Accessible and discoverable videos:
Cleaning house before we move to YouTube

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Background

Dalhousie Libraries have close to 100 instructional video tutorials on many topics; created using Camtasia software.

Lindsay noted that our videos lacked *shareability* and *accessibility:*

- They were housed on Dal's server and not easy to find
- Content was not made with diverse user needs in mind

The question was asked: Are Dal's online tutorials reaching our users?

Background

We examined YouTube as a possible platform to house the videos:

- Social media platform=*shareability*
- Closed captioning, comments section to place links (instead of hyperlinking in video), works with screen readers, transcript upload=*accessibility*

Other universities have also made the move to YouTube for similar reasons (Dalal & Lackie, 2014; Vucovich et al., 2013)

A decision was made: Clean up our videos then move them to YouTube

The Plan: Clean House Then Move

Using Joanne Oud's checklist (Oud, 2016), we developed criteria to evaluate our current videos for the following:

- Tutorials should be captioned and available in multiple formats
- Fonts should be large and clear with high contrast
- Content should be structured clearly
- Viewers should not need a mouse
- Audio/narration should be descriptive

   …and more

We also recognized this as an opportunity to update the content for many of our older videos, and weed those we no longer need

The Plan: Clean House Then Move

Identify videos for updating using our checklist, then:

- Revise content
  - Edit the script in a new standard template (adding more descriptive language if needed)
  - Update screen captures
  - Remove any hyperlinks
  - Re-record video and narration

- Move the video to YouTube
  - Upload transcript
  - Ensure captions are included
  - Suggested links and transcript added to description

Progress to Date

Have completed evaluation checklists for the top 45 videos

- 13 Videos have been updated (if necessary) and moved to YouTube

Accessibility issues we have found with our videos (so far):

- Embedded hyperlinks
- Non-descriptive language
    - Ex: "click here" vs. "click the checkbox beside the date filter"
- Callouts that screen reading software can't detect
- Jargon that needs to be replaced with simple language
- Videos that are too long

Next Steps

Continue updating our most popular videos with transcript and video edits

- Migrating them to YouTube as we go

Redirect URLs for videos and create a library subject guide to store all videos

- Removing them from our server

Monitor analytics in YouTube to see how users are interacting with our videos (usage statistics, location, peak viewing times, etc.)

Questions?

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References

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