“What's My Motivation?”

Adding Story and Context to Screen Shot Tutorials

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University of Massachusetts Dartmouth
Context: How and Why

Nature of screen shot tutorials

Classroom Context - Lesson plans in conjunction with a research project or assignment.
Reinforcing information literacy skills that we introduce in ENL101.

Purpose – to create min. long (ish) movies that portray ‘real life’ situations...preferably with non-librarians.

Rules
• Make it about real life information needs
• Build the story around actor’s interests
• Keep it to a minute...or two
Story First, Skill Second
Do Things Happen for a Reason?
Do Things Happen for a Reason?

Directory Listing Denied

This Virtual Directory does not allow contents to be listed.
Audience: It May Not Be Who You Expect

Original audience: students

BUT...

Strong response from university staff members, who may have had little or no library training or orientation.
Library Minute Videos are a way to introduce or reinforce information literacy skills by showing how the library resources can be used in real life. Last semester we released three movies made by librarians, but this summer we created new films featuring other members of our community. Check out our new minutes:

Necronomicon
Therapy Dog
The Challenge
Some things can be scary, but finding a book shouldn't be.

If you can't find what you need in our catalog, make sure to check the library's Virtual Catalogs!
Need a refresher on how to use them?
Check out our Library Minute Movie ...

**NECRONOMICON**

Watch it ...
But don't you dare not follow the instructions!

See More Library Minute Videos:
http://www.lib.umassd.edu/libraryinfo/LibraryPresentations.html
Sometimes Less Is More

A UMass Dartmouth Library Minute Video

Library Sharks

Feeling a little stressed-out trying to find an article?  
Feel like you’re just treading water?  
Like a little help getting started with your research?  
Don’t let that stress pull you down ....  
Reach out and grab a hand from an online reference librarian!  
Yup, it’s the library service that you can get to from wherever you are.  
It’s the Ask a Librarian live chat service. Ready whenever you are.  
Want to see a little more about it ...  
Check out our Library Sharks - Library Minute Movie ...

See More Library Minute Videos:  
http://www.lib.umassd.edu/libraryinfo /LibraryPresentations.html  
Follow on Twitter | Friend on Facebook | Forward Link to a Friend
### Feedback

1. Please describe your university affiliation.

<table>
<thead>
<tr>
<th>Role</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
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<tbody>
<tr>
<td>Undergraduate Student</td>
<td>28.6%</td>
<td>12</td>
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<tr>
<td>Graduate Student</td>
<td>2.4%</td>
<td>1</td>
</tr>
<tr>
<td>Faculty</td>
<td>19.0%</td>
<td>8</td>
</tr>
<tr>
<td><strong>Staff</strong></td>
<td>35.7%</td>
<td>15</td>
</tr>
<tr>
<td>Librarian</td>
<td>4.8%</td>
<td>2</td>
</tr>
<tr>
<td>Administration</td>
<td>9.5%</td>
<td>4</td>
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<tr>
<td>Other (please specify)</td>
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- **answered question**: 42
- **skipped question**: 0
# Feedback

4. Where did you discover the link for each video?

<table>
<thead>
<tr>
<th>Video</th>
<th>UMDAnnounce</th>
<th>Library Dean's Email</th>
<th>Library's Homepage</th>
<th>Library's Facebook</th>
<th>Library's Twitter</th>
<th>Referral / Word of Mouth</th>
<th>Not Sure</th>
<th>N/A</th>
<th>Response Count</th>
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<tbody>
<tr>
<td>Necronomicon</td>
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<td>0.0% (0)</td>
<td>3.7% (1)</td>
<td>3.7% (1)</td>
<td>22.2% (6)</td>
<td>27</td>
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<tr>
<td>Meeting Madness</td>
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<td>41.4% (12)</td>
<td>13.8% (4)</td>
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<td>0.0% (0)</td>
<td>6.9% (2)</td>
<td>3.4% (1)</td>
<td>17.2% (5)</td>
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<tr>
<td>Therapy Dog</td>
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<td>41.4% (12)</td>
<td>13.8% (4)</td>
<td>0.0% (0)</td>
<td>0.0% (0)</td>
<td>3.4% (1)</td>
<td>6.9% (2)</td>
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<tr>
<td>Library Sharks</td>
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<td>41.4% (12)</td>
<td>17.2% (5)</td>
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<td>0.0% (0)</td>
<td>6.9% (2)</td>
<td>3.4% (1)</td>
<td>10.3% (3)</td>
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answered question 33

skipped question 9
## Feedback

5. How helpful was each video to learning the particular library skill featured?

<table>
<thead>
<tr>
<th>Video Description</th>
<th>I Did Not Feel the Video Explained Enough About Skill</th>
<th>I Used Not Use Skill Before Watching Movie</th>
<th>I Used Skill for the First Time After Watching Movie</th>
<th>N/A</th>
<th>Rating Average</th>
<th>Response Count</th>
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<tbody>
<tr>
<td>Necronomicon - How to use the virtual catalogs to order books</td>
<td>3.3% (1)</td>
<td>20.0% (6)</td>
<td>40.0% (12)</td>
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<td>33.3% (10)</td>
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<td>Meeting Madness – How to renew your books in the online catalog</td>
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<td>45.2% (14)</td>
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<td>29.0% (9)</td>
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<td>Therapy Dog – How to find the interlibrary loan form to order articles</td>
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<td>21.9% (7)</td>
<td>34.4% (11)</td>
<td>0.0% (0)</td>
<td>31.3% (10)</td>
<td>4.13</td>
</tr>
<tr>
<td>Library Sharks – How to contact a reference librarian by chat for questions</td>
<td>3.2% (1)</td>
<td>16.1% (5)</td>
<td>48.4% (15)</td>
<td>0.0% (0)</td>
<td>25.8% (8)</td>
<td>4.13</td>
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answered question 34
skipped question 8
Future Ideas

Start it off as a movie, but make Camtasia portion available as a separate file.

Create more movies that can be easily updated.

Recruit more students as actors!

Send out to faculty and try to have them watch them in a class such as ENL101 or CAS101.
Thank You!

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