

# Advanced YouTubery

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a few things that  
you may not have known

*[librarian.net/talks/njla2009](http://librarian.net/talks/njla2009)*



# including...

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- ▶ **things to do *on* YouTube**
- ▶ **Firefox tips for optimum viewing**
- ▶ **what other libraries are doing**



# YouTube is...

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- ▶ **just over four years old**
- ▶ **available localized in 22 countries**
- ▶ **an “independent subsidiary” of Google**





# on the youtube you can

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- ▶ **annotate**
- ▶ **subtitle**
- ▶ **link to timestamp**
- ▶ **get statistics**
- ▶ **beta: warp, stream**





**My Account ▾ / Insight - All Videos**

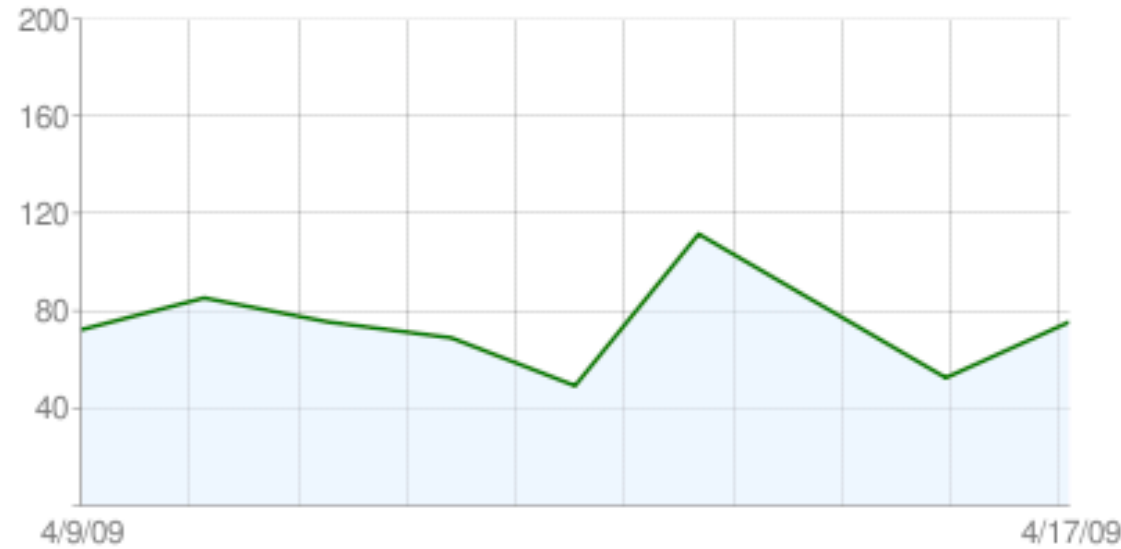
Apr 10, 2009 - Apr 19, 2009 ▾

All countries ▾

**Summary** | [Views](#) | [Popularity](#) | [Demographics](#) | [Community](#)

**Views**

How many views are my videos getting?

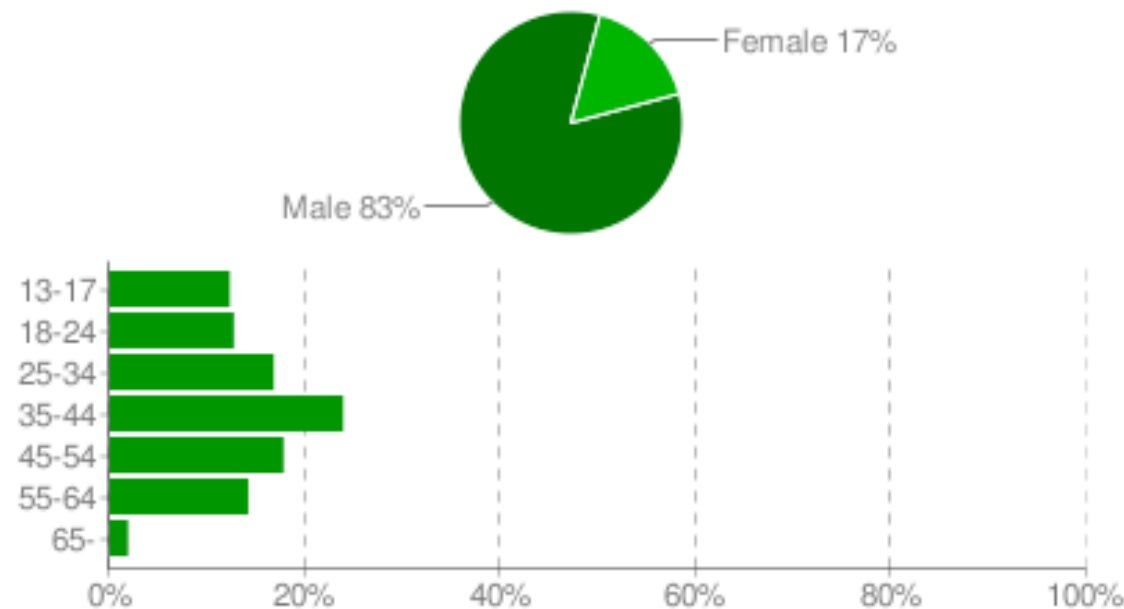


**My videos**

Video	Views (% of total)	Attention
<a href="#">Ubuntu @ the Library</a>	39.8	
<a href="#">Great Ocean Road - Victoria Australia</a>	19.4	
<a href="#">NJLA sample video for Advanced YouTubery tal</a>	8.4	
<a href="#">driving home to vermont in the rain</a>	5.2	
<a href="#">NPR's Tom Ashbrook talks about research &amp; blc</a>	4.9	
<a href="#">Computer Class in Vermont</a>	4.8	
<a href="#">Walking the Boulevard in Bethel Vermont</a>	2.1	
<a href="#">The Great Hug by Donald Barthelme</a>	1.9	
<a href="#">the first thing the baby did wrong....</a>	1.9	
<a href="#">Complicated Banking Problem by Richard Braut</a>	1.8	

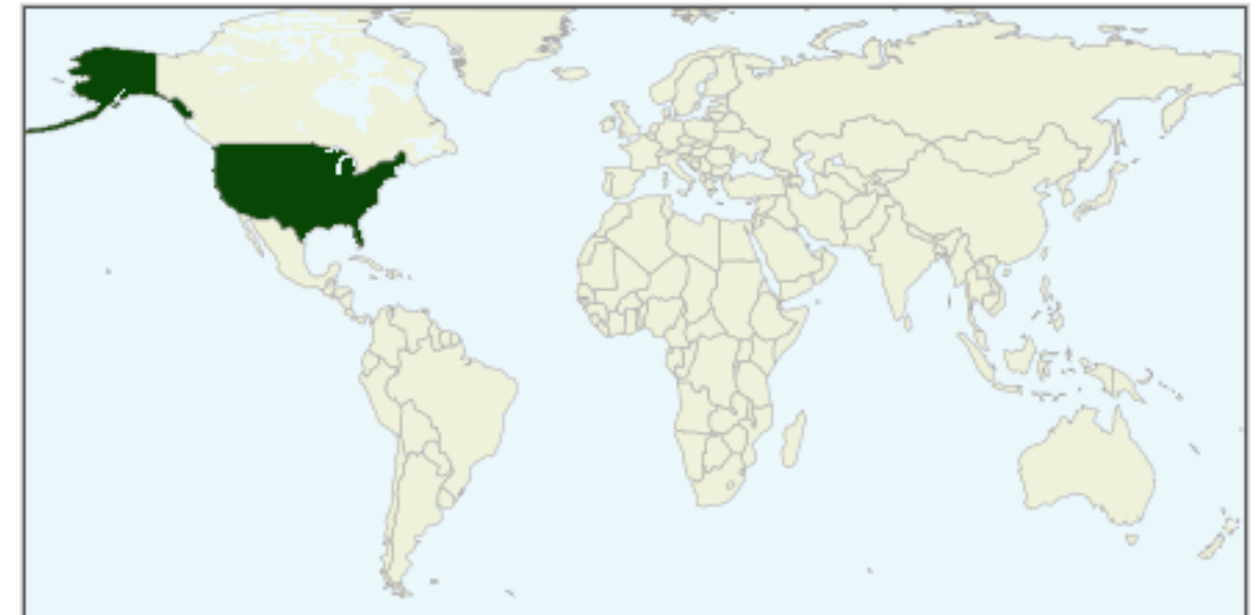
**Demographics**

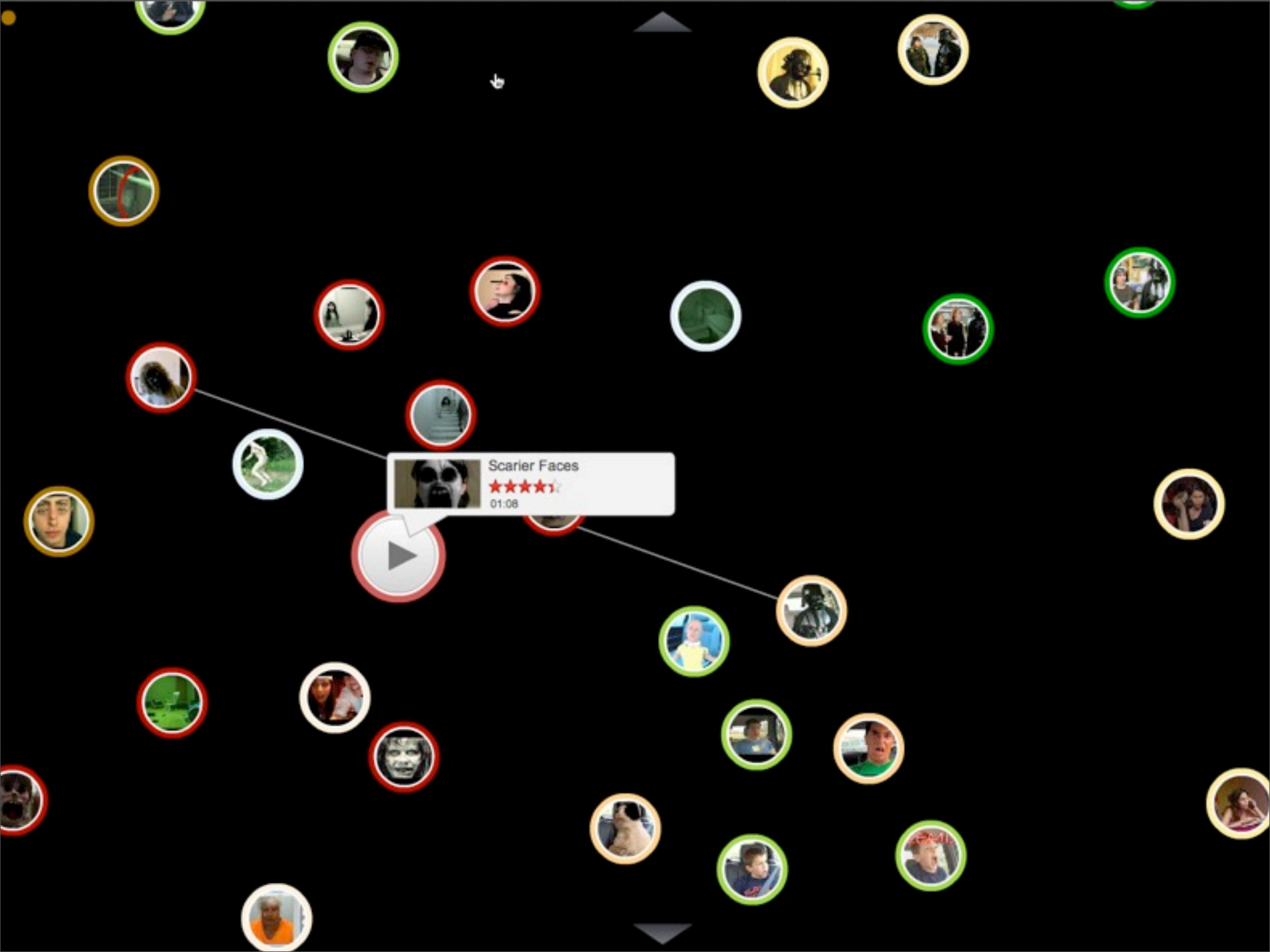
Who is watching the videos in this channel?




**Popularity**

How popular are my videos relative to those of other uploaders?





 Scarier Faces  
★★★★★  
01:08

# A Walk Down Memory Lane

stream creator: [TheIAmGraveyard](#)



## LOUDTUBE: Rickrolled

Broadcasted by IAMMUDKIP



### Coming Up...

- The Idiots of Garry's Mod 2**  
Broadcasted by IMMATANK1
- Don Omar - Salio El Sol**  
Broadcasted by IAMTEHSPY

### Stream Community (10 users)

collapse ▾

IMMAHIIGARAN : I KNOW IT!

IMAGEEWEE : ... c:

IMMAHIIGARAN : ...

IAMMarySunderland : :O

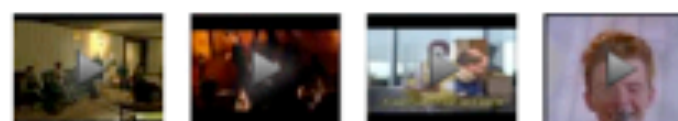
IMMAHIIGARAN : .....

post

- IMMANICHOL** (Stream Admin) [mute]
- IAMHAYNER** (Stream Moderator) [mute]
- IAMMarySunderland** (Stream Mod) [mute]
- IAMTEHSPY** (Stream Moderator) [mute]

### Stream Library (4697 videos)

expand ◀



### Add to Stream

expand ◀

search

Create a New Stream

Invite

url: <http://www.youtube.com/stream?u=TheIAmGra>

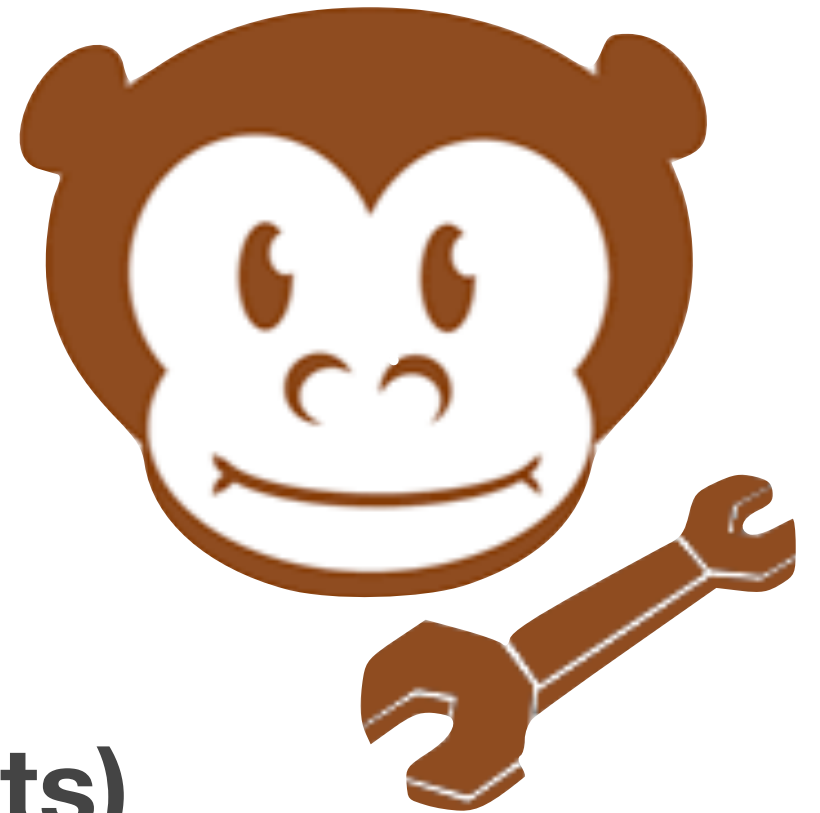




# greasemonkey

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- ▶ **remove ads**
- ▶ **download videos (or use vixy)**
- ▶ **view full screen**
- ▶ **no YouNoobs (remove comments)**
- ▶ **add lyrics**
- ▶ **“lights out”**



# a note about copyright

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[News] Mar/31/2009: New version of converter apps(Mac, Win) Mar/09/2008: Youtube Podcaster 2.0 Mar/05/2008: Download YouTube videos as H.264(MP4)

vixy.net BETA  
an online video conversion service

» Vixy.tv (Live video community) » About us

Online FLV Converter : Download online videos direct to PC / iPod / PSP. It's free!

URL:

E.g.(YouTube): <http://youtube.com/watch?v=J7JmsMMIR4Y>  
E.g.(FLV file): [http://vixy.net/flv/vixy\\_net\\_podcaster\\_demo\\_director.flv](http://vixy.net/flv/vixy_net_podcaster_demo_director.flv)

Converts to:



# who else is using it well?

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- ▶ **Library of Congress**
- ▶ **Smithsonian**
- ▶ **National Library of Scotland**
- ▶ **Encyclopedia Britannica**



**thank you!**

**questions?**

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