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

Amy Blevins
University of Iowa

Chris Childs
University of Iowa

Ericka A Raber
University of Iowa
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
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></th>
<th>Camtasia</th>
<th>Jing</th>
<th>Panopto</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Video Capture</strong></td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>Time restrictions</strong></td>
<td>No</td>
<td>Yes (5 minutes)</td>
<td>No</td>
</tr>
<tr>
<td><strong>Easy Editing</strong></td>
<td>Yes</td>
<td>No</td>
<td>Light editing</td>
</tr>
<tr>
<td><strong>Captions</strong></td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td><strong>Works with PowerPoint</strong></td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>.mp4 available</strong></td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>Flash available</strong></td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>Ability to quickly send link</strong></td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>.mp3</strong></td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>.wmv</strong></td>
<td>Yes</td>
<td>No</td>
<td>?</td>
</tr>
<tr>
<td><strong>Quizzing function</strong></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!

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

<table>
<thead>
<tr>
<th>Name of Tutorial</th>
<th>Creator</th>
<th>URL</th>
<th>Date Created</th>
<th>Location of Original files</th>
<th>Primary Software</th>
<th>Notes</th>
<th>List of pages linked from</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module 3 Presentation</td>
<td>Amy Blevins</td>
<td><a href="http://www.lib.uiowa.edu">http://www.lib.uiowa.edu</a></td>
<td>9/11/2011</td>
<td>L:\Capture---&gt; 2011-12-- &gt;FallClasses-- &gt;LRC_2011---&gt;Module 3</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 on</td>
<td>9/8/2011</td>
<td>L:\Capture---&gt; 2011-12-- &gt;FallStaffDev-- &gt;TutorialSession</td>
<td>Camtasia</td>
<td>Produced to demonstrate Camtasia features for Staff Development session.</td>
<td>None</td>
</tr>
<tr>
<td>Unit 5 Presentation: Ke</td>
<td>Amy Blevins</td>
<td><a href="http://www.lib.uiowa.edu">http://www.lib.uiowa.edu</a></td>
<td>10/7/2011</td>
<td>L:\Capture\2011-12 \FallClasses\LRC_2011---&gt;Module 5</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.uiowa.edu">http://www.lib.uiowa.edu</a></td>
<td>10/23/2011</td>
<td>L:\Capture---&gt; 2011-12-- &gt;FallClasses-- &gt;LRC_2011---&gt;Module6---&gt;Presentation</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
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>02/10/12</td>
<td>First referral from YouTube search - university of iowa library</td>
<td>1</td>
</tr>
<tr>
<td>02/10/12</td>
<td>First referral from related video – UBorrow</td>
<td>1</td>
</tr>
<tr>
<td>02/05/12</td>
<td>First referral from mail.yahoo.com</td>
<td>1</td>
</tr>
<tr>
<td>02/02/12</td>
<td>First referral from twittergadget.com</td>
<td>1</td>
</tr>
<tr>
<td>02/02/12</td>
<td>First referral from ulowa.edu</td>
<td>1</td>
</tr>
<tr>
<td>02/01/12</td>
<td>First referral from YouTube search – hardin uborrow</td>
<td>1</td>
</tr>
<tr>
<td>01/25/12</td>
<td>First referral from YouTube search – uborrow</td>
<td>1</td>
</tr>
<tr>
<td>01/25/12</td>
<td>First referral from YouTube search – ochs iowa</td>
<td>1</td>
</tr>
<tr>
<td>01/25/12</td>
<td>First referral from YouTube – iusen/hardinlibrary</td>
<td>1</td>
</tr>
</tbody>
</table>

Audiences

<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>35-44</td>
</tr>
<tr>
<td>Male</td>
<td>18-24</td>
</tr>
</tbody>
</table>

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
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?