



# Video versus Online Text Tutorials: Consideration of Learning Styles

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## OBJECTIVE

Online tools play an important role in educating library users. Research has shown that adults mainly use tutorials to solve specific problems, with learning as a secondary consequence (Chen, 2010). This poster describes the results of a comparative study undertaken at the University of Pittsburgh's Health Sciences Library System to determine the learning preferences of novice library users using instructional video tutorials versus online text tutorials to accomplish the same task.

## METHODS

- Camtasia software was used to create three similar video tutorials that instructed library users how to access full-text articles in three databases: PubMed, Ovid MEDLINE, and PITTcat (OPAC).
  - Run time for each video:
    - Ovid (2 min 38 sec)
    - PITTCat (4 min 4 sec)
    - PubMed (4 min 43 sec)
- Three similar instructional text tutorials were created for each database.
  - The text tutorials were available to users as PDFs.
  - Each text tutorial was 2-3 pages.
- The videos and text tutorials were linked from the library's "How Do I?" Web site. (Figures 1, 2, 3, 4).
- Two librarians examined seven months (June-December 2012) of data that was compiled using Webtrends Analytics software. The data was limited to the University of Pittsburgh and its affiliated medical center.

### Access Links for Instructional Videos and Text Tutorials

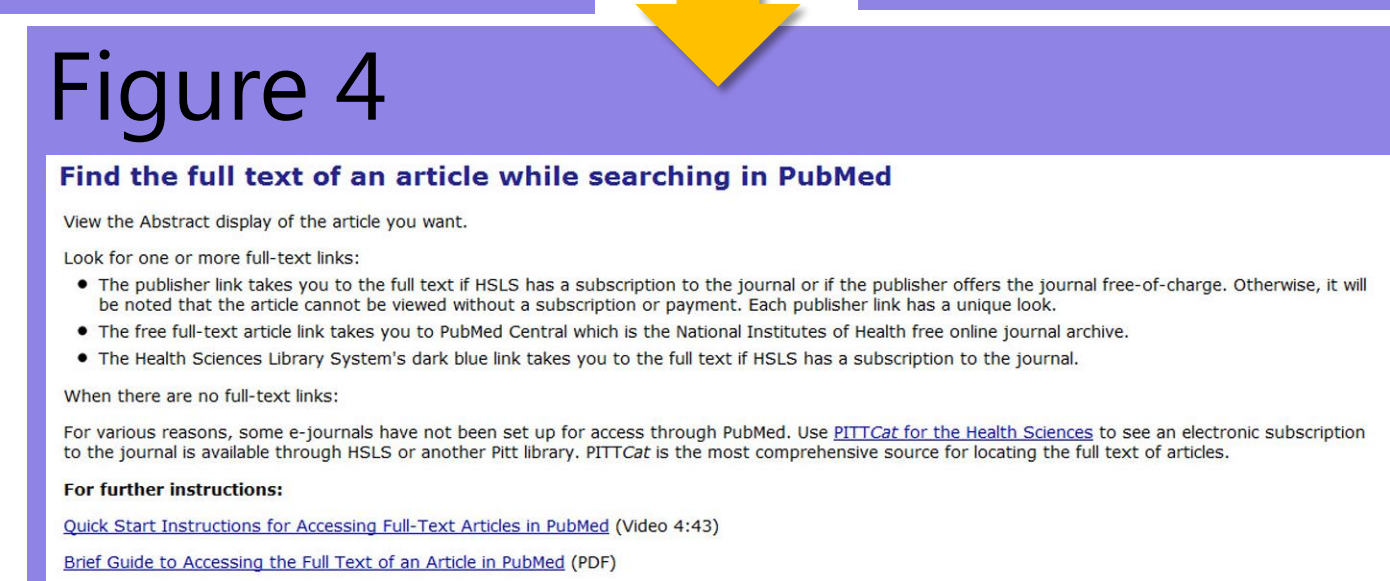
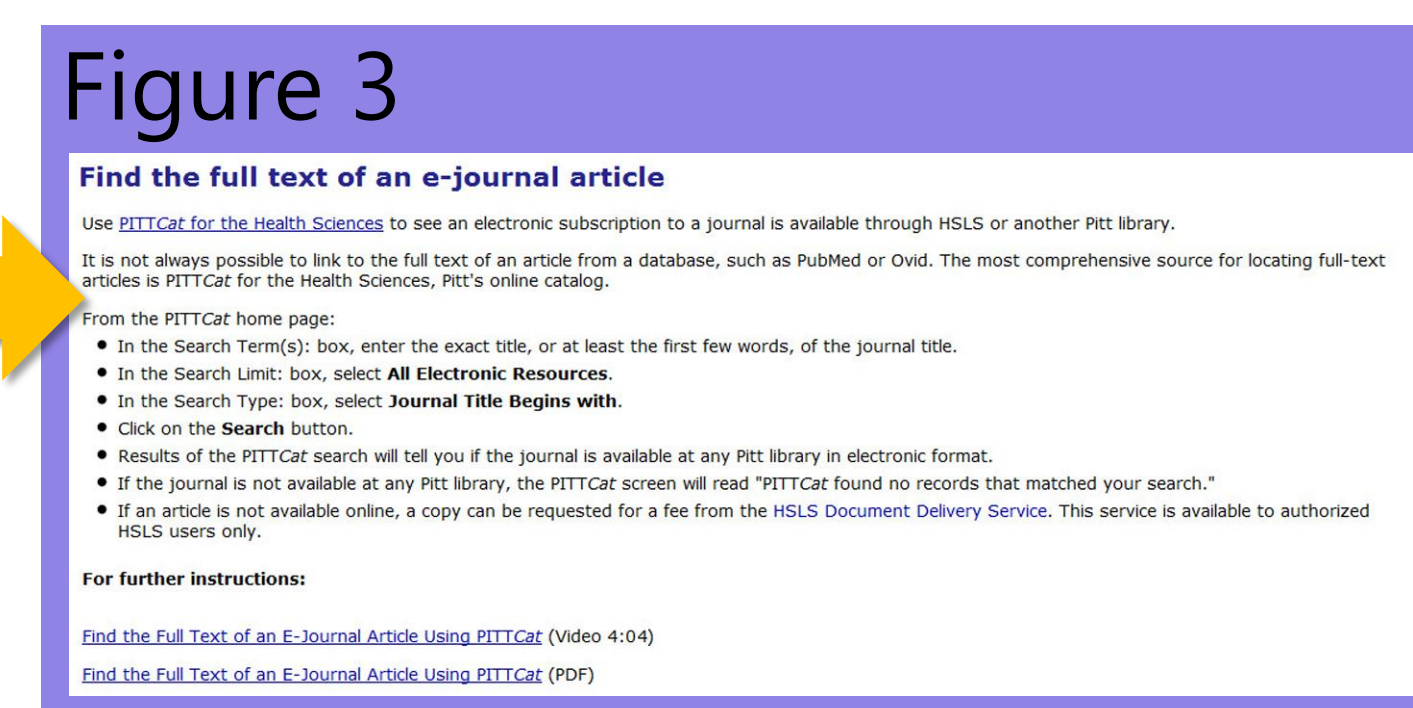


Figure 5

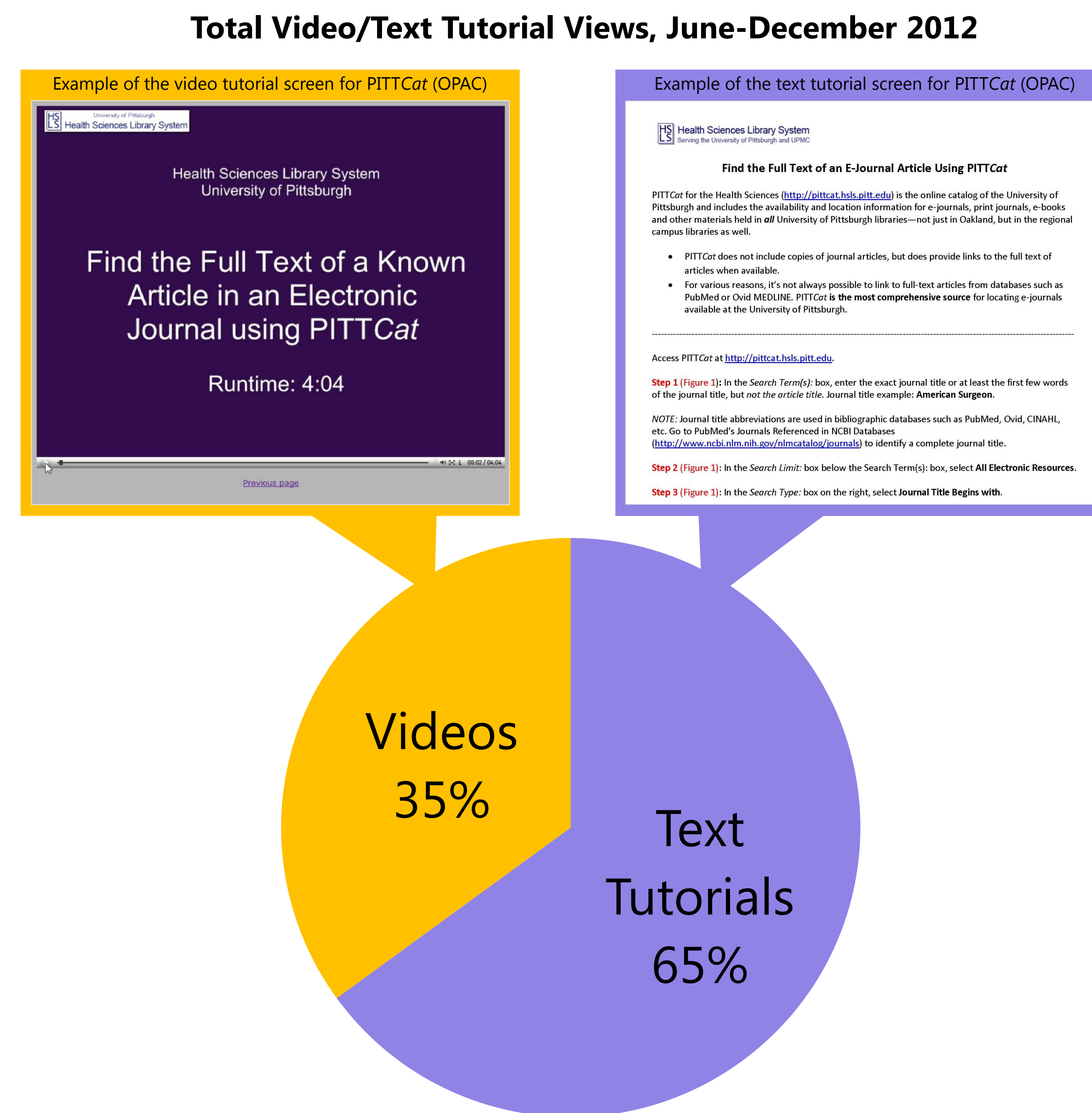


Figure 6

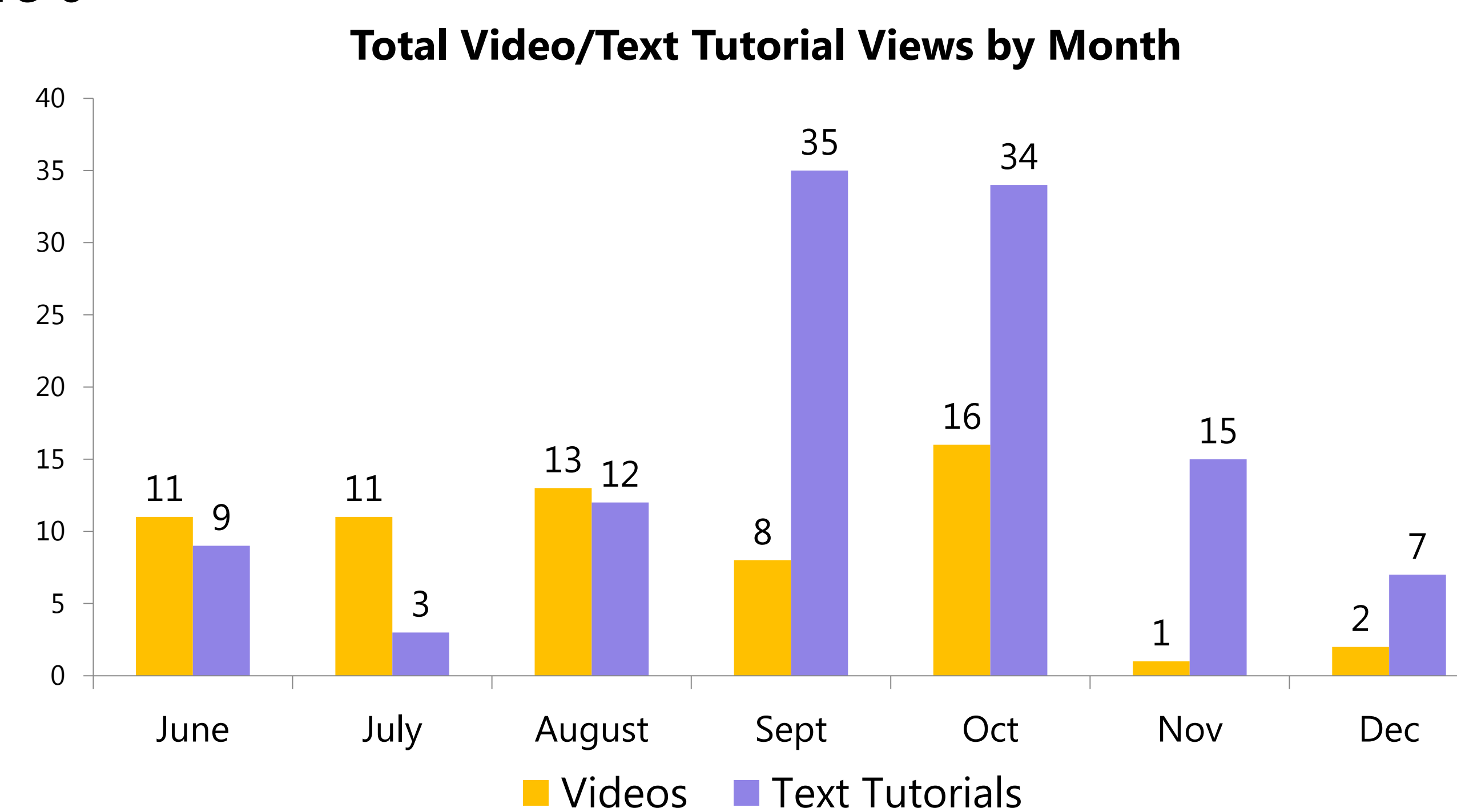


Figure 7

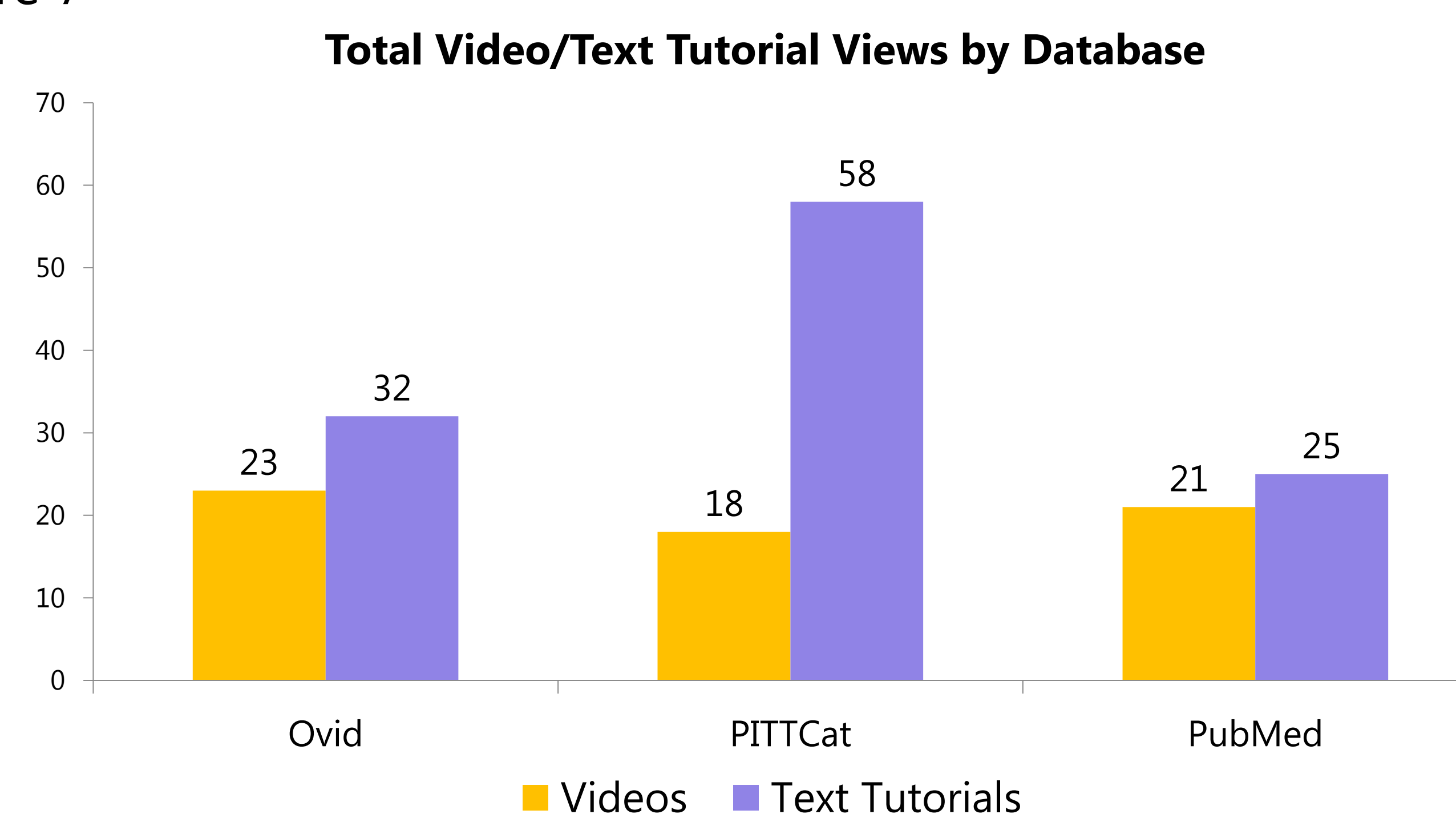


Figure 8

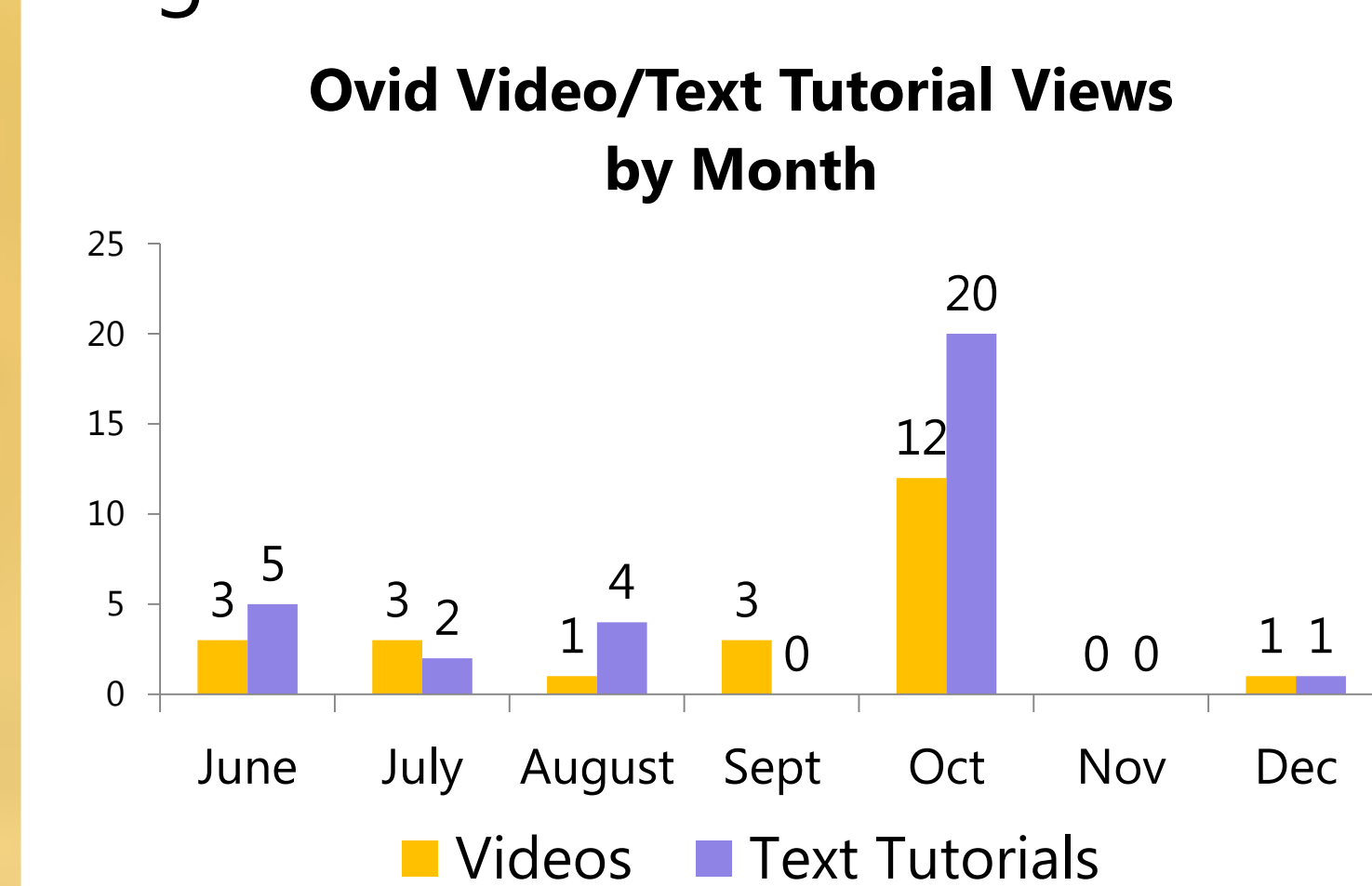


Figure 9

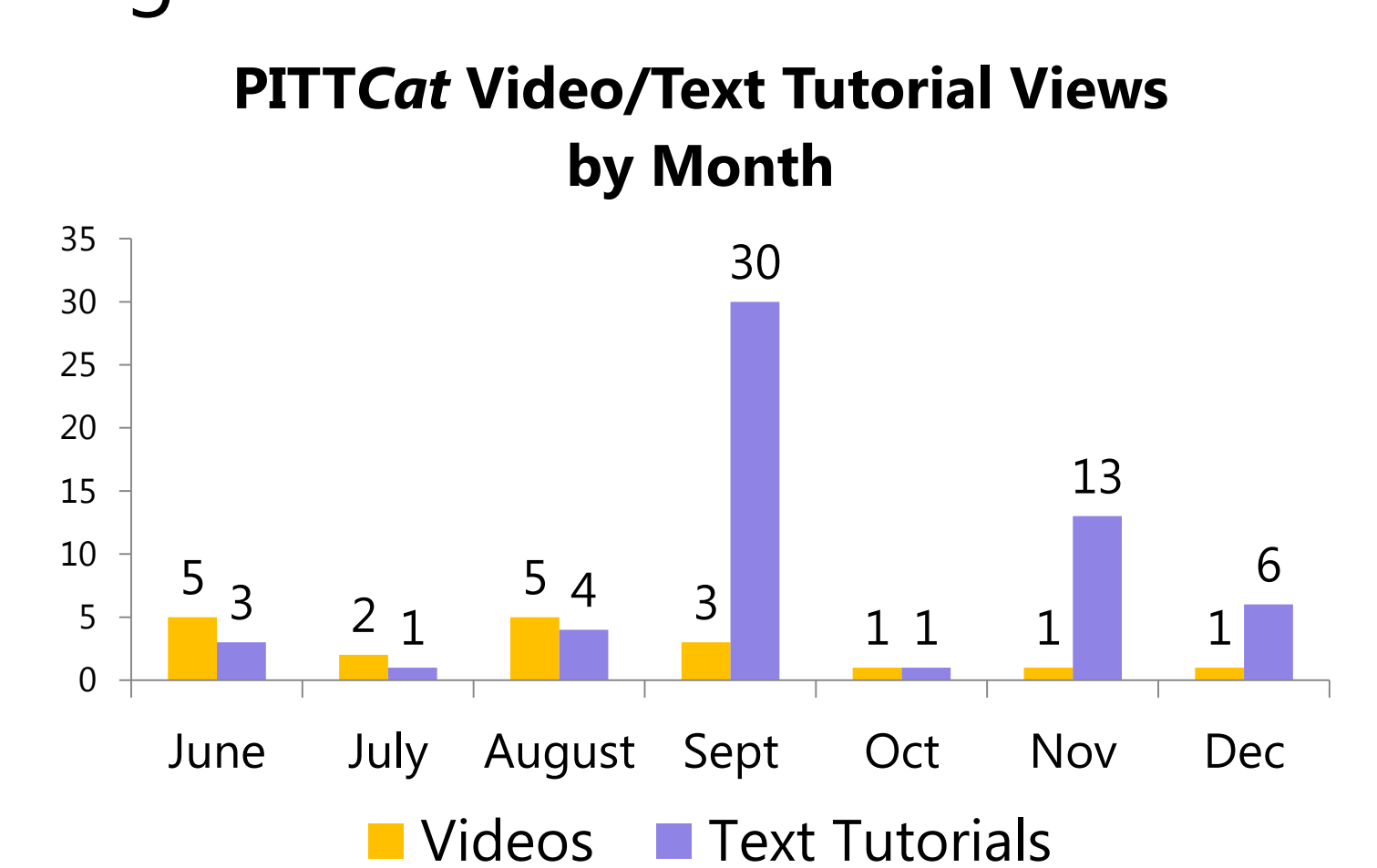
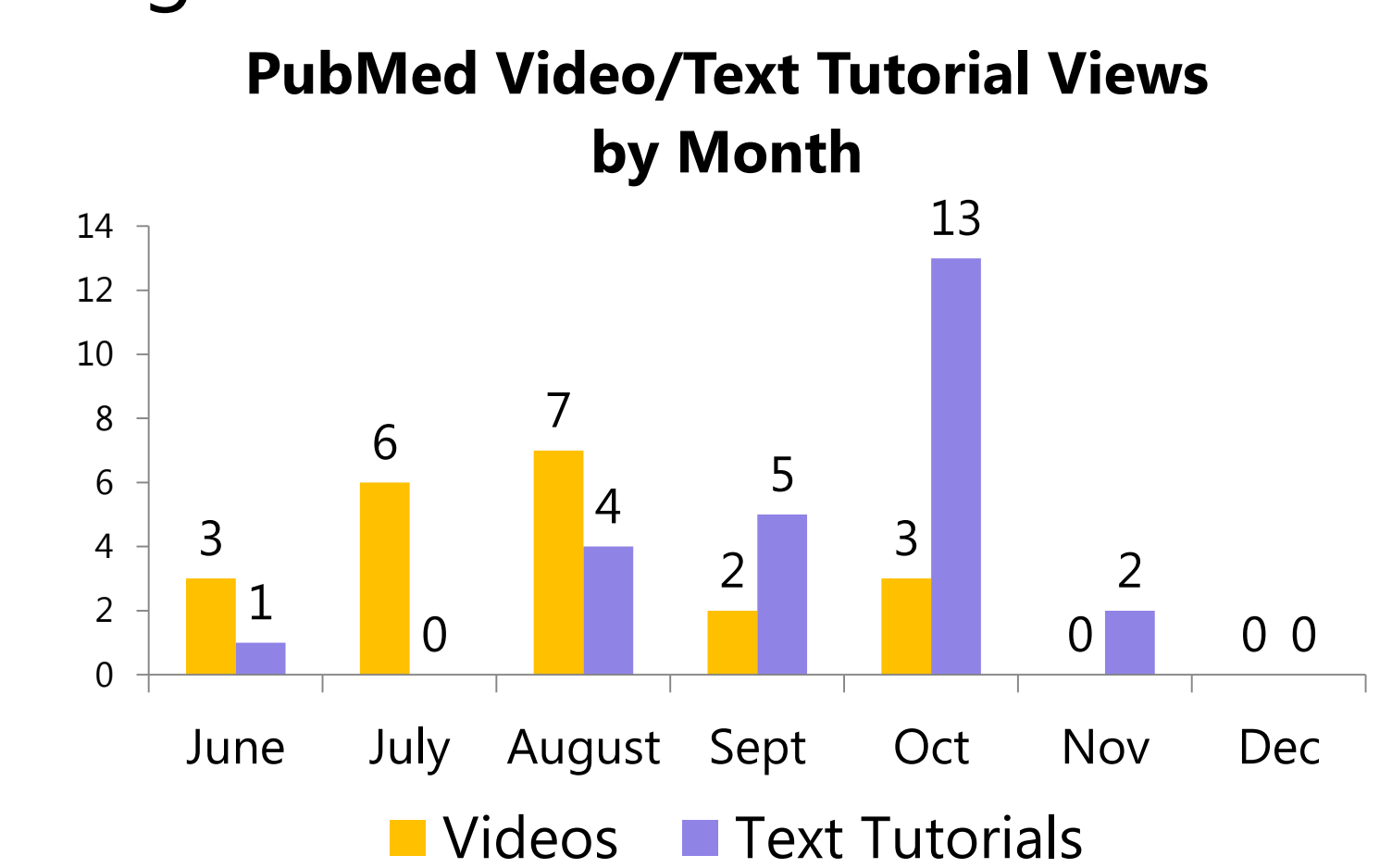


Figure 10



## RESULTS

- From June-December, text tutorials were viewed 85% more often than video tutorials (Figure 5).
- There was a significant increase in text tutorial views in September and October. Video views remained fairly constant, but decreased considerably in November and December (Figure 6).
- From June-December, a preference was shown for text over video tutorials for each database (Figure 7):
  - The Ovid text tutorial was viewed 39% more often than the video tutorial (Figure 8)
  - The PITTCat text tutorial was viewed 222% more often than the video tutorial (Figure 9)
  - The PubMed text tutorial was viewed 19% more often than the video tutorial (Figure 10)

## CONCLUSION

This study is based on an informal usability test targeting novice users. The overall results indicate that considerably more users preferred to view online text tutorials over video tutorials for finding full-text articles.

## LITERATURE CITED

Chen, J, Roys T. Motivations Behind the Use of Web Based Tutorials [Internet]. 2010. Department of Computer Science, University of Illinois at Urbana-Champaign, Urbana, IL; [cited 2012 Nov 13]. Available from: [http://www.jasonchen.org/files/2011/05/tutorials\\_final-paper.pdf](http://www.jasonchen.org/files/2011/05/tutorials_final-paper.pdf).