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.

Last Updated: Jul 15, 2014 | URL: http://guides.lib.washington.edu/howdoi | 🖨 Print Guide

Home | **Using the Libraries** ⌄ | **Starting Research** ⌄ | **Find by Format** ⌄ | **Find by Subject** ⌄ | **Citations** ⌄ | **Tools & Tips** ⌄ | **Quick Learning Series**

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What's in this Guide

(use these links or the tabs above to browse to video tutorials)

- **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 not on campus

How Do I... Find Books?
by Amanda Hornby, Verletta 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, Verletta Kern - Last Updated Jan 2014
This guide will give you tips and tools for finding scho journal articles in the UW Libraries.
853 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

Teaching *and* Learning
at the UW Libraries

Surveys

Usability

Marketing

Marketing

Marketing Statistics Results

Chart showing Unique Pageviews for 2011-2012 (blue) and 2012-2013 (red).

Category	2011-2012 Unique Pageviews	2012-2013 Unique Pageviews
Access RefWorks		
Background Info		
Chat w/a Librarian		
Ebooks		
Find Books		
Find DVDs		
Search an EBSCO		
Find Full-Text Ar...		
Use the Library		
Interlibrary Loan		
Intro to WorldCat		
Subject Guides		
Off-campus Acc...		
Scholarly Articles		
Write-N-Cite		
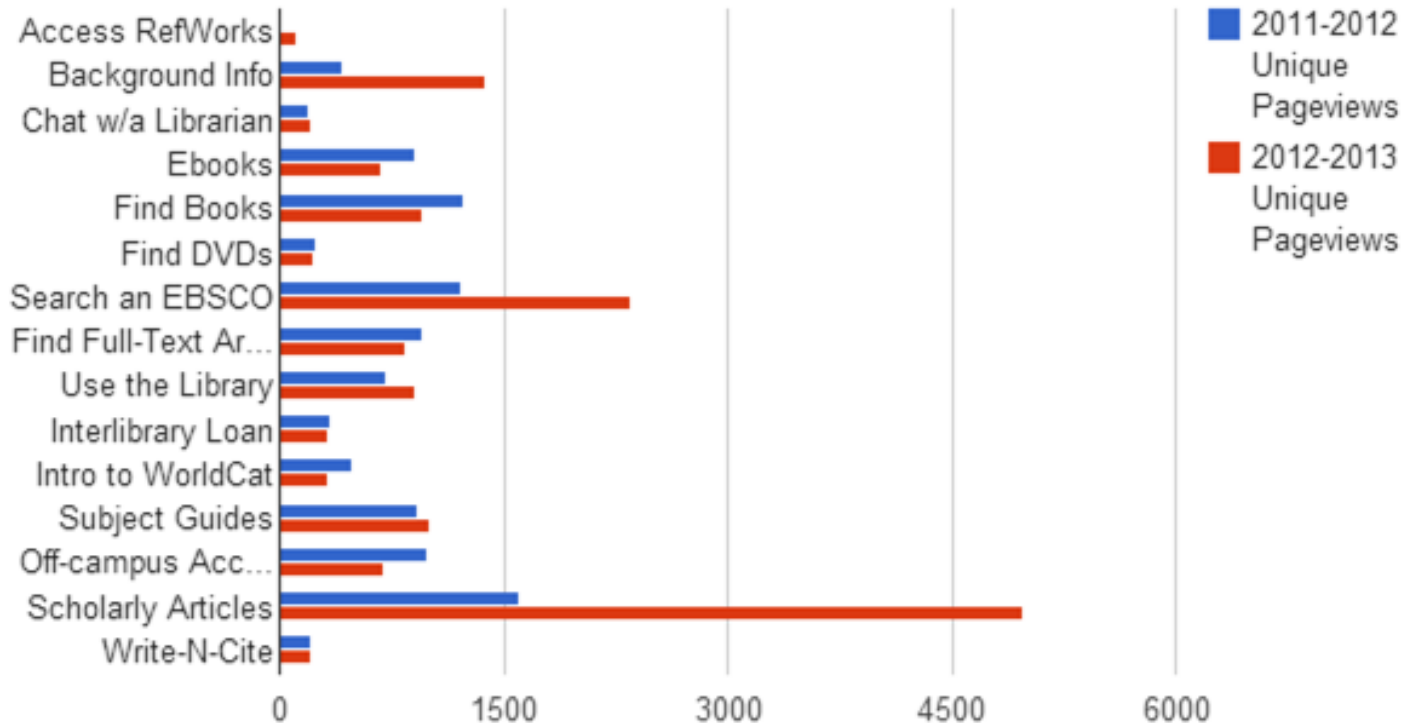
Statistics: Location of Tutorials

Tutorial	# of Embeds in LibGuides	# of Unique Pageviews
Find Dissertations	44	498
Find Ebooks	148	677
Search an EBSCO Database	18	2345
Find Full-Text Articles	345	836
Google: Boolean Operators & Phrase Searching	13	13202
Information Cycle	12	2335
Off-campus Log In	136	690
Scholarly Journal Articles	62	1806

Statistics: Audience

Which best describes you?

- UW Undergraduate Student
- UW Graduate Student
- UW Faculty/Staff
- Other:

Tutorial Audience

- UW Undergraduate Student — 40.3%
- UW Graduate Student — 17.4%
- UW Faculty/Staff — 18.1%
- Other College Affiliation — 9.4%
- Public
- Medical Personnel
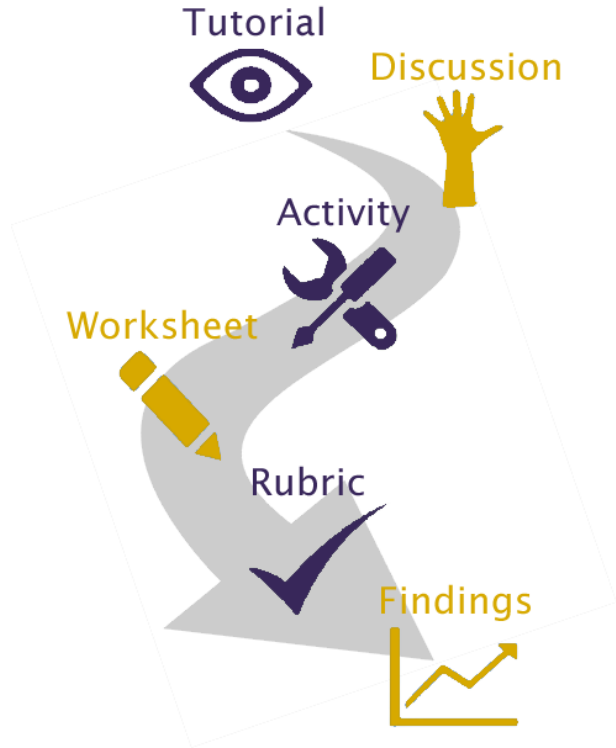- High School Student
- Other — 10.5%
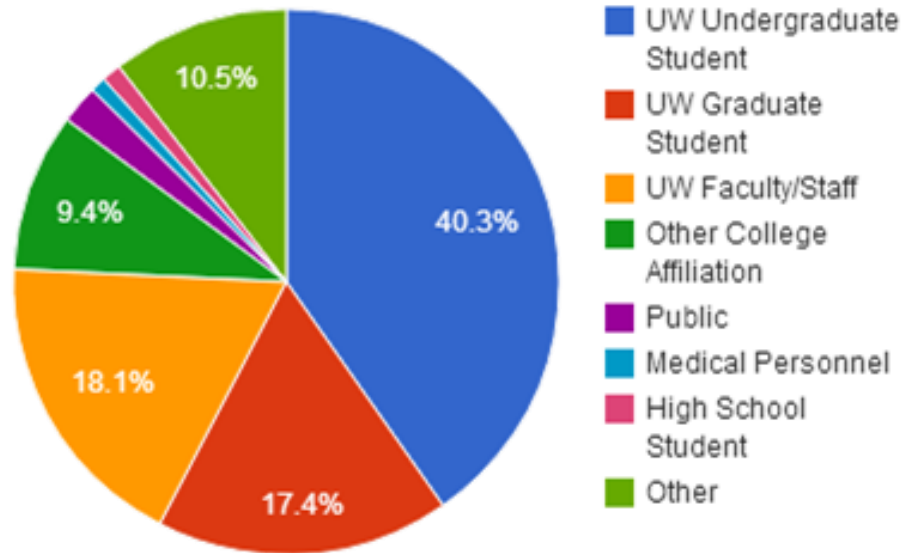
Usability Testing

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

In-Class Assessment

Tutorial
Discussion
Activity
Worksheet
Rubric
Findings

- 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?
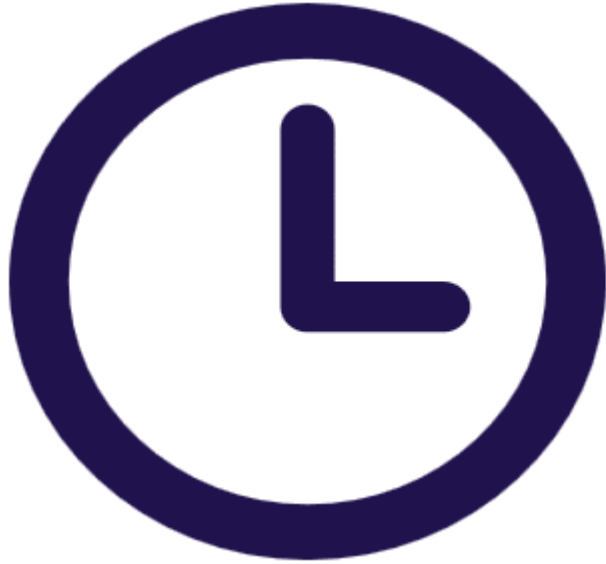
Does it tell me stuff **I already know**?

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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