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Development of an Online Tutorial Using Camtasia Studio

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The Context... The Landscape

➢ **Set of Tutorials**

- Web pages with an assessment
  - Library Basics, Music Major's Guide, Plagiarism
- Built in the early 2000's, flat web pages but with excellent critical thinking plagiarism examples
- Assessment component was disconnected to the tutorial
  - Good for statistics; bad for instructors

The Context... The Landscape

➢ **Primary audience:**
- First Year Seminar classes
- MG 101 Freshman Business Experience

➢ **Statistics**
- Use of tutorial
  - Academic Year 2007-2008:   339 students
  - Academic Year 2008-2009:   356 students
- Reported Academic Dishonesty cases
  - Academic Year 2007-2008:   21
  - Academic Year 2008-2009:   30

Goals & Objectives for the Tutorial

➢ Increase student engagement

- Audio/video
- "Slicker" look and feel

➢ Integration into Blackboard to increase ease of use

- Tutorial and assessment located in Blackboard
- Automatic insertion into FYS courses

Goals & Objectives
for the Tutorial

- ➢ Enhance content, but keep to 7-10 minutes
  - • More explanation of paraphrasing; when to, how to
  - • Student Responsibilities component
  - • Where to seek help

- ➢ Ease of future of updates
- ➢ Add Butler University branding
- ➢ Hope to increase presence in FYS
- ➢ Wanted to play with others – collaborate!

I want to play with others!

With the idea of wedging our way into the FYS curriculum more... the project commenced!

Players:
- Instructional Technology
- Librarians
- Faculty
- Student Services (Student Policy)
- SLIS student intern (became the project manager)

Project Manager

- Project manager guided tutorial project to keep the work on track

- Coordinated efforts between the Library and Instructional Technology

- Worked with Sally to develop tutorial content

- Worked with Instructional Technology to determine best technology platform to meet goals

Project Manager

- Created draft tutorial in PowerPoint

- Developed scripts, where needed, for audio and video components

- Obtained assessment data for current tutorial quiz in Blackboard to inform our revision

- Organized focus group

Tutorial Content

- Started with content from current tutorial

- Entered all current content into PowerPoint

- Added content selected from presentation on plagiarism for faculty from Sally

- Merge required a smoothing of styles and format

- Retained all examples without change

- Planned for video clips and narration at appropriate places throughout

- Added a storyline for humor and interest

Add Storyline

- Blue II, a bulldog, is the Butler mascot
- Blue needs to write a paper on mascots for the University President
- A student helps Blue learn about plagiarism to prepare for writing the paper

http://go.butler.edu/lifeatbutler/?pg=4732

Focus Group Demo

- We created a prototype with limited audio/video content as an indication of our plans

- Distributed the full PowerPoint presentation for evaluation of content

- Focus group included:
  - Writing Across the Curriculum Director
  - Director of the Writer's Studio
  - Education Faculty Member
  - Dean of Student Services

Focus Group Outcomes

- Focus group feedback helped refine and finalize our content

- Changes were incorporated into our PowerPoint and script

- Began the preparation of the final tutorial

Design Requirements

- Discover Learning Goals and Objectives
    - What is plagiarism
    - When do I need to cite my work
    - When can I paraphrase

- Product easy to maintain by non-technical staff
    - Why PowerPoint

- Embedded into Blackboard
    - Distribution and grading

Development Process

- Evaluated technology solutions
  - Blackboard
  - PowerPoint
  - Camtasia

- Get content and develop script

- Shoot audio/video and edit
  - Edited audio and video using Final Cut Pro

- Incorporate video clips into PowerPoint

- Capture using Camtasia and integrate Q & A

Assessment

- Updating assessment to agree with new content

- Used response data to determine which questions to keep

- Added additional questions that addressed new content of the tutorial

- Used a Blackboard assessment tool to create the test (Respondus).

Marketing

- First Year Seminar – automatically embedding

- MG 101 – considering automatically embedding

- New faculty Orientation, Faculty Development day, Global & Historical studies, librarian liaisons, Student Services

Conclusions

- Start small

- Tangible product made it easy to work with faculty

- Working with Project Manager

- Multiple voices

Conclusions

- Complicated project
  - EVERYONE involved
  - Software

- Time for testing
  - Never enough

- Pilot program

Questions?

New tutorial will be available at

http://www.butler.edu/library/tutorials/understanding-plagiarism

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