



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

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Objectives

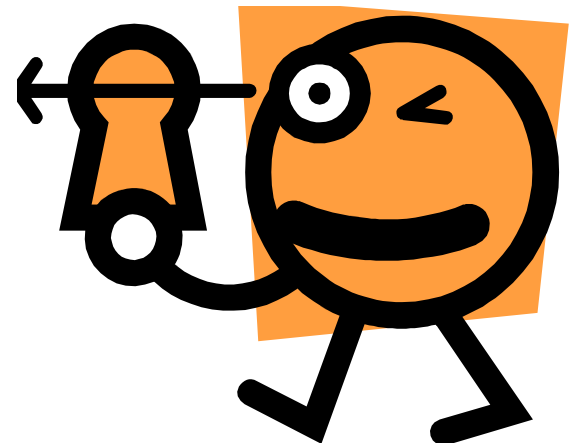
- Describing the YouTube phenomenon
- Sharing particulars of our video project and the videos
- Discuss how collaboration with students can enhance any project
- Identifying ways you can form collaborative relationships with students

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

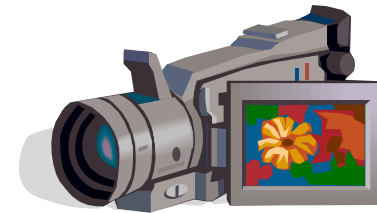
YouTube As..

- 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



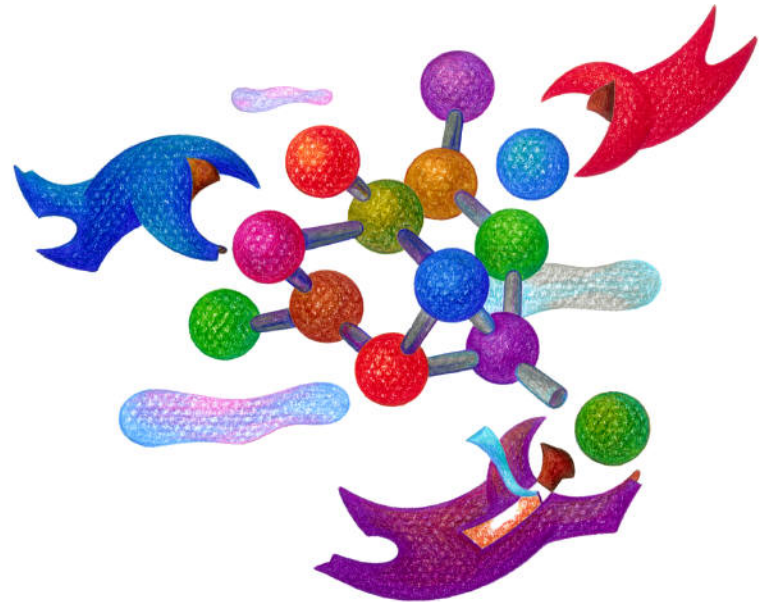
Project team

- Two senior librarians
- New librarian
- Graduate student in Library Science
- Undergraduate
- High school student



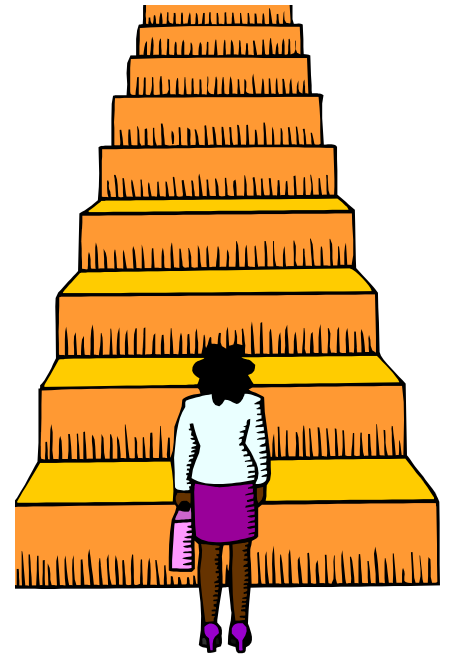
Script & scene creation: feedback and compromise

- Librarians identify typical student challenges in research
 - Student feedback



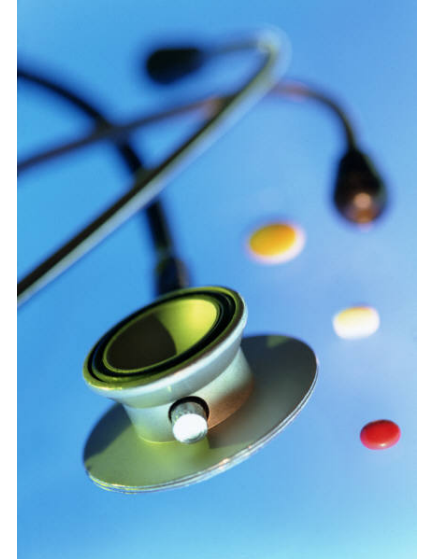
Cameras, lights, action...wait

- 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



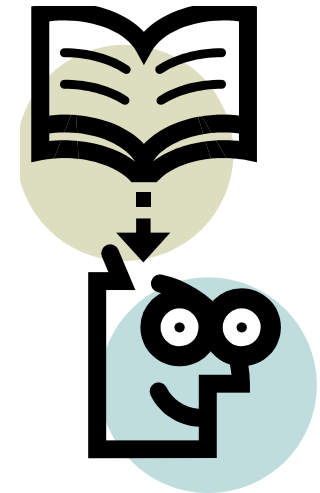
Tension between student creativity and library content

- 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

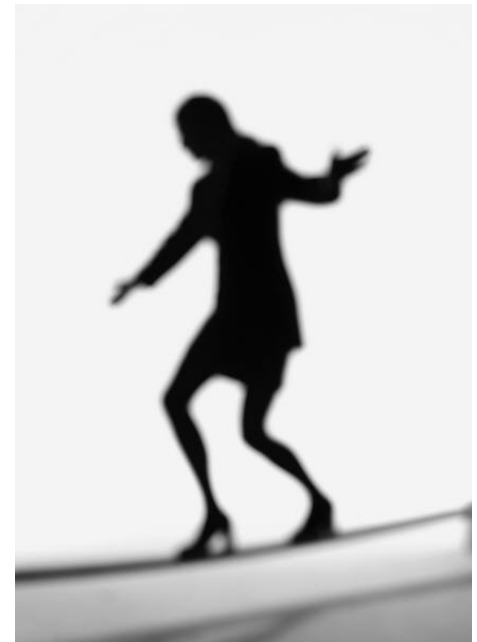


What we learned...

- 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?

