3-13-2009

YouTube: Are we really using it effectively?

Laura Haines
Selene Colburn

Follow this and additional works at: http://scholarworks.uvm.edu/libfacpub

Part of the Library and Information Science Commons

Recommended Citation
Haines, Laura and Colburn, Selene, "YouTube: Are we really using it effectively?" (2009). University Libraries Faculty and Staff Publications. Paper 27.
http://scholarworks.uvm.edu/libfacpub/27

This Poster is brought to you for free and open access by the University Libraries at ScholarWorks @ UVM. It has been accepted for inclusion in University Libraries Faculty and Staff Publications by an authorized administrator of ScholarWorks @ UVM. For more information, please contact donna.omalley@uvm.edu.
LIBRARY PROMOTIONAL VIDEOS BY CATEGORY

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instruction/Tour</td>
<td>25%</td>
</tr>
<tr>
<td>Promotion/Appreciation</td>
<td>29%</td>
</tr>
<tr>
<td>Patron Generation</td>
<td>2%</td>
</tr>
<tr>
<td>Promotion of Service/Collection</td>
<td>17%</td>
</tr>
<tr>
<td>Event Documentation</td>
<td>6%</td>
</tr>
<tr>
<td>Instruction/Tutorial</td>
<td>8%</td>
</tr>
<tr>
<td>Research</td>
<td>2%</td>
</tr>
<tr>
<td>Non-library</td>
<td>29%</td>
</tr>
</tbody>
</table>

Event Documentation: Documents an event involving library workers, or taking place or sponsored by a library. Professional conference documentation is classified as "Library for library content.

Instruction/torial: Contents created by a library for the purpose of informing users about news and events related to the library (e.g. library news video). Library using YouTube as a news vehicle.

Orientation/tour: Content created by a library for the purpose of orienting users to the facilities, collections, and services of a specific library.

Patron-generated: Created by content users and others for library sponsored programs (e.g. library content promotion, videos created as part of program programming).

Promotion/appreciation: Content created by a library worker, library or group of libraries for the purpose of general promotion of library facilities, collections, and services, including humorous videos.

Promotion of service/collection: Created content by a library or group of libraries for the purpose of promoting a specific service or collection.

T.G. HAMILTON’S PHOTOGRAPHS OF ECTOPLASM

• 172 comments include heated discussion on the veracity of the photographs.
• Archives & Special Collections staff clarify the mission of an archive.
• Commenters advise on natural language tagging to garner more hits.
• Descendants of the Hamilton family shed light on the photos and related collections.

The University of Manitoba’s Hamilton family collection documents Dr. T.G. (Thomas) Glidden and Lillian Hamilton’s investigations of psychic phenomena in their home in Winnipeg, Manitoba between 1918 and 1945. A video documenting the phenomenon of “ectoplasm,” said to be a physical manifestation of spirits, features images from the collection.

http://www.youtube.com/watch?v=Vn5o40Cw3sE

TRAFFIC PATTERNS: REFERREING WEBSITES TO LIBRARY PROMOTIONAL VIDEOS

<table>
<thead>
<tr>
<th>Refererring Websites by Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Original Library</td>
<td>15%</td>
</tr>
<tr>
<td>Library Profession</td>
<td>30%</td>
</tr>
<tr>
<td>Non-Library Sites</td>
<td>6%</td>
</tr>
<tr>
<td>Unknown</td>
<td>49%</td>
</tr>
</tbody>
</table>

TOUR THE LIBRARY

• Uses human effectiveness.
• High view count (6,410) and link from original library indicate possible integration into orientation.
• Features on the basics instead of telling viewers everything.

Harper College Library provides the standard library tour in a humorous video featuring a student and library staff. Instead of trying to incorporate an excessive amount of information about the library, it focuses on a couple of points and uses humor and high production value to relay messages in a short amount of time.

VIDEO CONTEST SUBMISSION—ALLEN COUNTY PUBLIC LIBRARY

• Video contests engage patrons—55 comments include opinions on winners.
• Uses the patron voice to articulate what’s valuable about Libraries.
• Video content videos tend to have high view counts, such as the 22,264 views for this one.

Another video contest showcases teen-oriented video advertisements for books, and includes links of online conversation about the books.

Submitted by a patron of the Allen County Public Library, Fort Wayne, IN, for a promotional video contest, this video shows two library patrons being chased by zombies through the streets of Fort Wayne into their local public library. Luckily the couple finds The Zombie Survival Guide and escapes. “This is why I love my public library!”

http://www.youtube.com/watch?v=oiE2Z7IKlRk

CONCLUSIONS & FURTHER QUESTIONS

Given the amount of work involved in preparing the video contest, we want to be sure we can assess the efficacy of our efforts. High view counts (which tend to correlate to high degrees of interest) and increased number of referring sites can provide information about what constituents are connecting with your messages: are patrons and potential patrons being reached, or are you primarily generating the attention of library librarians?

Additional measures might include expressed intent to use the library or service promoted (this was a very rare occurrence; we noted in only 6% of Library promotional videos) or the number of positive comments associated with the video (a rough analysis of comments indicated that 55% were positive, 4% were negative, and 4% were neutral in tone). Finally, we’re currently pursuing an interesting—yet immensely desirable—one: how many proponents of social media utilize it, and how many patrons of social media support it? If so, why, and what are the useful indicators of success in YouTube?"