Watch & Learn
Assessment of Online Video Tutorials

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How Do I...?
Common research & library tasks in short video tutorials and links to other help guides.

What's in this Guide

- Using the Libraries
  Introductory videos and guides to using the Libraries' services and collections: how to access everything, including the full-text, from off-campus, how to get help

- Starting Research
  Introductory topics to doing research, figuring out where to start, finding background info

- Find by Format
  how to find specific types of resources like articles, e-books, DVDs

- Find by Subject
  finding information on specific subject areas, like business, engineering, political science

- Citations
  how to manage your citations with tools like RefWorks, or how to export or format them

More Help Guides

- Citation Styles & Tools
  by Citation Tools Support Team - Last Updated Jul 16, 2014
  Quick help on citing sources and tools for storing and organizing sources
  45,927 views this year

- Connect from Off-Campus
  How to connect to UW-restricted resources when you are not on campus

- How Do I... Find Books?
  by Amanda Hornby, Verelita Kern - Last Updated Jul 2014
  This guide will give you some tips and tools for finding books in the UW Libraries.
  608 views this year

- How Do I... Find Journal Articles?
  by Amanda Hornby, Verelita Kern - Last Updated Jan 2014
  This guide will give you tips and tools for finding scholarly journal articles in the UW Libraries.
  653 views this year
Goals of Study

• How much are tutorials used and by whom?
• Are tutorials meeting users’ needs?
• What are users learning from tutorials?
• Is help content better suited to one format or another?
• What are the best points of access?
• Is the point of need tutorial still relevant?
Our Approach

Statistics

In-Class Assessment

Surveys

Usability

Teaching and Learning at the UW Libraries

Marketing
Marketing

Marketing Statistics Results

- Access RefWorks
- Background Info
- Chat w/a Librarian
- Ebooks
- Find Books
- Find DVDs
- Search an EBSCO
- Find Full-Text Articles
- Use the Library
- Interlibrary Loan
- Intro to WorldCat
- Subject Guides
- Off-campus Access
- Scholarly Articles
- Write-N-Cite

2011-2012 Unique Pageviews
2012-2013 Unique Pageviews
## Statistics: Location of Tutorials

<table>
<thead>
<tr>
<th>Tutorial</th>
<th># of Embeds in LibGuides</th>
<th># of Unique Pageviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>Find Dissertations</td>
<td>44</td>
<td>498</td>
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<tr>
<td>Find Ebooks</td>
<td>148</td>
<td>677</td>
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<td>Search an EBSCO Database</td>
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<td>2345</td>
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<tr>
<td>Find Full-Text Articles</td>
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<td>836</td>
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<td>Google: Boolean Operators &amp; Phrase Searching</td>
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<td>Information Cycle</td>
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<td>Off-campus Log In</td>
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<td>690</td>
</tr>
<tr>
<td>Scholarly Journal Articles</td>
<td>62</td>
<td>1806</td>
</tr>
</tbody>
</table>
Statistics: Audience

Which best describes you?
- UW Undergraduate Student
- UW Graduate Student
- UW Faculty/Staff
- Other:
Usability Testing

- 10 novice undergrads, 4 tutorials
- Video critique, help preferences
- Think aloud method
- Where do you look for help?
In-Class Assessment

- Identified learning goals & outcomes
- Inconsistency deploying across classes
- Issues with rubrics
Key Findings: User Motivations

How do I know if it will help me solve my problem?

How long will it take to watch?

What’s it about?

Does it tell me stuff I already know?

How is the quality?

How do I find it?
Best Practices

Focus on a very specific problem or goal.
Assign a practical title.
Keep it short (30 sec - 1 min).
Skip the intro, get to the point!
Embrace quality production values.
Place at point-of-need.
Action Plan for Tutorials

**Promote** “Best Practices” for Libraries Tutorials
Action Plan for Tutorials

Revise "How Do I" tutorial portal into student-centered FAQ

Move conceptual tutorials to an instruction support page
Thank you.

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