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

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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></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>
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<td>No</td>
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<tr>
<td>.mp4 available</td>
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<td>Yes</td>
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</tr>
<tr>
<td>Flash available</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<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>
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Training Resources

Local expert users for each software.

Shared Documents

<table>
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<tr>
<th>Type</th>
<th>Name</th>
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<tbody>
<tr>
<td>Training Materials</td>
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<tr>
<td>Best Practices for Tutorials Meeting Notes</td>
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<td>Opening and Closing Screens</td>
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<td>Multimedia_Computers_for_Staff_Use</td>
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<td>Guidelines for Tutorial Creation, Publishing, and Sharing</td>
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<td>ULogs and other UI library identity info</td>
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<td>ChoosingSoftware</td>
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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?
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>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>
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<tbody>
<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--&gt; LRC_2011---&gt;Module 3</td>
<td>Camtasia</td>
<td>Reusable content with original files</td>
<td>ICON Course</td>
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<tr>
<td>Amy Quick and Dirty Tut</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>
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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>
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<td>ICON Course</td>
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<tr>
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<td>Camtasia</td>
<td>Reusable content with original files</td>
<td>ICON Course</td>
</tr>
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</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 – Liborrow</td>
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<tr>
<td>02/01/12</td>
<td>First referral from mail.yahoo.com</td>
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<tr>
<td>02/22/12</td>
<td>First referral from twittergadget.com</td>
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<td>02/02/12</td>
<td>First referral from ulowa.edu</td>
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<tr>
<td>02/02/12</td>
<td>First referral from YouTube search – hardin uborrow</td>
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<tr>
<td>01/25/12</td>
<td>First referral from YouTube search – uborrow</td>
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<td>01/25/12</td>
<td>First referral from YouTube search – hardin library</td>
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<tr>
<td>01/25/12</td>
<td>First referral from YouTube search – ochs iowa</td>
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<tr>
<td>01/25/12</td>
<td>First referral from YouTube – iusen/HardinLibrary</td>
<td>1</td>
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Audiences

<table>
<thead>
<tr>
<th>Gender</th>
<th>Age</th>
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<tbody>
<tr>
<td>Male</td>
<td>55-64</td>
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<tr>
<td>Male</td>
<td>35-44</td>
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<tr>
<td>Male</td>
<td>18-24</td>
</tr>
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</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?