Best Practices in Information Literacy Videos

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Best Practices in Information Literacy Videos

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bit.ly/2In3rzF
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

**IN CLASS**
Students practice applying key concepts with feedback

**OUT OF CLASS**
- **BEFORE**: Students prepare to participate in class activities
- **DURING**: Students practice applying key concepts with feedback
- **AFTER**: Students check their understanding and extend their learning

Image from: http://blog.wepresentwifi.com/the-flipped-classroom
George Jetson in “The Space Car” from *The Jetsons* (1962)
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

The chart shows the years produced with the highest production in 2014 and 2015.
YouTube Category

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

7% Standard YouTube License
93% Creative Commons Attribution License

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

- CC-BY
- Standard

Count of License: CC-BY 10, Standard 90

Percent of Interactions: CC-BY 0%, Standard 90%

Legend:
- Orange: Count of License
- Yellow: Percent of Interactions
Author Type

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

The chart shows the interactions with different types of videos:
- **Animation**
- **Lecture**
- **Screencast**
- **Slides**
- **Presentation**
- **Webinar**

The y-axis represents the count of interactions, while the x-axis shows the video types. The data points are indicated by a yellow line showing the percent of interactions.
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

• Handout, source data, and slides can be found here:
  • bit.ly/2In3rzF

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