Keeping up With the YouTube Generation—Collaborating with Student Video Bloggers to Enhance Library Instruction

Susan Ariew
sariew@lib.usf.edu
University of South Florida
Objectives

- Describing the YouTube phenomenon
- Sharing particulars of our video project and the videos
- Discuss how collaboration with students can enhance any project
- Identifying ways you can form collaborative relationships with students
Youtube.com

• Began in 2005, purchased by Google in 2006
• In 2006 more than 79% of broadband users watched videos
• 100 million clips per day viewed
• 70,000 new videos uploaded everyday
• 20 million visits to the website per month
YouTube As...

• Surveillance system
• Watchdog
• Microscope
• Soapbox
• Advertising
• Instruction
Databases!

• Ideas for collaboration came from LOEX06
• First production…. 
  – Plan to deliver a series of videos
  – Icebreaker, discussion points
Project team

• Two senior librarians
• New librarian
• Graduate student in Library Science
• Undergraduate
• High school student
Script & scene creation: feedback and compromise

• Librarians identify typical student challenges in research
  – Student feedback
Cameras, lights, action….wait

• Technical challenges
  – Librarian access camera equipment
  – Learning curve with equipment
  – Audio
  – Use of space, time, planning
  – Editing expertise
Video and Technical Equipment

- iMac G5 with lots of hd space on it
- iMovie HD6 software—comes pre-packaged on all new Macs
- Garageband for audio loops, sound effects, songs, etc.
- Visual Hub--$25 downloadable program for converting videos to useable formats
- Quicktime Pro also useful for video conversion
Tension between student creativity and library content

• What is funny? Use of humor in video production
  – Librarians vs. students

• Issues of copyright, use of music

• Amount of “teaching points” vs. “funny” stuff
  – Librarian viewpoint to add many teaching point
Teaching points

• Faculty disconnect
  – requiring that students do not use the Internet to find articles and student confusion
• Students seeking out print periodicals and searching for articles “by hand”
• Lack of awareness of databases
• Role of the librarian
• Plagiarism
• Student lack of planning
Using “Databases” in the classroom

• First semester composition – 2 classes
• University experience—2 classes
• Mixed reaction
  – Humor is personal
  – Culture of the classroom
• Use of video as icebreaker to open the discussion as IL challenges
“YouTube, Librarians, and Me”

- How David got started posting videos to YouTube
- His role in the library project
- His views about libraries, librarians, and videos
What we learned…

• Include a diverse production team of students, graduate students, & librarians
• Involve instructional librarians for more “buy-in” to use in the classroom
• Collaborate with on-campus media production team to increase technical expertise
• Positively engage students in helping the library help students
Just do it…

• Participation from the ground up
• Don’t over plan
• Get the experience of doing it to be able to plan for “doing it” better
• Connect videos to learning objectives
Ideas for librarian-student collaboration in video production

• Using multimedia production class
  – Collaborating with faculty
• Creating/promoting a student friends of the library club
• Sponsoring a student video contest
• Using library student assistants
Questions?

THANK YOU