

# YouTube Channel for The Library and Information Centers

A. TOLESSA DESTA<sup>1</sup>, B. NIRANJANA K<sup>2</sup>, C. M PAUL N VIJAYA KUMAR<sup>3</sup>, D. MULUGETA ASEFA<sup>4</sup>, E. DIRIBA GIRMA<sup>5</sup>, F. MERGA ABERA<sup>6</sup>

<sup>1</sup> HOD, Information Science Department, Wollega University, Nekemte, Ethiopia.

<sup>2,3</sup> Assistant Professor, Information Science Department, Wollega University, Nekemte, Ethiopia.

<sup>4,5</sup> Lecturer, Information Science Department, Wollega University, Nekemte, Ethiopia.

<sup>6</sup> Assistant Lecturer, Information Science Department, Wollega University, Nekemte, Ethiopia.

**Abstract-** In modern days, library and Information centers providing services in more innovative ways. After the advent of Information Technology, social medias became integral part of human life. This article elaborates about what is YouTube and How to Create YouTube Channel and what kind of services can be offered by using YouTube to user community. For providing service librarian or Information Officer equipped with the skills like Information Technology, Video editing with computer device. In this article, author mentioned about the possible services can be offered through YouTube. Any library and information can adopt the services mentioned in this article to reach the end user.

**Indexed Terms-** YouTube Channel for Libraries, Information Centers, Information Officer, Skilled Librarian

## I. INTRODUCTION

In the modern information society, libraries and information centers have a new role to play. This is due to increasing use of web-based information sources and electronic services. Libraries are also being managed in a more democratic way due to flexible communication system and efficient work organisation. Nowadays users would like to get information from the librarians without going to the library. Librarians today should be able to help and serve their users online. Also, Information manager or Librarians need to outreach to user community by using modern information technology tool to provide right information in right time. Presently, most users are busy using in social medias like facebook, YouTube, twitter and Instagram. Creating YouTube

channel for the user community is innovative concept and librarians can provide extensive service and make effective use of information resources in libraries. This article elaborates about how to provide effective services by using YouTube media to user community.

## II. LIBRARY AND INFORMATION CENTERS

The word ‘Library’ is derived from the Latin word “libraria” meaning ‘a book place’. It originates from the term ‘liber’ which means ‘a book’. According to the Oxford Companion to the English Language – “Library is a collection of books, periodicals and/or other materials, primarily written and printed.” Also, libraries called as store house of knowledge and it collect, organize, store and retrieve information for user community in right time.

Libraries provide macro-documents to their users whereas information centres provide microdocuments. Library also differs from information centres in the types of documents stored, types and levels of users, provision of documents rather than information, rendering services to both, internal and external users. Apart from collecting, processing and disseminating information, documentation/information centres are also involved in analysis and presentation of information.

## III. NEED OF SOCIAL MEDIA FOR LIBRARIES

Now a day, social medias became the integral part of human life. This tools and technologies are tools which allow people to interact and connect each other through a virtual community. People can create, share,

discuss and evaluate ideas or information in that virtual world. Librarians can gain many benefits when they involve themselves in that virtual community. However, creating an account in that social media tool is not a goal by itself. Librarians should work hard to make their social media accounts so active and serve their users by doing some services via it.

YouTube is one of the most popular social media tools nowadays and many users subscribe to many YouTube channels. Libraries can use their YouTube channel to enhance inclusion and outreach activities. However, there are many challenges and risks in using these social media tools which librarians must be aware of. Social media tools and technologies have become the most effective way to contact and interact with people.

#### IV. WHAT IS YOUTUBE?

YouTube is a free video sharing website that makes it easy to watch online videos. YouTube is an American video-sharing website that allows you to upload, rate, play, share and comment on videos. YouTube's website was created by three former PayPal employees, Chad Hurley, Steve Chen and Jawed Karim in 2005. One can even create and upload your own videos to share with others. Originally created in 2005, YouTube is now one of the most popular sites on the Web, with visitors watching around 6 billion hours of video every month.

One reason YouTube is so popular is the sheer number of videos you can find. On average, 100 hours of video are uploaded to YouTube every minute, so there's always something new to watch! And one can find all kinds of videos on YouTube—adorable cats, quirky cooking demos, funny science lessons, quick fashion tips, and a whole lot more. Another reason YouTube is so popular: It's all about user-generated content. Instead of videos from major TV networks and movie studios, you'll find amazing and creative videos made by people from different discipline.

Also, there are many libraries and universities that created a YouTube channel to communicate and provide their audiences with instruction about their services. However, most of the content on YouTube has been uploaded by individuals, which mean librarians can create and upload their videos under

their names and became very effective. Unregistered users can watch videos, and registered users can upload videos to their channels. Videos considered to contain potentially offensive content are available only to registered users, affirming themselves to be at least 18 years old. Nowadays there are some videos that reached 2 billion views and likes. That shows with your YouTube channel you can reach and connect with the whole world. In 2015 YouTube announced a premium YouTube service titled YouTube Red, which provides users with both ad-free content as well as the ability to download videos among other features. Nowadays, YouTube is a global website that is being used almost in every country, people visit it daily.

#### V. PRE-REQUIREMENT FOR LIBRARIES TO PROVIDING SERVICE THROUGH YOUTUBE CHANNEL

##### 5.1 Skilled Librarian

For providing library services in YouTube channel, a librarian should be a skilled person in technological aspect. He must have knowledge related to computer, internet, software handling, video editing and troubleshooting the computer in case of computer problem. A skilled librarian can effectively handle the all-library activities with YouTube channel feature for uploading, editing and sharing the videos.

##### 5.2 Video Editing Software

Before starting YouTube channel, the library should get good well versed Video editing software for creating, editing and managing videos. Video editing software is software used for performing the post-production video editing of digital video sequences on a non-linear editing system (NLE). This software typically based on a timeline interface where sections moving image video recordings, known as clips, are laid out in sequence and played back. The NLE offers a range of tools for trimming, splicing, cutting and arranging clips across the timeline. Once a project is complete, the NLE system can then be used to export to movies in a variety of formats in a context that may range from broadcast tape formats to compressed file formats for the Internet, DVD and mobile devices.

### 5.3 Internet Connection

Internet access is the ability of individuals and organizations to connect to the Internet using computer terminals, computers, Mobiles, Tab and Laptop devices; and to access services such as email and the World Wide Web. For creating and accessing YouTube Channel needs internet connectivity and devices like computer and smart phones. In this regard, library ensure high band width speed internet connectivity to upload the videos. From the user side, user ensure the quality internet speed to access the content.

### 5.4 Collect all User E-Mail Address

Before proceed for creating YouTube channel, librarian need to obtain the e mail address of all user community. Then librarian needs to store these emails in library mail address. Whenever creates the YouTube channel librarian should send the invitation to user for subscribe the channel for watching the videos.

### 5.5 Accessing Devices: Smart Phones and Laptop

For creating, editing and uploading the videos, librarian needs to have computer with video editing software. In the same way, user should have the accessing devices like Smartphone or Tab or Laptop with internet connection. According to a statistic by Statista, as of June 2015, most Internet users have no preference in the type of device they use when connecting to a Wi-Fi network. While an exceeding total of 82 percent of users reported to using multiple personal devices when accessing their Wi-Fi network at home, 59 percent of users are also likely to connect any personal device to a 3G/4G (LTE) mobile network access over any other public network. Despite the fact that most users reported to using any device available when seeking a fast and stable connection on any network, the most popular devices during the survey period were laptops, tablets and smart phones.

## VI. CREATING OF YOUTUBE CHANNEL

Establishing YouTube channel involves simple procedures to follows like user should have valid e-mail address. Using library Google account (which also serves as your YouTube account for watching videos), one can easily establish and customize YouTube channel, and then populate it with library

own videos. Follow these steps to create a free YouTube channel once library have a valid Google account set up. Launching the YouTube channel involves following steps.

1. Launch any web browser on your computer that's connected to the internet and visit [www.YouTube.com](http://www.YouTube.com). And sign in using library Google account username and password. The main YouTube home screen will be displayed.
2. Near the upper-right corner of the screen, will see your account profile picture. Click on it to reveal the Google Account Menu, which will also be displayed near the top-right corner of the screen.
3. Click on the "My Channel" link in the upper-right portion of the screen. The "Create Your YouTube channel" screen will be displayed. From this initial screen, one can see profile photo, as well as username and/or first and last name displayed. Click on the "Edit" link that's associated with the "From Your Google Profile" option in order to customize your Google profile, which will be library identity containing public information about you that people will see online.
4. Under the "Activities you'll share on your channel" heading, one can see four options, labeled "Like a video," "Comment on a video," "Favorite a video," and "Subscribe to a channel." Add a checkmark to the checkbox that's associated with each activity want people who visit library YouTube channel's page to be able to do.
5. Click on the "OK, I'm Ready to Continue" button. Library YouTube Channel has now been created. The next step is to start populating library channel by uploading videos to it.

## VII. SERVICES CAN BE OFFERED THROUGH YOUTUBE CHANNEL

### 7.1 Library Orientation

Library Orientation is a vital program which is usually carried out by academic librarians. Goldman (2016) narrated that newly admitted students who receive an orientation to library resources and services are more likely to seek needed research assistance with course papers, assignments, projects, and presentations. Once create the YouTube channel, librarian need to make video about the main objectives of library services and its resources and to educate and guide them on how to

utilize the library services and resources. There are many aspects of library use that can be described and demonstrated via video format. From what type of material, the library holds to how to search on a specific database – all can be turned into a YouTube video that can be viewed at any time by teaching staff and students.

The YouTube video provide opportunity to newly recruited students about activities, services, programs, resources, opening hours, contact information, rules and regulations of the libraries. After uploading the videos in YouTube channel, newly admitted students can ask questions on any issue concerning the library activities that had not been clearly understood by them in comment section and answers were adequately provided by the librarians in reply comments.

## 7.2 How to access information

Librarians can use their YouTube Channel to provide library instruction such as how the users can browse the library databases or how the users can do a professional search. In case, Library is subscribed the E-Journals and Database, librarian can explain how to login to e-journal webpage, and how to send query and how to download the issues through YouTube Channel. This video lecture effective way for librarians to make maximize use of online resources.

## 7.3 Creating Playlist for Subject Related Videos

YouTube had a beautiful option called Playlist, here librarian can create playlist about subject related video lecture for the students. Student simply visit the YouTube channel and select the playlist related to their course and access the information when they needed. This is saved time of the user to search the appropriate video in YouTube for learning.

## 7.4 Get the easy feedback about collection and library services

Through YouTube Channel, librarian can get feedback about library services, requirements related queries from the users. In the comment section, the users can comment about library services and feedback related information in real time. Librarian can respond the user queries through YouTube channel in real time

itself. Feedback in YouTube is very important because it is the only signal for librarian to know library services are in the right way or not. There are many ways that one can know what the users think about your videos and your channel. First, comments are very clear feedback one can see it from library users. The users can write in the video comments their opinions and questions. Second, rates are another great way to tell how much the users find your video helpful. Also likes and dislikes options will show you how many of your users liked and agreed with your video and how many didn't like it.

## 7.5 Store and Share the videos about special events of the libraries and Institutions

Major advantage of the YouTube Channel is librarian can upload any number of videos related to organized functions, celebrations, seminars videos related to libraries and institution without any limits. Hence, some users missed the seminar or events they can have the glance on the YouTube Videos at any time. Finally, it ensures the safe storage of videos related libraries and institution without investment.

## 7.6 Keep inform Updates of the Library

Librarian can send the notice to user through YouTube Channel. When user subscribed the channel, as soon as librarian uploads video, a notice will be appear in users YouTube page. So users can get important information like uploaded new video, liked and replied the comment all. For library notice, librarian can make a short video and upload the same on the channel. Finally, all subscribed members get the notice and follow the same.

## 7.7 Generate Revenue

Librarian can generate the revenue for the libraries and institution through the YouTube Channel. As part of the YouTube Partner program, one can eligible to tap into multiple revenue streams, as long as you meet the criteria and they're available in respective country. In this regard, monetization will be enable when it completed 1000 subscribers with 4000 watch hour for last 12 months. When user watch the library videos, institution get the benefit of monetization per views. Additionally, the subscriptions for channel is the main

signal that shows you how many users find your channel important and they want to be informed in every video will post in the future. According to the subscriptions number, YouTube website will decide how many ads they will post in your videos and how much library or institution can be earn from it.

#### 7.8 New Arrivals of Books with Video promotion by authors

To awaken the reading habits of the students, one can use YouTube media effectively to promote the book, author, title for reading books. Suppose the library purchased a book related a literature, librarian collect the video about the author of the book and its review and customize it and share the video on the YouTube channel. Eventually, user will get notice of the book and demand will create to read the books.

#### 7.9 Track the user community with YouTube Channel analytics

Through YouTube Channel Analytics, one can get Channel Performance Overview - get a complete picture of your channel's performance across all of its content and use period-over-period analysis to identify trends in viewership. Also, Traffic Overview - understand viewer acquisition and retention across all referral sources and dynamically cohort different audience segments to understand what content resonates with your target viewers. This is totally helpful for the librarian, to identify what is the likes of user, what age group people using channel more, from which location they access the information and all.

#### 7.10 Track the User Desires and Opinion with YouTube Poll and Cards

This new type of poll card allows making videos even more interactive by letting viewers participate in a multiple-choice poll. Here librarian can define poll's title and up to five poll choices, and the best part is that librarian can see the results in real time. As with other card types, one can have the poll card show at a specific time in the video and see how it is performing through your channel's analytics. This feature very useful for libraries to get direct opinion for purchasing books and providing new services for the users.

### VIII. ADVANTAGES

YouTube as a website and service contains many advantages that reflect positively on the users and the channel's creators as well. Librarians will earn many benefits from using a YouTube channel as a tool to communicate and provide library instructions to their users.

First, YouTube is a global website that allows library to reach users from different countries. Librarians can use their YouTube channel to provide information related how to access information, where the information is available and how effectively user can utilize the library. These kinds of videos are helps to user learn and watch them from everywhere in the world. So, librarians can become popular on YouTube which will help them to attract other institution librarian and users to YouTube Channel.

Secondly, suppose YouTube channel fulfill the requirement of monetization the library or institution can earn the money per view for the users. Ads will show in your channel according to how many views your videos and how many users subscribed to your channel. So, librarians can earn money for them or for the library by posting these videos on their channel and interacting with their users in order to get more views and subscribes.

Third, librarians will be able to interact and earn social feedback from their users in their YouTube channel. Users can comment, rate, like, dislike and favorite videos on YouTube. This feedback will demonstrate how the users feel and reflect on library videos. With these advantages, librarians can improve the service and update and integrate new technologies in the libraries.

### IX. DISADVANTAGES

On the other hand, using social media tools have some disadvantages as well. Librarians need to spend a lot of time on this social media tool to answer the user queries. This may keep the librarians busy and distracted from doing their job in the library. In this regard, Librarian should assign the work to dedicated staff to answer user queries.

Also, on the internet in general, people might get bad comments or negative words. This might have a bad effect on the librarians and they might get disappointed. However, the smart librarians should not be affected by these comments and should have the ability to use these bad comments as power that could push them to do better.

Additionally, not every librarian might be able to use this social media tool in a professional way. Librarians would need to have a high level of technology skills. Librarians with an IT background would be the best choice to handle the library's YouTube channel.

### CONCLUSION

In conclusion, creating, maintaining YouTube channel is not easy job, to keep inform about library activity for user community, Library YouTube Channel should be updated frequently with innovative information. It needs complete dedication of library staff to answer the user query and upload the current information. YouTube tool is new way of providing information and services to user community. For this librarian should have the IT skills with patience to handle the video and maintaining the YouTube channel. Librarians nowadays have no excuse to not reach unlimited users and provide them the instruction they want. They should trust and involve themselves in the social media to achieve their goals. This article describe about what kind of services can be offered by us YouTube Channel to user community. Finally, one can provide the extensive by using YouTube. From time to time, YouTube updates its feature with new interface. Therefore, Librarian or Information officer has to adopt the features and provide innovative service to user community.

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