LOEX 2008

Saving Student Brian: Engaging Students with Innovative Technology

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Question: How do you provide library orientation for a large number of first-year students without boring them to death?

Answer: Create a video using new technology, student actors, and a little fun.

Learn step by step how the University of Kentucky Libraries revived their first year student orientation experience by creating a video filmed on campus and in the virtual world, Second Life. From writing and filming to editing and screening, the presenters will discuss the process, offering practical tips and suggestions for creating your own instructional video. In addition, the presenters will discuss lessons learned from this experience.

Tips & Tricks

- You can't do effective libary instruction in 15 min. so don't try. For such limited exposure, focus on a simple message: The library is a friendly place, the librarians are here to help.
- Including fun and humor increases attention and makes the lesson more palatable
- Involve students every step of way, to help you distinguish "cool" vs "lame"
- Make every effort to be representative – diversity is important
- Film much more than you anticipate needing – you'll leave a lot on the cutting room floor, but the really good parts are few and far between!

- Get release forms in advance
- Everything takes longer than you think – allow yourself lots of time
- Don't let lack of experience, limited funds for software, etc frighten you! You can do something creative without professional software and experience. (e.g. Audacity and Second Life are free)
- When developing training materials, flexibility is important. You need a mechanism to update as needed. Creating your materials in-house maximizes your flexibility.

Resources & Links

Mellon, C. (1988, September 1). Attitudes: the forgotten dimension in library instruction. Library Journal, 137-139.

Onwuegbuzie, A.J., Jiao, Q. G. & Bostick, S. L. (2004). *Library anxiety : theory, research, and applications* . Lanham, MD : Scarecrow Press.

Tenofsky, D. (2007). Teaching to the whole student: building best practices for collaboration between libraries and student services. Research Strategies, *20 (4), 2007, 284-299.*

Saving Student Brian, movie URL: http://tinyurl.com/47zwq9
Camtasia, screen capture and video editing software: http://www.TechSmith.com/CamtasiaStudio
Second Life, virtual world application, used in this case for the movie animation: http://secondlife.com
Audacity, audio-editing software: http://audacity.sourceforge.net/