



TO: Dr. Gregory Wickliff
FROM: Anne Cooper Moore
SUBJECT: ENGL 5181 Spring 2022 Project 3 Assessment Memo
DATE: April 27, 2022

Project Outline

For Project Three, I decided to create my first instructional video ever! I've been a librarian for over 40 years. I was an instruction librarian for several years and researched information literacy instruction for my dissertation, but I have never made a video before. Given that this was my very first attempt, I fell back to my instruction and information literacy roots. I decided to make a video of some of the basic tips for searching Google that many people do not know. For this project, I did not look at existing videos on the same topic because I know a lot about it. I searched Google for their current search tips, but relied on information from [Google](#) – not other sources - for the strategies I included in the video. I selected to cover definitions, phrase searches, allintitle searches, term elimination, restriction to a domain or site, related sites, and the Advanced Search as a summary of all of the other searches. I find these search techniques the most powerful.

I wrote a script and rather than drawing a storyboard, I supplemented the script with screen captures from Google of the results of the searches. I'm not a fan of drawing a storyboard because it doesn't help me visualize the product at all. I cannot draw a straight line and would rather use a computer to help me visualize what I will create.

I created my video called [6 easy tips to find results on Google more efficiently](#) on Zoom because I knew how to use it. I tried Screen castomatic, but could not get it to record the video and audio simultaneously. I used Screen castomatic to edit the mp4s that I downloaded from Zoom. I made approximately 10 different recordings that averaged 7:12-8:12 in length.

Below is a summary of the suggestions from the three usability test participants. Please note that I wrote a separate document called *Usability Test Summaries Project 3 Anne Moore 042222* that summarized the results of the usability tests including a grid of the responses.

Summary of Responses to the Pre-Test and Post-Test Questions

The input from the participants was extremely helpful. While they did not find any issues with the audio and video, they had a few suggestions.

1. Remove the related: search tip to shorten the video and because it is not used very much.
2. Face the camera straight on (the laptop is so low that it looks like I am facing down at it).
3. Use a neutral color background.
4. Try using interior light rather than natural day-time light.
5. Have the light directed onto my face so it is in full view.
6. Maybe add another example of each tip within the same time allotted to that tip or spend more time on each example.
7. Tell the audience not to put Google stop words in their searches and not to formulate searches as questions.

After the first participant suggested that I might cut out the related: search because he didn't quite understand when he would use it, I edited the related: search out, which saved 1 minute (down to 6:30) and made it more appealing to viewers. I think that was too much to absorb in a single video and the first participant advised that the Advanced Search was a more important concept to convey.

Then as I reflected on the other input from the usability test participants, I thought I would try another round of recording to attempt to address some of the other ideas expressed by the usability participants: face on lighting, camera angle (elevate the laptop), and background color (neutral). I set the laptop on a box, used interior lighting to show all of my face, and used my kitchen wall as a background. I also worked on the script more to emphasize not to formulate searches in questions using why and to eliminate Google stop words like prepositions, articles, pronouns, etc. I experimented a bit with trying to give multiple examples of a single type of tip, but this just took too long.

I made 4 recordings with the new set-up, but unfortunately, I seemed to add more ums and breaks the more times I recorded it and it got much longer with the additional searching content (8+ minutes). I was obviously too tired of the material to deliver it smoothly.

I selected the best of the 4 new recordings and tried to edit it in Screen castomatic, but the very brief ums and pauses were too brief for the slider to capture to cut. I made a thumbnail for the videos in InDesign to go with them on YouTube. Then I uploaded both of

them (the one used in the usability tests and the one that addressed the suggestions, but had lots of pauses/ums) to [my new YouTube channel](#).

I asked Dr. Wickliff for his advice on which one to select and he recommended the first one because it was shorter and had fewer pauses/ums.

[Video #1](#)

[Video #2](#)

Challenges

1. While recording the video on Zoom was easy because I do it every day, I did not know how to edit the video. I used Screen castomatic as Dr. Wickliff recommended and it worked to cut out the full related: search which was one minute in length. I tried to edit out the ums and other brief lapses, but I could not control the sliding bar with enough accuracy to delete them.
2. I learned that it is difficult to coordinate everything you have to set up and remember in recording an effective video. Even with a script, I would forget one line in a segment and need to re-do it.
3. It was difficult to keep the video short and still convey the concepts.
4. The video was too fast for one of the three participants to absorb the new information in one viewing. The two experienced web searchers did not encounter any issues.

Conclusion

Overall, creating my first video was not as scary as I thought it would be. My voice got really tired after recording the script numerous times and then I started making mistakes and inserting a bunch of unintentional ums. I could have spent forever editing the videos to be just right. I will learn to edit video in Adobe Premier or another subscription editing program over the summer. I plan to make a video of Google Scholar tips over the summer and put it up on my new YouTube channel.

Additional Comments after Dr. Wickliff's Comments

- What would a more ideal background for the video look like?
- The mouse pointer is small and sometimes difficult to follow on the screen. How could this be improved?
- Using transitional title slides that presented the text of the searches in larger text would likely help users, especially visually impaired users.
- In the conclusion, it would be useful to list what users should have learned and perhaps to point to additional resources for learning about advanced searches in Google.

Background: Ideally, a video would be recorded with a “green screen” background as we have available in the EZ Video Studios in Atkins Library, but a neutral background would also work so the audience focuses on the speaker. Front on lighting would be helpful to light up the face of the speaker so facial expressions are evident.

Mouse movement: I used Zoom to record my video, but ideally, I would use a more sophisticated program that would highlight the mouse as it hovers and moves across the screen. Screen castomatic, Camtasia, and Adobe Premiere all provide a variety of options for making the mouse more visible. But I learned that you can download and install a Microsoft app called Mouse pointer highlight at the Microsoft Store that allows you to highlight the mouse, so it stands out as you move it around. There are also different looks to the mouse in the Windows Settings on Windows devices, which I could have installed to help make it more prominent in the video.

Transitional slides: I could have added a slide right before each of the 6 tips that would explain what I was going to show. Including transitional slides would have helped reinforce the concepts by giving the viewers a heads-up on what they were going to see and learn next. They would have absorbed the tip better with the preview.

Recap: As we learned in the content we were to review on [making instructional videos](#), you should repeat the concepts three times: 1) Introduce them; 2) Show them; 3) Repeat them. Since I was trying to keep the video as short as possible, I did not recap the tips as I should have. I figured that viewers would watch it again if they forgot the tips, but I could have included a single summary slide that listed the 6 tips we had covered concisely. A summary slide would have reinforced the concepts introduced.

Further resources: I would also add at the end of the video that viewers can find additional information on Google searching from the Google Search Help, which you can find by typing in the Google search box: “advanced search” site:google.com. I found an excellent search option summary page in the results from this search, which I used for the preparation of my video at:

<https://support.google.com/websearch/answer/2466433?hl=en>