

## Doing Data on YouTube: Outreach and Education using Web 2.0

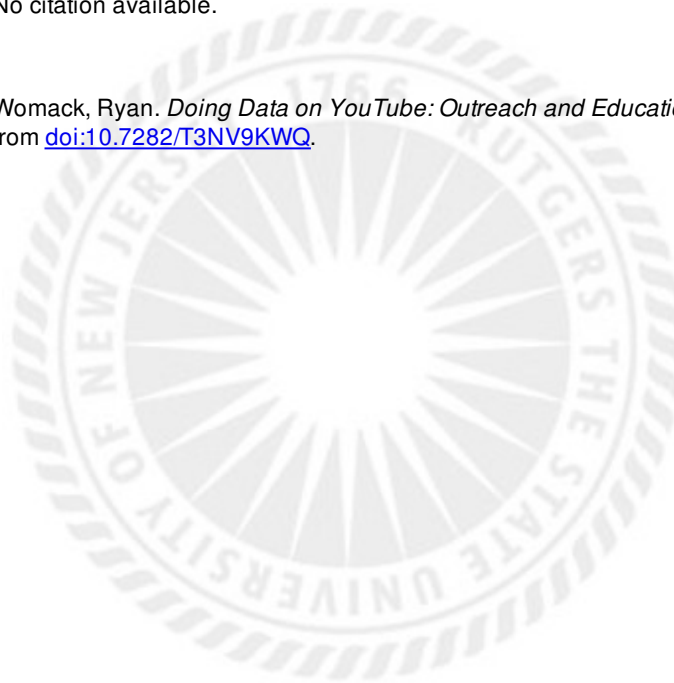
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# DOING DATA ON YOUTUBE

Outreach and Education using Web 2.0

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Rutgers University Libraries

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

# Questions

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

# Who?

- Ryan Womack
- Became Data<sup>and Economics</sup> Librarian in 2008
- Business<sup>and Economics</sup> 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 km<sup>2</sup> vs. 20,700 km<sup>2</sup>).
- 1 data librarian for all of this!



# What?

- Blog - RutgersData ([rutgersdata.wordpress.com](http://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

Search

## Subscribe

Entries (RSS)

Comments (RSS)

## IM Consultations

Office Hours for the Spring 2009 Semester:  
Tuesdays 1-3 pm  
Wednesdays 3-5 pm

Ask your data questions in the box below if you see the green light.

### Talk to Ryan

Ryan is offline  
leave a message

Message input area

Type here and hit enter to send an offline message.

edit nick: meeboguest65162

get meebop

## 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 iPOLL, 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**.

## Archives

- May 2009
- April 2009
- March 2009
- January 2009
- December 2008
- November 2008
- October 2008
- September 2008
- July 2008
- June 2008

## Tags

- Attitudes Budget Capital Punishment Child Care Children Crime Data Snapshots Data Visualization Demographics Depression Drug Use Early Childhood Education Elections Employment Federal Court Cases Gender Head Start Health Hispanic Human Development

- ICPSR** India iPOLL Justice Latino Many Eyes Marriage Mortgages Parents Political Parties Politics Retirement Roper RUL Economics Newsletter Spending Students **Survey** Terrorism Time Time

- Series TLC3 **US** World Youth

## Categories

## Rutgers Links





## 1. Data Snapshots Feedback

\* 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

Your rating

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

Difficulty

4. What could be done to improve the information?

Done

Survey Powered by:  
[SurveyMonkey.com](https://www.surveymonkey.com)  
"Surveys Made Simple."

# 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

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- Your turn...