Instructional Videos on the Library Website

Process and Challenges for Polk Library

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"How to find articles, paper expectations-- after awhile it was apparent that certain standards were expected, but it took almost until the end of my career to figure out 'standard' expectations."

-Graduating Senior
Outline: What we'll be discussing

- Determining the need for video tutorials
- Why YouTube?
- Subject coverage?
- Where will they live and how will they be found?
- Software and equipment considerations
- Creation guidelines
- Creation process, editing, and production
- Accessibility concerns
- Branding
- Embed process
- Feedback from users
- Usage analytics
- Next steps
Video tutorial determinants

- Prompted by results/responses gleaned from DE user survey
- Reducing library anxiety

<table>
<thead>
<tr>
<th>Service</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>Not aware of service</th>
<th>Rating Average</th>
<th>Response Count</th>
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<tbody>
<tr>
<td>Ask-a-librarian (chat service)</td>
<td>0.0%</td>
<td>1.4%</td>
<td>15.7%</td>
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<td>Reference assistance (in-person, phone, e-mail)</td>
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<td>1.4%</td>
<td>17.1%</td>
<td>7.1%</td>
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<td>10.0%</td>
<td>42.9%</td>
<td>3.65</td>
<td>70</td>
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<tr>
<td>Interlibrary Loan/Document delivery to your home address</td>
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<td>0.0%</td>
<td>21.4%</td>
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<td>8.6%</td>
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<td>0.0%</td>
<td>24.3%</td>
<td>10.0%</td>
<td>5.7%</td>
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<td>3.54</td>
<td>70</td>
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<td>25.7%</td>
<td>17.1%</td>
<td>8.6%</td>
<td>47.1%</td>
<td>3.62</td>
<td>70</td>
</tr>
</tbody>
</table>
Why YouTube?

- Plays a vital role in today's information discourse
Video needs: determining subjects

- Based on survey feedback and observational evidence:
  - What important services were students least aware of (or most confused about how to use)?
  - What content on the website needed to be updated?
Determining subjects

- Specific databases?
- Conceptual subjects?
- What makes sense?
Where do we want users to find these videos?

1. On the Library Website, next to relevant content
Research using Google Scholar

What is Google Scholar?
Google Scholar allows you to search for scholarly literature in a variety of different sources like articles and magazines, across a broad range of disciplines like history, medicine, or computer science. Even better, Google Scholar gives you a way to link it to our databases so that you access the library’s electronic resources in addition to what is available in Google Scholar. Please remember, however, you should always critically evaluate the resources at which you’re looking for accuracy, bias, and currency before using them in your research.

How do I link Google Scholar to Polk Library’s databases, and how do I search it?
Please watch the below videos for this information.

- Part I demonstrates how to link Google Scholar to the library’s databases
- Part II discusses how Google Scholar can supplement your research, and some of the advanced features you can use to perform effective searches

Part I

Part II

(Recommended viewing setting for these tutorials is 720p HD)

Still want help?
Ask a librarian
Business
Polk Library ▶ Collections by Subject ▶ Business

Research Databases

- **ABI/INFORM Complete**
  Full text access to 600+ journals, including popular, scholarly and trade titles.

- **Business Source Premier**
  Full text of hundreds of peer reviewed business journals and more.

- **EconLit**
  Comprehensive economics search tool - searches books, journals, dissertations and more.

- **Business Journals owned by Polk Library**
  More Research Databases

Reference & Background

- **Passport GMID**
  Online market research tool monitors industry trends for products across multiple countries.

- **Hoover's Company Profiles**
  Features profiles of more than 40,000 companies, 600 industries, and 225,000 key executives.

- **LexisNexis Business**
  Includes significant information on all US public companies, more

- **New Books: Economic Theory**
  Fiscal foresight and information flows [electronic resource]
  Macrofinancial modeling at central banks [electronic resource] : ...
  Easy economics [electronic resource]: a visual guide to what you...

Business Films on Demand

News
- No Recent News.

More Quick Links
- Students
  Course Reserves
  Citation Sources & RefWorks
  How To Find Materials?
  GroupFinder

- History
  Full Subject Guide
  Research Databases
  Historical Abstracts
  America: History and Life
  JSTOR
  Early English Books Online
  UW Oshkosh Archives & A...
  Reference & Background
  Books: History of Asia
  K-12 Education Materials
  Government Information
Where do we want users to find these videos?

1. On the Library Website, next to relevant content

2. Video Playlist Page on the library website?
Where do we want users to find these videos?

1. On the Library Website, next to relevant content

2. Video Playlist Page on the library website? NO, that's what YouTube playlists are for.
Where do we want users to find these videos?

1. On the Library Website, next to relevant content

2. Video Playlist Page on the library website? NO, that's what YouTube playlists are for.

3. On YouTube
   a. Polk Library "Channel"
   b. Playlists
Polk Online Classroom
by UW Oshkosh Polk Library's channel

Polk librarians provide information and instruction on research, citations and using specific library resources.

About UW Oshkosh Polk Library's channel
Tutorial and promotional videos of the Polk Library, University of Wisconsin Oshkosh.

4 playlists by UW Oshkosh Polk Library's channel
View all videos
1,469 views
YouTube Playlists

● Great for
  ○ organization / order
  ○ descriptions, transitions, etc.

● But do they help users find the other videos in the playlist?
Accessing Full Text Articles, Part I

Polk Library

Published on May 11, 2012

Watch this video to learn how to access full text articles, and find articles in other databases via the "Get Full Text" button.
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Where do we want users to find these videos?

1. On the Library Website, next to relevant content

2. Video Playlist Page on the library website? NO, that's what YouTube playlists are for.

3. On YouTube

4. Search Engines!
   a. Google
   b. YouTube search
Google Search #1
"business source premier"

...another video
Google Search #2

"business source premier polk library"

...right channel, wrong videos
Google Search #3

"business source premier uw oshkosh"

....nada
Google Search #4

"business source premier polk library" * in Videos *

... back to the channel and first (wrong) video -- with ads!
YouTube Search #1

"business source premier"

not yet...
YouTube Search #1

scrolling down...

...found it!
12th result (including 2 ads)
YouTube Search #2
"business source premier polk library"

...back to right channel, wrong videos
YouTube Search #2

scrolling down...

...someone else's video
YouTube Search #2

scrolling down past all 7 results ...

"repeat the search"? (adds nothing)
Where do we want users to find these videos?

- Most likely option seems to be

  1. On the Library Website, next to relevant content

- Stay tuned for some usage analytics data...
Software considerations

- Consider the audience and the content
  - Longer or shorter videos?
- Who will be creating/producing the videos?
- Are there specific features you may wish to add?
Recommended software

Camtasia Studio

- No time limit
- Very easy editing
- Simple to add in 'extras' during editing
- Multiple production options
- Includes feature for captioning
- Supports multiple audio formats (mp3, wmv)
Microphone considerations

- Expense: how much money may be allotted?
- Ease of setup: external; USB compatible
- Recording ability: how will it sound during playback?
Recommended microphones

Logitech H390 USB Headset

● **Pros:**
  ○ Affordable (~$30)
  ○ USB plug-in; no drivers needed to run
  ○ Mac and Windows
  ○ Clear recording

● **Cons:**
  ○ Microphone sensitivity is a bit high
  ○ Headphones can be uncomfortable after prolonged use
Recommended microphones

Blue Microphones Snowball USB Microphone

● **Pros:**
  ○ Very clear recording quality
  ○ Recording sensitivity requires very little to no adjustment
  ○ USB plug-in
  ○ Mac and Windows

● **Cons:**
  ○ More expensive: $70-100
  ○ No headset for playback
Creation guidelines

● Try to keep videos 5 minutes or less

● Analyze subject content and determine major points

● Plan the route through the video
Creation process

- Shoot video
- Develop script and record
  - Edit video and audio **separately**
  - Add extras
- Produce and share!
Creation process: Shoot video

- Plot path before you begin on separate document
- Record in larger screen than you need
- Build in extra time for script
- Don't worry about mistakes
Creation process: Develop script

- Based on video content, develop and record script
- Script should be printed on separate document or screen
- Script should fill in major points which video highlights
- Don't worry about mistakes
Creation process: Editing audio

- Edit audio first
- Based on microphone, eliminate extraneous noise and mistakes
- Adjust volume level
Creation process: Editing Video

● Eliminate mistakes and loading times first
  ○ Make notations

● Edit to synchronize audio and video
  ○ May require screen 'freezes'
  ○ May require audio silence
Creation process: Adding extras

- Determine critical spots viewers should notice

**Zooming**
Adding extras

Highlighting with color

Address: Three Lakes Drive
Northfield
Illinois 60093

Country: United States

Abstract: Kraft Foods (Kraft or ‘the company’) is engaged in the manufacturing and marketing of packaged food and beverages. America, Latin America, and Europe. It is headquartered in Northfield, Illinois and employs about 127,000 people. The company recorded revenues of $49,207 million during the financial year ended December 2010 (FY2010), an increase in net revenues was primarily driven by the Cadbury acquisition, which added $9,143 million in net revenues during the year. Net profit was $5,666 million in FY2010, an increase of 9.3% over 2009. The net profit was $4,114 million in FY2010, an increase.

Products/Services: Kraft Foods (Kraft or ‘the company’) is engaged in the manufacturing and marketing of packaged food and beverages. Beverages: Coffee, powdered beverages.
Adding extras

Spotlighting
Adding extras

Arrows
Creation process: Production

- In Camtasia: Select Flash/HTML5
  - Smaller file size; still excellent quality
  - Uploadable to YouTube
  - Can support quiz features
Production

- Confirm video size
  - Always remember: larger is better than smaller

- Confirm frame rate (no less than 30/second)
  - More frames = larger file size
Accessibility Concerns

● Camtasia supports script integration

● YouTube offers free service
  ○ .TXT transcript file
  ○ Seconds/minutes transcript file (SubViewer- .SUB)
  ○ Will attempt to interpret
Thanks Erika Raber, Chris Childs, Amy Blevins from University of Iowa - LTC 2012!
Embedding Videos in our CMS

- Widget for standardization
- Old embed code for GA tracking
- Suggested videos?
Embedding Videos in our CMS

- Enforcing 720p default: vq=hd720 (twice)
Feedback from Users

- Anecdotal evidence, unsolicited
- Surveys
  - Formal
  - Right after watching video
- Focus groups
- Individual questioning
Usage Analytics: Two Methods

- YouTube Analytics
- Google Analytics

(doesn't Google own YouTube...?)
Overview

RefWorks Introduction

Uploaded: Nov 27, 2012 - Duration: 1:51 - Lifetime views: 43

This year (Jan 1, 2013 – Mar 14, 2013)

Performance

- Views: 29
- Estimated minutes watched: 28
- Subscribers: 0

Engagement

- Likes: 0
- Dislikes: 0
- Comments: 0
- Shares: 0
- Favorites added: 0
- Favorites: 0

Demographics
Why the different numbers?

- YouTube catches views from other sources
  - Intentional sources (Playlists, Search Engines)
  - Unintentional sources (random suggestions from other videos, staff testing)
  - Serendipitous sources...

- Google Analytics only knows about embedded views on the website
YouTube: What other sources?

<table>
<thead>
<tr>
<th>PLAYBACK LOCATION</th>
<th>VIEWS</th>
<th>ESTIMATED MINUTES WATCHED</th>
<th>AVERAGE VIEW DURATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>− Embedded player on other websites</td>
<td>170 (49.3%)</td>
<td>340 (59.7%)</td>
<td>2:00</td>
</tr>
<tr>
<td>✅ YouTube watch page</td>
<td>167 (48.4%)</td>
<td>218 (38.4%)</td>
<td>1:18</td>
</tr>
<tr>
<td>✅ Mobile devices</td>
<td>8 (2.3%)</td>
<td>10 (1.9%)</td>
<td>1:19</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PLAYBACK LOCATION</th>
<th>VIEWS</th>
<th>ESTIMATED MINUTES WATCHED</th>
<th>AVERAGE VIEW DURATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>✅ grossmont.edu</td>
<td>100 (58.8%)</td>
<td>223 (65.5%)</td>
<td>2:13</td>
</tr>
<tr>
<td>✅ uwosh.edu</td>
<td>50 (29.4%)</td>
<td>83 (24.4%)</td>
<td>1:39</td>
</tr>
<tr>
<td>✅ msnbound.blogspot.com</td>
<td>3 (1.8%)</td>
<td>2 (0.8%)</td>
<td>0:52</td>
</tr>
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### YouTube: All Sources

*This data is not available before September 1, 2012.*

<table>
<thead>
<tr>
<th>TRAFFIC SOURCE</th>
<th>VIEWS</th>
<th>ESTIMATED MINUTES WATCHED</th>
<th>AVERAGE VIEW DURATION</th>
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<tr>
<td>- Embedded player (unknown sources)</td>
<td>748 (47.7%)</td>
<td>916 (67.0%)</td>
<td>1:36</td>
</tr>
<tr>
<td>- Mobile apps and direct traffic (unknown sources)</td>
<td>181 (11.5%)</td>
<td>104 (7.6%)</td>
<td>0:57</td>
</tr>
<tr>
<td>- External website</td>
<td>174 (11.1%)</td>
<td>57 (4.2%)</td>
<td>0:26</td>
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<tr>
<td>- YouTube search</td>
<td>153 (9.8%)</td>
<td>101 (7.4%)</td>
<td>0:56</td>
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<tr>
<td>- YouTube channel page</td>
<td>137 (8.7%)</td>
<td>83 (6.1%)</td>
<td>1:06</td>
</tr>
<tr>
<td>- YouTube suggested video</td>
<td>88 (5.6%)</td>
<td>63 (4.6%)</td>
<td>1:13</td>
</tr>
<tr>
<td>- YouTube – other features</td>
<td>53 (3.4%)</td>
<td>9 (0.7%)</td>
<td>0:37</td>
</tr>
<tr>
<td>- Google search</td>
<td>35 (2.2%)</td>
<td>22 (1.6%)</td>
<td>0:50</td>
</tr>
</tbody>
</table>

- Most views: embedded, direct traffic
- Longest duration: embedded, suggestions (!?)
Usage Analytics: Other Differences

YouTube
- Built-in / automatic
- Good Detail
- Duration tracking

Google Analytics
- Custom Event Tracking
- Great Detail
- Much more control
  - filter out internal IPs
  - exclude multiple plays?
- Integrated with other website analytics
Google Analytics: Custom Event Tracking

- Standard tracking: `_trackPageview` (URL)

- Event Tracking: `_trackEvent` (category, action, label, value)
  - Semantics are up to you
  - Only Category & Action required

- Action: "Play Video"
- Category: website page title
- Label: video title
Next steps

- Determination of specific databases
- Subject overviews
- General education reform at UW Oshkosh
Thanks!

- Q&A

- We can also drone on about:
  - What other software might you consider?
  - Time spent on creation vs. value: worth it?
  - Video production percentages
  - YouTube privacy options & considerations
  - Google Analytics gory details

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