Instruction, By Chance: Informal Online Video for Information Literacy, Sharing and Discovery

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Person in the Street Interviews

Conducted short, impromptu "person on the street" interviews with students, faculty and staff around the UW Seattle campus on questions related to information-seeking behavior, research techniques, information literacy and media literacy.

Edited interviews into short (<3 minute) videos that are posted on Libraries website. Viewers have the ability to rate and comment on content. Videos are edited with no music or visual effects.

How do you get your news? Why do you use that source for news?

How would you define plagiarism?

If you were on campus as you are today, and found out that there was a major news event happening, where would you first turn to find out more about it?

How can you tell when a website isn't trustworthy?

What's the biggest change that's happened for you over the past few years in finding information that you need for an assignment?

How do I find dissertations and theses?

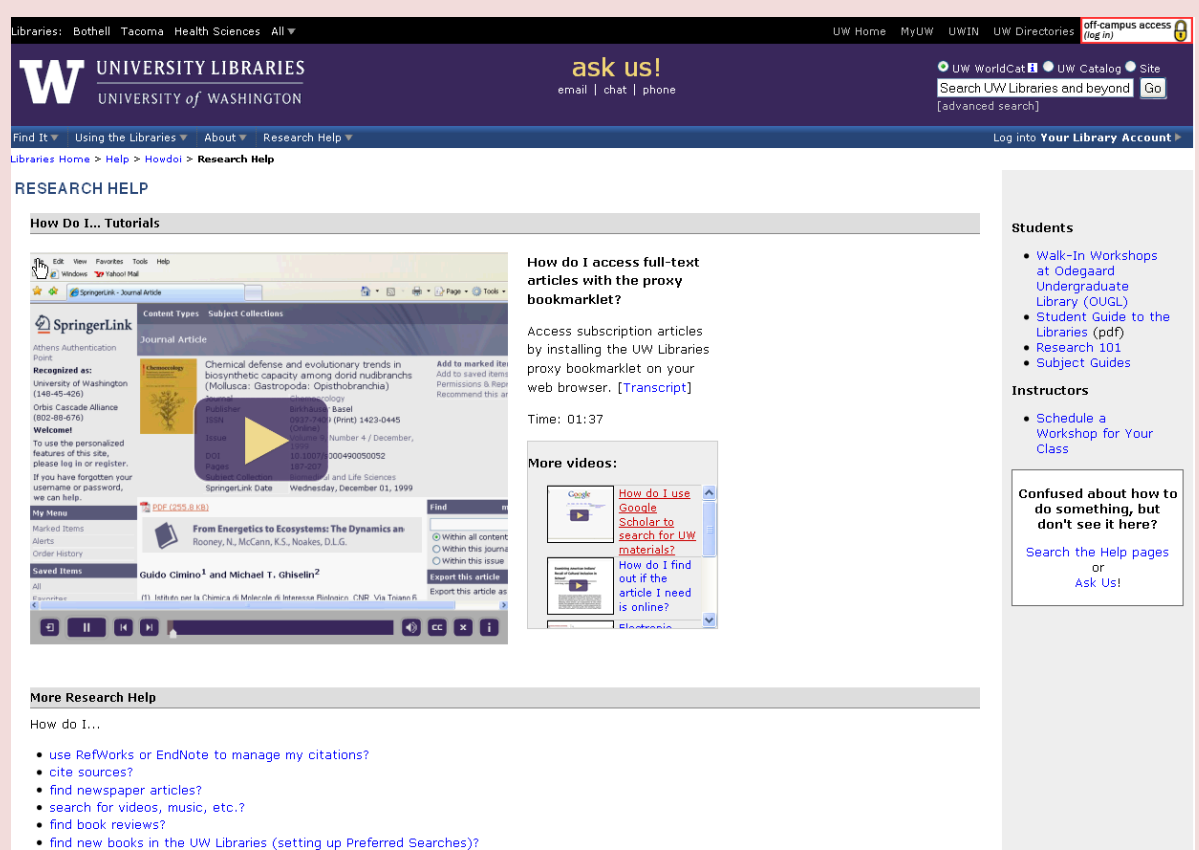How do I use Google Scholar to search for UW materials?

How do I make connecting to Libraries databases from off-campus easier?
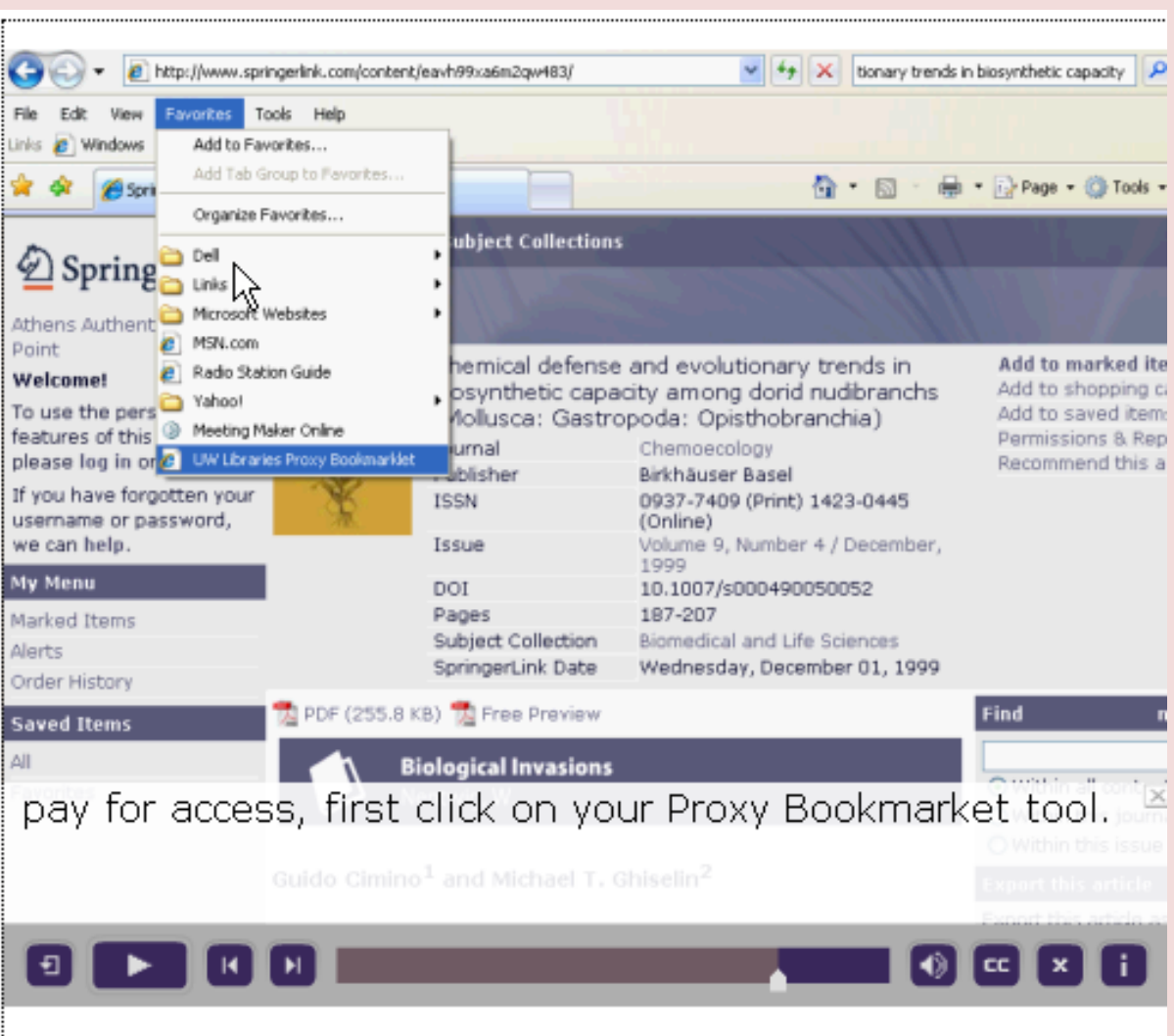
Screencast Tutorials

Began developing a suite of quick, how-to screencast tutorials that assist users in using and navigating online resources by demonstrating search techniques and online tools in a way that is immediate and easy to understand.

Tutorials are less than 2 minutes long each, and appear to casually relay research tips and information, rather than instructing in a lengthy, prescriptive tone.
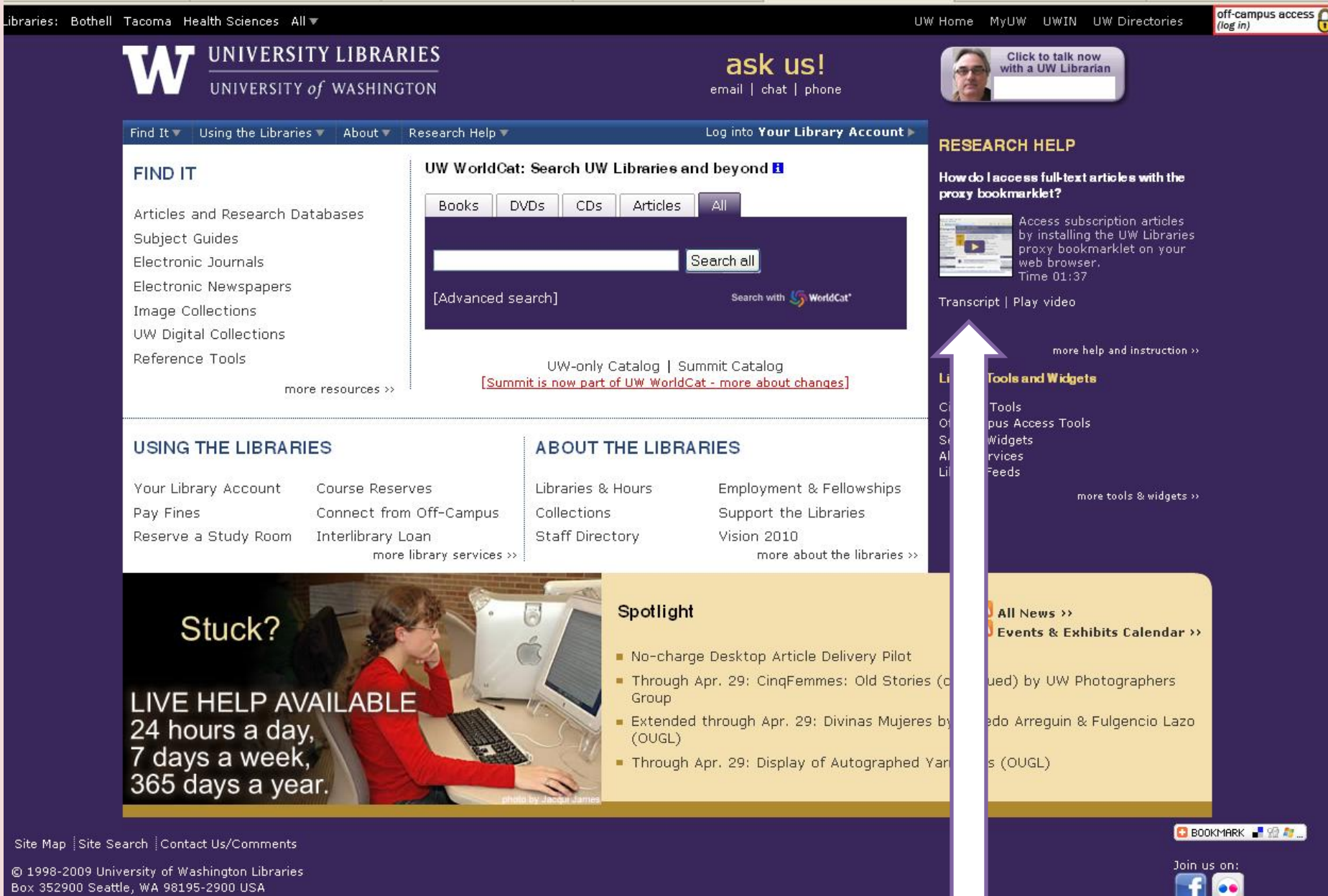
Tutorials put the initial "how do I" question outside of the context of the Libraries website – where we think they'll be starting.
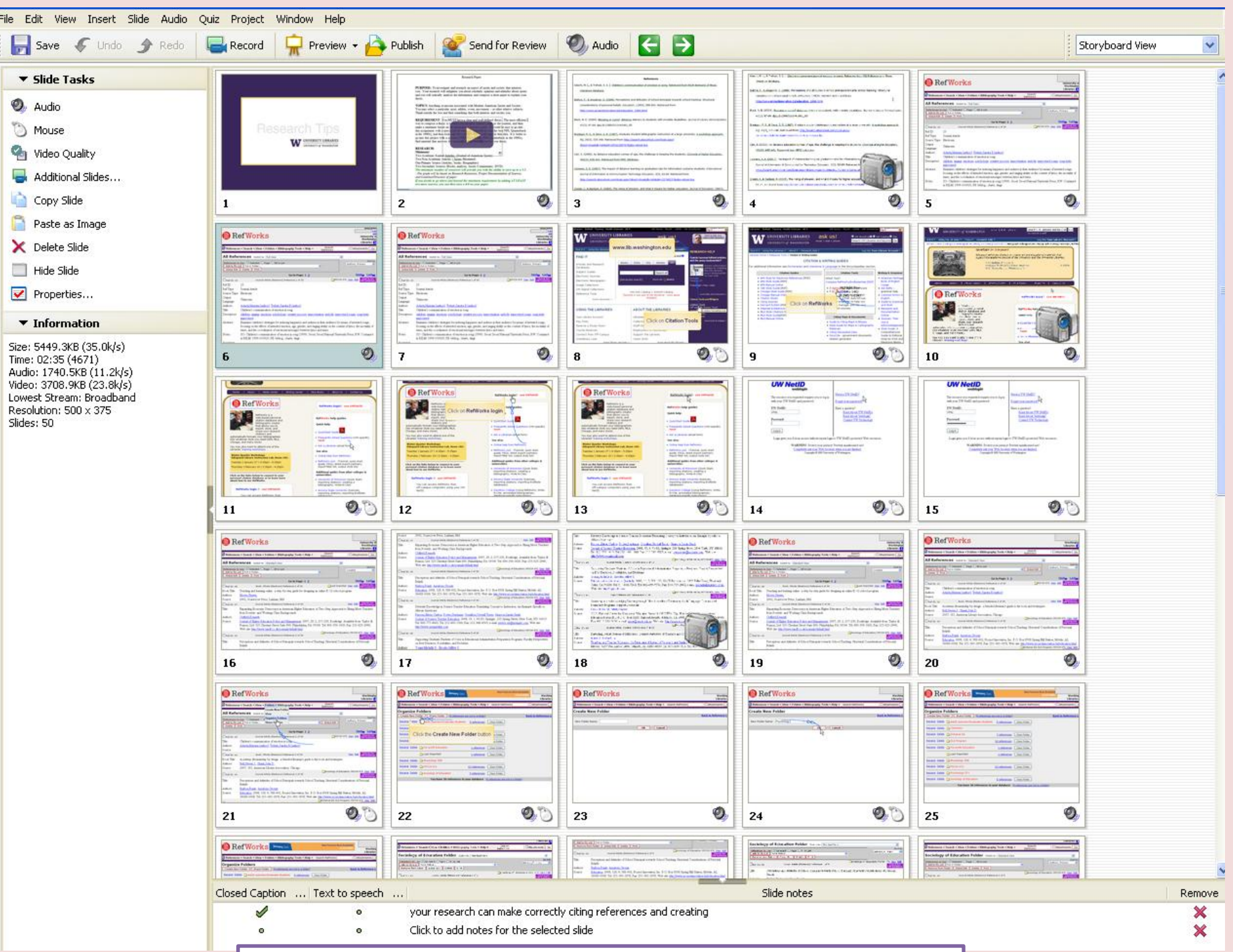
Inspiration and Rationale

Students are increasingly interested in learning about the opinions of their peers, and that this can be one of the first kinds of "filtering" that they do to determine the best way of finding information.

Impromptu interviewing allows us to engage members of the university community with questions about their experiences and receive unscripted, real-time, real-life responses.

Provides viewers (including Libraries staff) with a snapshot of how our community members think about how they approach finding and using information.

Includes students and faculty in the process of creating content for teaching and learning about information literacy.

Incorporates ethnographic approach: discussing information literacy and research behavior with our users without referencing specific library resources or services.

Simple display of video content replicates YouTube style of simple conversation and eliminates library "spin" Users are wary of advertising and content that is intentionally try to get them to feel a certain way.

Person in the Street Videos and Screencast tutorials are inspired by the YouTube conversational style that features "amateurs" as producers of digital content.

Geared towards an increasingly visual, media-oriented student community.

How Do I…? web page

Libraries home page with visible player

Screenshot of tutorial with Closed Captioning

Editing tutorials in Adobe Captivate 6

Video Project Logistics

Brainstormed potential interview questions and process with UW Libraries Reference Division staff, Instruction Working Group and Libraries Student Advisory Council.

Recruited volunteers to serve as interviewers from UW Information School.

Interviewees signed University's Model Release Form before filming.

Utilized UW Libraries Media Center equipment (Sony Handycam Mini DV camera with Bluetooth Microphone and Apple iMovie) for production and editing.

Edited videos placed in redesigned "How do I…?" page on Libraries website and UW Libraries YouTube page.

Next Steps

Wider distribution of videos through iTunes U, UW Libraries YouTube page and course web pages (screencast tutorials). Providing a way for viewers to submit questions and responses.

Plug Libraries services and resources at the end of Person in the Street Videos.

Re-evaluate software used for screencasting.

Continue to redesign How Do I… webpage and how tutorials are hosted.

Conduct Libraries staff training on free, open source tutorial software.

Develop guidelines for creating tutorials so that work is distributed and production of videos is scalable.

Develop assessment for tutorials and Person in the Street Video project.

Challenges and Lessons Learned

Knowing that they are being interviewed by Libraries staff, some respondents provide a "correct" rather than genuine answer.

Eliciting thoughtful, substantive responses a challenge at times.

Familiarity with conducting the reference interview doesn't make ad-libbing on these topics easier!

Biggest Considerations for Tutorial Software

Adobe Captivate 6	TechSmith's Camtasia Studio 6
Advanced features for creating interactive tutorials and quizzes.	Zoom-and-pan feature makes viewing large amounts of text in a small player easier.
Compatible with Adobe Connect Pro, adopted by UW campus units. Allows easier integration of the tutorials into online classroom environments.	Compatible with Jing, making collaboration amongst library staff easier.
Text-to-speech feature might eliminate need for microphone recording. And cut down on production time.	Provides more output formats for produced videos: WMV, MOV, M4V, RM, GIF (in addition to AVI and SWF files produced by Captivate). Potentially easier to create HD High Definition videos in YouTube.