In-House Tutorials

Vendor Created Tutorials

Vendor Process

In-House Tutorials

User Feedback

Students satisfaction of the tutorials is also a crucial measure of assessment. An online survey is available to students, to either complete on their own or after viewing the video in a library instruction session. The satisfaction survey asks whether the tutorial was useful and what additional questions a student may have. Questions from the survey include:

- What did you like best about the tutorial?
- What did you like least about the tutorial?
- How did the tutorial help you in your research?
- What other topics would you like to learn more about from the Library?
- Was this information helpful?

To view the survey, visit: http://goo.gl/tH0AcL

Assessment

Online Usage Data

Overall usage of the tutorials is the first measure of assessment. The tutorials are hosted on YouTube and embedded in the NEIU LibGuides. Online usage data for individual tutorials and for the entire tutorial package is collected through Google and YouTube Analytics. Google Analytics provides quantitative data about the tutorials’ total amount of views for each of NEIU’s campuses. YouTube Analytics provides quantitative data for each individual tutorial in a variety of ways, such as the amount of views, the amount of shares, and the geographic location of the viewer. Both Google Analytics and YouTube Analytics provide the referring source (or URL) for the tutorials and the location of the user, which allows librarians to see how the students are accessing these tutorials, whether it be through the Library website, YouTube, or some other website, as well as the use from NEIU satellite campuses.

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Vendor Process

The vendor team, which consisted of three librarians from the Reference and Instruction department, initially researched a variety of companies that create short educational and animated digital explainer videos. The vendor team chose to work with Fly Machine Picture Company for a few reasons. Aesthetically, their animation style is straightforward and accessible, with a limited use of color. They were willing to work within the timeline and budget required by the grant, and based their budget on the number of tutorials created rather than based on a specific dollar amount. This consideration in the budget allowed the entire series of tutorials to be completed in case the project ran over its timeline. Also, after the tutorials were created, Fly Machine Co. was willing to give the files to the library, and the library could distribute and promote them as necessary.

Each tutorial was developed through four phases:

1. Initial question and concept outline provided by the librarians
2. Screenplay draft from Fly Machine Co.
4. Animation and final product

At the concept development phase, the vendor team would pick down the question to be considered in each video, the learning goals, and the main ideas to be included in the video. Fly Machine Co. would return with a screenplay that transformed the outline into a scenario, with visualizations for some of the key concepts. The vendor team found the screenplay phase to be especially challenging. The screenwriters seemed to lack experience with library research, which sometimes resulted in humorous miscommunication. This process made the vendor team rewrite some of the library jargon they used unknowingly, and also encouraged the librarians to think about their outlines from the point of view of a novice to library research. When there were misunderstandings, the vendor team emphasized the key concepts and terminology crucial to each video. At the storyboard phase, draft animation was added to the approved screenplay, and the final product was delivered to NEIU via Dropbox. Each video took 6 weeks to complete, on average, from concept development through final delivery.

Each tutorial begins with an outline that identifies the audience and addresses the learning outcomes and information literacy standards for each video. After writing an initial outline, the in-house team writes a script that includes screenshots to accompany the text. The script goes through edits within the group before being recorded with Audacity, an open source software audio recording and editing software. Then, all the relevant graphic elements are imported into Camtasia, where the audio and visual pieces are joined and edited before being uploaded to YouTube. To ensure access to all library users, the script is also uploaded which adds closed captioning to these videos. The in-house tutorials are designed to stand alone and facilitate task-based learning, through such services as chat reference and online instruction. These videos can be used in conjunction with the vendor tutorials, supplementing their content by demonstrating practical applications, especially when teaching in a flipped classroom environment. The in-house tutorials provide a simple, relatively inexpensive means for addressing specific information needs.

Vendor Created Tutorials

The topics for the vendor tutorials were inspired by the findings of the ERIAL grant. They address basic concepts surrounding the research process, and for each topic, the vendor team defined specific student learning objectives that promote students’ understanding of the research process. The vendor team solicited feedback from all librarians at NEIU on the topics chosen for the vendor tutorials. The topics include:

1. Who are librarians and what do they do?
2. Should I be using Google or the library resources for a paper?
3. What is the difference between academic and public libraries?
4. What is a journal and a peer reviewed article?
5. What are the library databases and which ones should I use?
6. How is the library organized?
7. What is academic honesty?
8. How should I search in a database?

In-House Tutorials

While the vendor tutorials focus on answering basic questions students may have about library research, the in-house tutorials guide students through specific resources to retrieve NEIU academic materials. The topics that have been addressed by the in-house tutorials include:

1. Findit @ NEIU!
2. Basic article searching in Academic Search Premier
3. Advanced article searching in Academic Search Premier
4. How to use the NEIU Library catalog (in process)
5. Finding a known item in WorldCat Local (in process)
6. Searching iShare and how to request items (in process)
7. How to use RefWorks (in process)

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Promotion

The library promotes the tutorials soon after their completion. The tutorials are highlighted on the library website in the “Research Help” area on the homepage, as well as embedded into some of the library databases, such as Academic Search Premier. They may be used in library instruction and orientations. The tutorials are also shared through email, postings on the library Facebook page, at meetings of librarians from the region, and at the administrative level to the campus community.

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Student Satisfaction Survey

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