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Best Practices in Information Literacy Videos

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bit.ly/2ln3rzF
Overview - bit.ly/2ln3rzF

• Definitions
• IL Video Literature
• Literature Best Practices
• Video Review
• Video Review Best Practices
• Collective Best Practices

Image from: https://www.bustle.com/
Gloria Mundy in Foul Play (1978)
Information Literacy

Ability to “recognize when information is needed and have the ability to locate, evaluate, and use effectively the needed information.”

- ALA, 1989

Image from: http://www.theraffon.net
Librarian Alice from Ghostbusters (1984)
Information Literacy Instruction

ACRL Framework

1. Authority is constructed and contextual
2. Information creation as process
3. Information has value
4. Research as inquiry
5. Scholarship as conversation
6. Searching as strategic exploration

- ACRL, 2015

Image from: http://www.buzzfeed.com
Shawn Hunter in "And Then There Was Shawn from Boy Meets World (1998)"
Information Literacy Videos

“Audio-visual data that can be played on its own with limited interaction from the viewer, and that informs viewers how to use library resources or services…”

-Obradovich, Canuel & Duffy, 2015

Image from: https://litreactor.com/
IL Instruction: Who and Where?

Image from: http://www.doctorwhotv.co.uk
IL Videos: Why?

Image from: http://www.lesgrandsclassiques.fr
Librarian in *Monsters University* (2013)
Literature Takeaways – Gen Y & Millennials

Image from: http://www.huffingtonpost.com
Bunny Watson in Desk Set (1957)

Image from: http://skokielibrary.tumblr.com
Gene, Louise, and Tina Belcher in “Topys” from Bob’s Burgers (2013)
Literature Takeaways – Collaborative Space

Image from: http://hannabarberashowparte2.blogspot.com
Daphne, Velma, Shaggy, Fred and Scooby from the opening credits of Scooby-Doo
The Flipped Classroom

**Before**: Students prepare to participate in class activities

**DURING**: Students practice applying key concepts with feedback

**In Class**

**Goal**: Students check their understanding and extend their learning

**After**: Students check their understanding and extend their learning

**Out of Class**
George Jetson in “The Space Car” from *The Jetsons* (1962)

Image from: http://paleofuture.gizmodo.com
Best Practices from the Literature

• Accessible
• Short
• Sustainable
• Captivating

Image from: https://s-media-cache-ak0.pinimg.com
Dr. Barbara Gordon aka Batgirl in *Batman (1967)*
Project Overview

• Reviewed 100 YouTube videos:
  • “information literacy”
  • “information literacy skills”
  • “information literacy tutorials”
  • “information literacy instruction”
  • “information literacy college”
Year Produced

- 2007
- 2009
- 2010
- 2011
- 2012
- 2013
- 2014
- 2015
- 2016
YouTube Category

- Education: 68%
- Comedy: 13%
- Entertainment: 4%
- Film & Animation: 1%
- How to & Style: 1%
- Music: 5%
- People & Blogs: 7%
- Science & Technology: 4%
Licensing

- 93% Standard YouTube License
- 7% Creative Commons - Attribution

The Standard YouTube License is found in Section 6 of YouTube’s Terms of Service. You also have the option of the Creative Commons Attribution license. Learn more.
Licensing – Interactions

- Count of License
- Percent of Interactions
Author Type

- Business: 47%
- Educator: 19%
- Info Professional: 10%
- Library/Librarian: 18%
- School: 4%
- Student: 2%
Licensing – Author Type

- Business
- Educator
- Info Professional
- Library/Librarian
- School
- Student

Types: Standard, CC-BY
Video Type - Interactions
Video Length - Interactions

The chart shows the distribution of interactions across different video length intervals. The x-axis represents the video length intervals in minutes, while the y-axis shows the count and percent of interactions. The bars represent the count, and the line graph represents the percent of interactions for each interval.
Best Practices from Videos to Improve Engagement

7. Double check closed captioning
6. Review the YouTube publishing options
5. Findable with terms “information literacy” or “information literacy skills”
Best Practices from Videos to Improve Engagement

4. Use animation, presentations or slides
3. License your video as CC-BY
2. Keep videos under 5 or 10 minutes
Best Practices from Videos to Improve Engagement

1. Remember your audience
Collaborative Best Practices

• Discuss with a small group or partner what best practices you have found.

• Add your best practices to the Padlet:
  • [https://padlet.com/kerzels/IL](https://padlet.com/kerzels/IL)

• Handout, source data, and slides can be found here:
  • [bit.ly/2ln3rzF](https://bit.ly/2ln3rzF)

Any questions? Ask away or email me at Sami.Kerzel@osucascades.edu