

Design and Development of Multimedia User Education Program: The Advantages of YouTube

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ABSTRACT

User education is one of the essential activities of the library to optimize the use of library services. This paper discusses the use of multimedia based videos for the promotion of library services and activities with the help of emerging trends and technologies and the power of Web 2.0 especially YouTube. Through this paper, it is tried to demonstrate the procedural aspects of promoting user education through developing multimedia based user education program and utilizing the services of YouTube as media of marketing and communication at Jaypee University of Information Technology, Solan, Himachal Pradesh, India.

Keywords: Multimedia, User Education, Library Services, YouTube.

1. INTRODUCTION

User education is an essential task of any library to make its resources visible and available to outreach. Academic libraries are making great efforts to open the gates to information as widely as possible to let students and faculty freely and ably seek and retrieve the information they need. There is recognition that information education is at the heart of the university's educational mission. Students will need skills to obtain, use, and apply information in efficient, effective, and critical ways in order to be successful. Information literacy education is being adjusted to help students gain such skills in an electronic information society. User education is broader than reference service in regards to exploring, collecting, and using information resources by users (Sun&Rader, 1999).

Library orientation programmes are one of the most common practices by the librarians to educate the new entrants. Librarians give presentations, lecturers, posters, demonstrations etc about the new resources, services and activities. But very often such media is not possible always, because of many reasons. The library orientation programmes in academic system is not gaining success in many aspects. The burden on the library staff, time consuming activities to repeat the orientation programme -

