

**Reaching Out  
in Creative Ways:**

**Demystifying Documents  
Via YouTube**

William Cuthbertson •  
University of Colorado Boulder

**Outreach Problems:**

**Intimidation**

**Accessibility**

**Awareness**

**Changing Behaviors**

**Problem:**

Materials are  
**Intimidating** for External  
*and* Internal Patrons.

**Problem:**

Perceptions of  
**Intellectual**  
**Inaccessibility** of  
Government Materials.

## **Problem:**

**Lack of Awareness  
about the FDLP,  
What Gov. Sources are,  
and Services.**

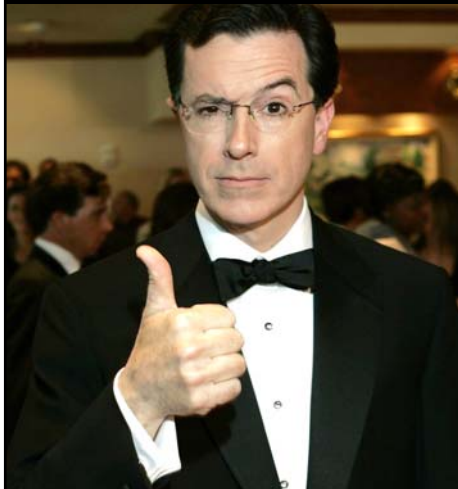
## **Problem:**

**Outdated Ideas about  
what Libraries Can Do.**

Technologically **Savvy**.  
Eager to Assist.  
Intellectually **Engaged**  
with Materials.  
**Accessible** All the Time.

**Shhhhhhhhhh!**

Ultimately, Where  
People Go for  
Information has  
**Changed.**



**Colbert**



**Stewart**

**Beck**

**Rush**



According to **StatAb:**  
**Since 2008**, Americans  
spend more time  
with **Video Games**  
than **Books**

**Games** ≈ **124 Hours** per  
Person Per Year.

**Books** ≈ **98 Hours** per  
Person Per Year.

Voice of **Authority** for  
Libraries is  
**Fading.**

Voice of **Authority** for  
Government Information  
is **Intimidating.**

**Answer:**

Time to **Mix. It. Up.**



**Answer:**

Create **Accessible,**  
**Discoverable** Content  
that **Explains** Our **Value.**

x

**Why YouTube:**

**The Go-To Site for Video.  
Universally Known.  
Universally Used.**

**Why YouTube:**

**When Content Reaches  
Certain Thresholds,  
Viewer Data  
are Released**

## Why **YouTube**:

All Hits =  
Traffic Sources,  
Viewer **Location** and  
**Discovery** Data.

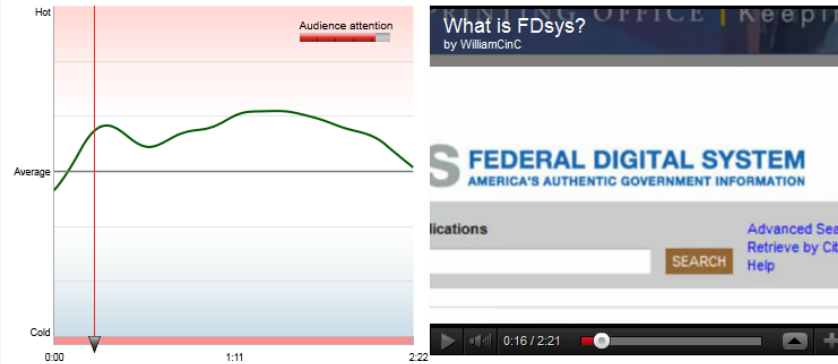
## Value of **YouTube**:

At  $\approx$  **500** Hits:  
**HOT SPOTS**

At  $\approx$  **800** Hits:  
**Viewer Demographics**

# Hot Spots:

**Hot Spots** The ups-and-downs of viewership at each moment in your video, compared to videos of similar length. The higher the graph, the hotter your video: fewer viewers are leaving your video and they may also be rewinding to watch that point in the video again. Audience attention is an overall measure of your video's ability to retain its audience. [More info](#)

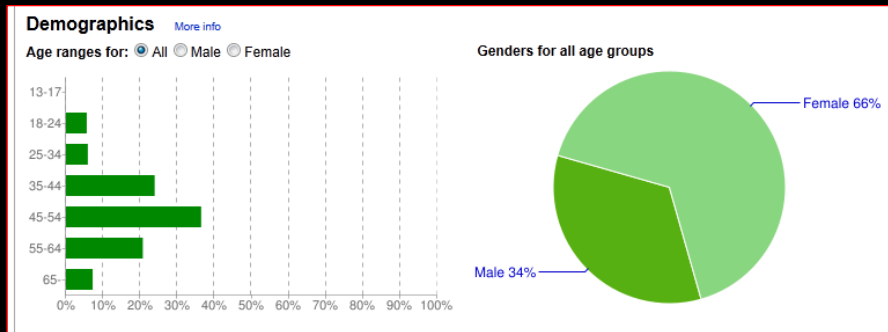


# Hot Spots:



**High Attention =  
Successful Video**

# Viewer Demographics:



## What do They Tell Us?



Government Information at Norlin Library  
govpubs@colorado.edu (303) 492-8834  
<http://ucblibraries.colorado.edu/govpubs>

## **New Challenges:**

**Thresholds for Data  
Require More  
Professional Appearing  
Content.**

## **New Challenges:**

**Professional Appearing  
Content Increases  
Credibility with  
Media-Savvy Patrons.**

## Going Forward:

Use Data to  
Inform **Success** of  
**Projects** and **Style**.

## Going Forward:

Experiment with  
**Delivery** via **YouTube**,  
**Blogs**, **Facebook**,  
**Twitter...**

## Going Forward:

...To Make Materials  
**Accessible** to **Library,**  
**Academic,** and **Public**  
Patrons.

## Going Forward:

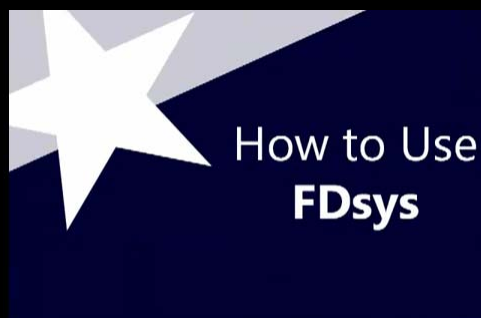
**Social Distribution** Not  
Only **Works,** It Is  
**Essential.**



# Going Forward:

Combine “**Informative**”  
Videos with “**Functional**”  
Tutorials.

# Going Forward:



 University of Colorado  
Boulder

Government Information at Norlin Library  
govpub@colorado.edu (303) 492-8824  
<http://liblibraries.colorado.edu/govpubs>

Crosslink  
and  
Release.



**Ready for Questions!**