

Chapter 3

Online Video Tutorials and Interlibrary Resource Sharing: A Model for Understanding the Role of Internet Video in Library Science and Education

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ABSTRACT

The advent of online video sites has made possible a new and powerful way to disseminate information: the online video tutorial. The Western New York Library Resources Council (WNYLRC), in conjunction with the University at Buffalo Libraries, developed a project that sought to explore the possibilities of this tool for librarians. In WNYLRC's Knowledge Base Tutorials On-Demand Program, tutorials were researched, scripted and produced to enhance the training of librarians and professional staff, to answer general questions, and to provide detailed information

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about library software and platforms. This chapter will describe the design, implementation, and outcomes of this program, as means to lay a foundation for future work in the area of video tutorials, library resource sharing and information dissemination. The ramifications of platforms such as YouTube and the new kinds of literacy that are growing as a result are essential to the future of libraries in the digital era.

INTRODUCTION

In the fall of 2009, the Associate Director of Access Services for Document Delivery at the University at Buffalo, State University of New York (UB) formed a plan to investigate a new form of training for library resource sharing and bibliographic instruction: the online video tutorial. The Western New York Library Resources Council (WNYLRC), a regional library support organization, supported the idea. Together, WNYLRC and the University at Buffalo (UB) formed a partnership with the goal of creating a series of these instructional instruments catering to WNYLRC's members: the librarians of western New York. The Associate Director wrote a Regional Bibliographic Databases and Interlibrary Resources Sharing Program (RBDB) grant, which was subsequently approved by WNYLRC, to hire a Library Science Graduate student with experience in instruction and online media to produce the tutorials. Eventually two such students joined forces and officially launched WNYLRC's Knowledge Base Tutorials On-Demand Program.

What this original team of "Tutorialsmiths" discovered during the course of the project was not only that online video tutorials are, in fact, an effective tool for instruction, but *why* they are so effective. Professional quality video tutorials cater to all styles of learning, and are becoming increasingly important as a means of information delivery. The ramifications of platforms such as YouTube, and the new kinds of literacy that are growing as a result, are essential to the future of libraries in the digital era. In the years since the project began there has been an explosion of such tutorials – covering every conceivable subject and available to anyone interested – as the technology needed to create them has become ubiquitous. This chapter presents a discussion of the early days of this collaborative project, including information useful to those seeking to create such a program. There will also be a discussion of the history of the educational video tutorial, information on this medium – and some closely related educational instruments – as it currently stands, and where the industry seems to be heading in the near future.

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