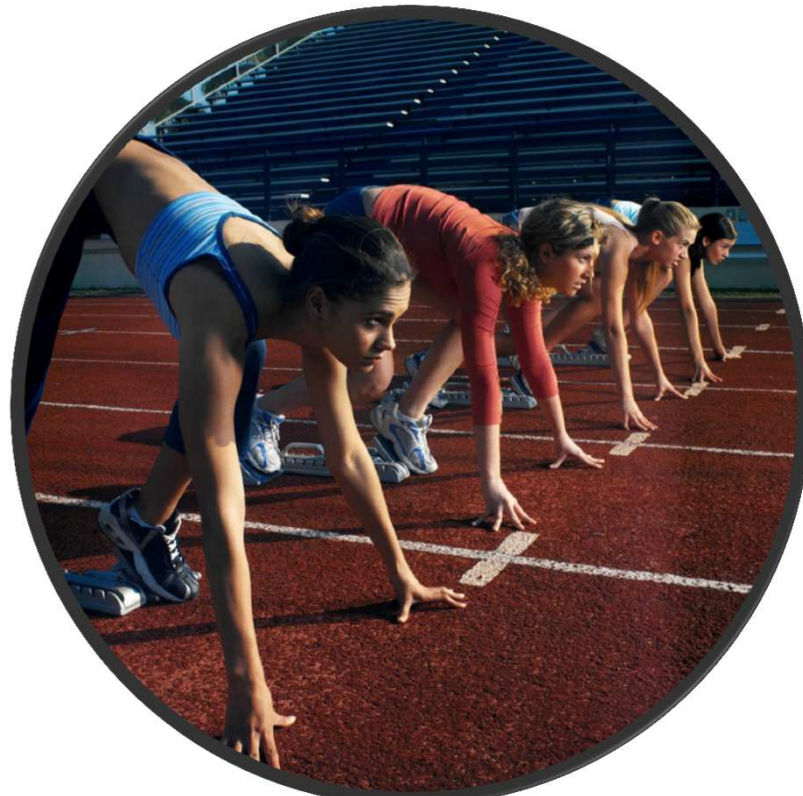
Creating Videos

- 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
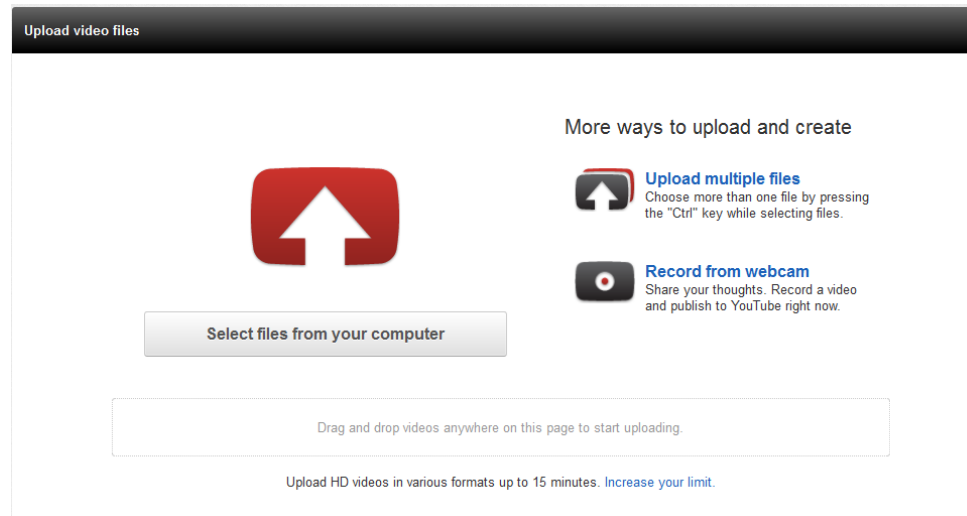
Sharing Options

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

Monitoring Usage

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

THE UNIVERSITY OF IOWA
LIBRARIES

YouTube Is Not Your Only Option

THE UNIVERSITY OF IOWA
LIBRARIES

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

Reasons to Consider

- May not be blocked by organizations that block YouTube
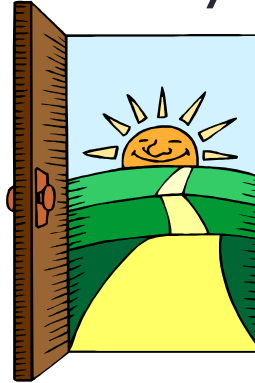
Possible Drawbacks

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

THE UNIVERSITY OF IOWA
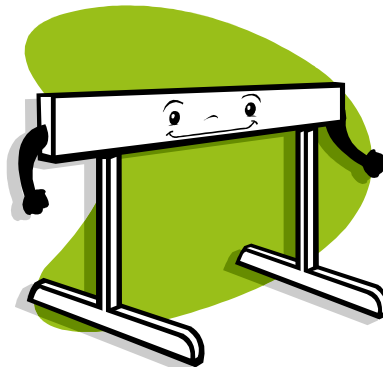**LIBRARIES**
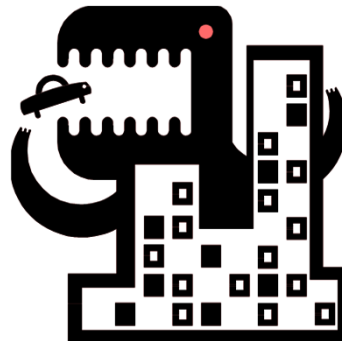
Hosting on Library Website

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

THE UNIVERSITY OF IOWA
LIBRARIES

Questions or Comments?