Doing Data on YouTube: Outreach and Education using Web 2.0

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DOING DATA ON YOUTUBE

Outreach and Education using Web 2.0

Ryan Womack
Data and Economics Librarian
Rutgers University Libraries

Presentation for IASSIST/IFDO Annual Conference
Tampere, Finland
May 27, 2009
Questions

- Who?
- Where?
- What?
- Why?
- How?
- Lessons Learned?
- Future?
Who?

- Ryan Womack
- Became Data and Economics Librarian in 2008
- Business and Economics Librarian for 10 years
  - Financial data (COMPUSTAT, WRDS, Datastream)
- Approaching data from the perspective of a public services librarian
- But, reawakening my “inner econometrician”
Where?

- Rutgers University was founded in 1766 and became the State University of New Jersey in 1945.
- 52,000 students in three cities across the state, and 36,000 spread across five geographically dispersed campuses in New Brunswick.
- New Jersey has the almost the population of Sweden (8.6m vs. 9m) in an area only slightly larger than Israel (22600 km² vs. 20,700 km²).
- 1 data librarian for all of this!
What?

- Blog - RutgersData (rutgersdata.wordpress.com)
  - Newsletter style
  - RSS, Delicious, Tagging, Chat (Meebo), Links
- Videos ("Data Snapshots")
  - Brief introductions to data resources that give overview and walkthrough for major databases
  - Feedback collected by SurveyMonkey link at the end of the video
  - 3 videos to date (World Development Indicators, ICPSR, Roper Center)
How?

- WordPress, Delicious, Meebo, and YouTube are all freely available services that anyone can use. And they play well together.

- Data Snapshots are created using Adobe Captivate.
  - Script first, rehearse, capture, then edit
  - Deliberately not polished to perfection
  - Videos run 5 to 10 minutes
  - Takes 8-12 hours to create a video (3 hours per stage). Not arduous, but it is hard to find uninterrupted time!
  - More editing could produce a smoother result — Captivate provides the tools
  - Other free and commercial tools can be used as well
  - In Captivate 3, exporting to YouTube requires exporting audio, recapturing video, and combining in Windows Moviemaker. Captivate 4 allows direct video export.
  - Survey Monkey feedback form built into presentation, as well as linked to in YouTube description
Data Snapshots – Roper

Posted by rutgersdata on May 11, 2009

The Roper Center for Public Opinion Research provides access to major public opinion survey results and datasets. Question-level results are available through iPOL, and complete datasets are available through RoperExpress.

Click this link for a quick video introduction to Roper’s iPoll and RoperExpress and its data collections. This is high resolution version of the file.

For a faster download, try the lower resolution YouTube version:

Data Snapshots is a series of introductory videos on major data resources and data finding techniques. You can find other Data Snapshots here.
1. Which Data Snapshot were you viewing?
- ICPSR
- Roper Center (iPOLL and RoperExpress)
- World Development Indicators

2. Was this information helpful to you?
- not at all
- a little
- somewhat
- fairly helpful
- extremely helpful

3. How would you rate the level of information presented?
- too simple/basic
- a little too easy
- just right
- a little too hard
- too difficult/advanced

4. What could be done to improve the information?

Done
Why?

- Provide service to geographically and disciplinarily dispersed constituents
- Blog is unobtrusive yet always available help and guidance – opt in for constant updating, drop in for occasional inspiration
- Videos engage larger audiences with a non-threatening introduction to key data resources
- While other libraries use LibGuides and other Web 2.0 aware services, this is not an option yet at RUL
- Need to “roll your own” for a niche market like data
- YouTube provides extra-institutional visibility, ease of use and discovery, and potential for reusability/repurposing
- Branding promotes your services – RutgersData and Data Snapshots are consistently mentioned in all videos, as well as visuals of the RUL webpages.
Lessons Learned

- Chat is very infrequently used. Office hours model does not work well. Will probably switch to an “always on” model.

- Traffic on blog is moderate and is building. 60-80 hits per month from word of mouth advertising. Definitely better than a static web page in terms of ease of updating and freshness of content.

- Easy to plunge in and get experience. Producing videos gets easier. Can be incorporated into skill set without becoming a full-time video producer.

- Video is popular and gets attention. It is increasingly becoming a standard instructional format. See “At First Funny Videos, Now a Reference Tool” NY Times article.

- Video is appropriate for giving a feel for a resource, and increasing familiarity, but it is not suitable for detailed or extensive instruction. Learners need more engagement and ability to question.
Future

- Momentum for video is building. ICPSR has its own collection of YouTube videos.
- Building a collection of guides (2 videos/semester = 20 videos over 5 years). Future videos may also address special tricks of the trade.
- Videos will be integrated with library database descriptions, and included in library instructional archive.
- Moving from experimental project to institutional reality very quickly.
- Other videos are being created by other librarians on topics like LibX, RefWorks, ILL.
- Make use of more interactive features of video.
- Now that concept is proven, promote for more classroom use.
Questions/Discussion

- Your turn...