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

<table>
<thead>
<tr>
<th>Feature</th>
<th>Camtasia</th>
<th>Jing</th>
<th>Panopto</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video Capture</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Time restrictions</td>
<td>No</td>
<td>Yes (5 minutes)</td>
<td>No</td>
</tr>
<tr>
<td>Easy Editing</td>
<td>Yes</td>
<td>No</td>
<td>Light editing</td>
</tr>
<tr>
<td>Captions</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Works with PowerPoint</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>.mp4 available</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Flash available</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Ability to quickly send link</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>.mp3</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>.wmv</td>
<td>Yes</td>
<td>No</td>
<td>?</td>
</tr>
<tr>
<td>Quizzing function</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
</tbody>
</table>
Training Resources

Local expert users for each software.
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!

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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

<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
<th>G</th>
<th>H</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name of Tutorial</td>
<td>Creator</td>
<td>URL</td>
<td>Date Created</td>
<td>Location of Original files</td>
<td>Primary Software</td>
<td>Notes</td>
<td>List of pages linked from</td>
</tr>
<tr>
<td>Module 3 Presentation</td>
<td>Amy Blevins</td>
<td><a href="http://www.lib.u">http://www.lib.u</a></td>
<td>9/11/2011</td>
<td>L:\Capture---&gt; 2011-12-- &gt;FallClasses--</td>
<td>Camtasia</td>
<td>Reusable content with original files</td>
<td>ICON Course</td>
</tr>
<tr>
<td>AmyQuickandDirtyTut</td>
<td>Amy Blevins</td>
<td>Not published or</td>
<td>9/8/2011</td>
<td>L:\Capture---&gt; 2011-12-- &gt;FallStaffDev--</td>
<td>Camtasia</td>
<td>Produced to demonstrate Camtasia features for Staff Development session.</td>
<td>None</td>
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<tr>
<td>Unit 5 Presentation: Ke</td>
<td>Amy Blevins</td>
<td><a href="http://www.lib.u">http://www.lib.u</a></td>
<td>10/7/2011</td>
<td>L:\capture\2011-12 FallClasses\LRC_2011</td>
<td>Camtasia</td>
<td>Reusable content with original files</td>
<td>ICON Course</td>
</tr>
<tr>
<td>Unit 6 Presentation: Se</td>
<td>Amy Blevins</td>
<td><a href="http://www.lib.u">http://www.lib.u</a></td>
<td>10/23/2011</td>
<td>L:\Capture---&gt; 2011-12-- &gt;FallClasses-- &gt;LRC_2011--&gt;Module6-</td>
<td>Camtasia</td>
<td>Reusable content with original files</td>
<td>ICON Course</td>
</tr>
</tbody>
</table>
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

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 Camerface /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
Monitoring Usage

Total views: 33

Significant discovery events

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>A 02/10/12</td>
<td>First referral from YouTube search – university of iowa library</td>
<td>1</td>
</tr>
<tr>
<td>B 02/10/12</td>
<td>First referral from related video – UBorrow</td>
<td>1</td>
</tr>
<tr>
<td>C 02/05/12</td>
<td>First referral from mail.yahoo.com</td>
<td>1</td>
</tr>
<tr>
<td>D 02/22/12</td>
<td>First referral from twittergadget.com</td>
<td>1</td>
</tr>
<tr>
<td>E 02/02/12</td>
<td>First referral from ulowa.edu</td>
<td>1</td>
</tr>
<tr>
<td>F 02/01/12</td>
<td>First referral from YouTube search – hardin uborrow</td>
<td>1</td>
</tr>
<tr>
<td>G 01/25/12</td>
<td>First referral from YouTube search – uborrow</td>
<td>4</td>
</tr>
<tr>
<td>H 01/25/12</td>
<td>First referral from YouTube search – hardin library</td>
<td>1</td>
</tr>
<tr>
<td>I 01/25/12</td>
<td>First referral from YouTube search – ochs iowa</td>
<td>1</td>
</tr>
<tr>
<td>J 01/25/12</td>
<td>First referral from YouTube – jusef hardinlibrary</td>
<td>1</td>
</tr>
</tbody>
</table>

Audiences

This video is most popular with:

<table>
<thead>
<tr>
<th>Gender</th>
<th>Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>55-64</td>
</tr>
<tr>
<td>Male</td>
<td>35-54</td>
</tr>
<tr>
<td>Male</td>
<td>18-24</td>
</tr>
</tbody>
</table>
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
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
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?