WHAT IF YOU BUILD IT AND THEY DON’T COME?

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BY THE END OF THIS SESSION YOU WILL...

1. Gain ideas about how to promote and brand tutorials so they see increased usage
2. Learn how to decide the best content to cover in tutorials
3. Consider alternate methods of instruction to reach online/distance students
Met with doctoral students and faculty
Instructional videos requested

Summer 2016

Fall 2016
Created a series of short video tutorials for Education
Promoted collection to doctoral faculty

Research and Instruction department geared up to create interdisciplinary research tutorials
Low usage of Education tutorials

Spring 2017

Initial set of interdisciplinary tutorials shared with faculty and students

Fall 2017

Summer 2017
R&I created video tutorials
THE EDUCATION TUTORIALS
WHAT EVERYONE WANTED BUT (ALMOST) NO ONE USED
Liaison librarian to Education department at Northeastern

Graduate programs online and at regional campuses in Seattle and Charlotte
DESIGNING AND DEVELOPING THE TUTORIALS

• Topics came from student suggestions at residency and frequently asked questions
• Created 12 short screencast videos using PowerPoint slides and Kaltura CaptureSpace Lite

• Topics included:
  – Using Boolean operators
  – Phrase searching
  – Keyword vs. Subject searching
  – Finding full-text articles
  – Finding dissertations
Boolean operator NOT

Boolean Operator OR

Boolean Operators AND
## Videos and Tutorials

### Search Tips
- **Finding Sources:**
  - Finding Empirical Articles

### Search Tools
- **RefWorks**
  - Finding Peer Reviewed Articles
  - Finding Qualitative/Quantitative Articles
  - Finding Dissertations
  - Finding Full Text Articles

### Databases
- **SAGE Research Methods**
- **Nwrl Uni**
- **HeinOnline**
- **Ulrichsweb**
- **Web of Science**

### Webinars
- Citation Management
- Library Orientation (EdD)
- Advanced Search Strategies
- Finding Dissertations
- Research Refresher (R1)
- EndNote
- RefWorks
POSTING THE TUTORIALS
PROMOTING THE TUTORIALS

• Emailed faculty for four doctoral foundation courses when tutorials were complete
• Offered links/embed codes for individual video tutorials
TUTORIAL USAGE BY TOPIC

FALL 2016
TUTORIAL USAGE BY QUARTER

- **FALL 2016**: 104
- **WINTER 2017**: 38
- **SPRING 2017**: 3
- **SUMMER 2017**: 16
- **FALL 2018**: 49
SO WHAT WENT WRONG?
LOCATION, LOCATION, LOCATION

IN CLASSROOM VS. ON LIBGUIDE
LOCATION, LOCATION, LOCATION

TUTORIAL VIEWS

- AND: 25
- OR: 13
- NOT: 12
- Phrase Searching: 10
- Keyword vs. Subject: 9
- Truncation: 9
- Wildcards: 8
- Thesaurus: 8
VIDEO TITLES

• Titles conveyed concept covered, not what the video would help the student do
• Students don’t know what they don’t know—make the titles recognizable for their mental models
DESIGNING AND DEVELOPING THE TUTORIALS

• Initial list of topics identified from reference desk statistics

• R&I librarians voted for the most crucial topics from this list to decide on the first tutorials to develop

• Created 6 short screencasts, 6 slide-based presentations, and 4 handouts

• Topics included:
  – Building a search (generating keywords/search terms)
  – Search strategies (Boolean operators, truncation, etc.)
  – Finding peer reviewed sources
  – Is this article scholarly?
  – Choosing a topic/building a research question
DESIGNING AND DEVELOPING THE TUTORIALS

• Communications department developed a branded template for slide and screencast tutorials

• Screencasts were recorded in Camtasia, captioned, and then uploaded to Kaltura mediaspace
How do I choose keywords for my search?

Scholarly vs Non-Scholarly Sources

How do I develop a research question?
POSTING THE TUTORIALS

Research Tutorials: Home

Have questions about research for your class assignments? View our library research tutorials to find out how to pick a manageable research topic, choose effective search terms, and locate peer-reviewed sources.

Click the links below to view the available tutorials by type:

- Videos: Brief video tutorials with narrated audio and captions.
- Slides: Text and screenshot-based versions of our video tutorials.
- Checklists, handouts, and infographics: Text-based worksheets, tip sheets, and checklists to keep on hand as you begin researching.

Or choose by topic:

- How do I choose a research topic? [Video] [Slides] [Handout] [Checklist]
- How do I develop a research question? [Video] [Slides] [Checklist]
- How do I choose keywords for my search? [Video] [Slides]
- How do I find peer-reviewed articles? [Video] [Slides]
- Is this article peer reviewed? [Video] [Slides]
- Scholarly vs. non-scholarly sources [Video] [Slides] [Chart]
- 6 quick tips to improve your searching [Video] [Slides]

Suggest a tutorial

Thank you for taking the time to suggest a tutorial topic. Click Begin to let us know which additional topic(s) you would like to see added to this guide.
PROMOTING THE TUTORIALS

- Liaisons shared with their departments
- Research Tutorials guide shared before, during, or after instruction sessions
- Tutorials shared in library blog post (Fall), all-faculty email (Spring)
- FAQ entries added for tutorial topics with links to the videos
## TUTORIAL USAGE BY TOPIC

### VIDEO VIEWS BY TOPIC 2017-2018 ACADEMIC YEAR

<table>
<thead>
<tr>
<th>Topic</th>
<th>Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research Topic</td>
<td>296</td>
</tr>
<tr>
<td>Research Question</td>
<td>177</td>
</tr>
<tr>
<td>Keywords</td>
<td>245</td>
</tr>
<tr>
<td>Scholarly vs. Nonscholarly</td>
<td>194</td>
</tr>
<tr>
<td>How to Find Peer Reviewed</td>
<td>177</td>
</tr>
<tr>
<td>Is This Peer Reviewed</td>
<td>102</td>
</tr>
<tr>
<td>6 Quick Tips</td>
<td>78</td>
</tr>
<tr>
<td>5 Ways to Improve</td>
<td>45</td>
</tr>
</tbody>
</table>

*Note: The views indicate the number of times each topic was accessed during the academic year.*
TUTORIAL VIEWS BY SEMESTER

50% 50%
Fall 2017  Spring 2018
# TUTORIAL DOWNLOADS FROM DRS

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>DRS Views</td>
<td>316</td>
</tr>
<tr>
<td>DRS Downloads</td>
<td>189</td>
</tr>
<tr>
<td>DRS Streams</td>
<td>23</td>
</tr>
</tbody>
</table>
WHAT MADE THE DIFFERENCE?
TUTORIAL NAMING CONVENTIONS

LIBRARIAN’S MENTAL MODEL

Subject Searching
Using a Database Thesaurus

ANSWERS “WHAT’S IN IT FOR ME?”

HOW DO I
CHOOSE A RESEARCH TOPIC?

Northeastern University
University Libraries
TUTORIAL DESIGN

TEXT HEAVY SLIDES

1. **KEYWORD SEARCHING**
   Using Boolean operator NOT

2. **When to use NOT**
   - To exclude relevant terms from your search
   - To focus your search
   - To negate a term

Sample Search Statement

- "Find an article on 'AI' and exclude 'machine learning'
- 'Data science' AND NOT 'machine learning'"

Questions?

- Contact me at: [Contact Information Here]

DYNAMIC, GRAPHICS-FOCUSED SLIDES

Search for additional resources
LIBGUIDE ORGANIZATION

TABBED BOXES MADE SOME TUTORIALS INVISIBLE

CLEARER WAYFINDING THROUGH DIRECT LINKS
TUTORIAL ACCESS

ONLY INCLUDED ON LIBGUIDE

POSTED MULTIPLE PLACES TO PROMOTE DISCOVERY

• Research Tutorials LibGuide
• DRS—allowed download for embedding directly in LMS
• Library FAQ
TUTORIAL PROMOTION

PROMOTED TO FACULTY

• Emailed faculty when tutorials were ready

PROMOTED TO FACULTY AND STUDENTS

• Emailed faculty about tutorials
• Promoted tutorials in instruction sessions
• Promoted tutorials on library website and newsletter
ALL HANDS ON DECK

SOLO LIBRARIAN APPROACH

• Designed and developed by a single librarian

COLLABORATIVE EFFORT

• Designed and developed by a team, with several sets of eyes providing input and edits to content and scripting language
IMPROVING THE EDUCATION VIDEOS

MAKE TITLES MORE USER-FRIENDLY

“FULL TEXT” VIDEO USAGE INCREASE

HOW DO I ACCESS THE FULL TEXT OF ARTICLES?
IMPROVING THE EDUCATION VIDEOS

PLACE TUTORIALS AT POINT OF NEED IN GUIDE

“DISSERTATIONS” VIDEO USAGE INCREASE
A SILVER LINING
GETTING CREATIVE WITH LIBRARY INSTRUCTION
The Education Videos weren't working

So I suggested Library webinars, scaffolded to specific courses and course assignments.
<table>
<thead>
<tr>
<th><strong>EDUCATION WEBINARS</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Scaffolded to Intro to Doctoral Studies course assignments</td>
</tr>
<tr>
<td>Answered and gave context to repeat questions</td>
</tr>
<tr>
<td>Offered live meeting option for interested students</td>
</tr>
<tr>
<td>Webinar recorded for asynchronous viewing</td>
</tr>
</tbody>
</table>
WEBINAR ENGAGEMENT

WINTER 2017

- Library Orientation
  - Live: 37
  - Recording: 21
  - Total: 127

- Advanced Search Strategies
  - Live: 6
  - Recording: 37
  - Total: 44

- Dissertations
  - Live: 1
  - Recording: 33
  - Total: 34
## Webinar Engagement

<table>
<thead>
<tr>
<th>Course</th>
<th>Live</th>
<th>Recording</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>Library Orientation</td>
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<td>104</td>
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<tr>
<td>Advanced Search Strategies</td>
<td>37</td>
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<td>Dissertations</td>
<td>8</td>
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</tr>
<tr>
<td>Citation Management</td>
<td>15</td>
<td>41</td>
<td>57</td>
</tr>
<tr>
<td>Research Refresher</td>
<td>6</td>
<td>29</td>
<td>35</td>
</tr>
</tbody>
</table>

**Fall 2017**

- **Live**: Green bars indicate the number of participants who attended live.
- **Recording**: Blue bars show the number of participants who watched the recording.
- **Total**: Yellow bars represent the total number of participants, including both live and recording views.
SCAFFOLDING & PERSONALIZATION

TARGETED SPECIFIC ASSIGNMENTS AND QUESTIONS

CREATED A SENSE OF COMMUNITY

Webinar Scope

- How to find quantitative and qualitative studies
- Subject searching
- Citation mining

Ready to join Lindley's Meeting?
PROMOTION

- Entire doctoral program received an email blast about the first round of webinars
- Schedules and links to live sessions and recordings included in classrooms
QUESTIONS?
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