

# AI in Action: Creating Instructional Videos for Libraries

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# Videos for Library Instruction

- ❖ Videos are useful to reach students with different learning styles
- ❖ Offer quick help on a topic
- ❖ Explain a concept, skill, or process in a clear, step-by-step manner.
- ❖ boost engagement, improve information retention

# The Challenge of Creating Videos

**Video creation is hard!**



● **Step 1**

Write a script



● **Step 2**

Record the voice narration using a microphone



● **Step 3**

Film the presenter and/or capture screen images



● **Step 4**

Edit audio and video clips, add captions

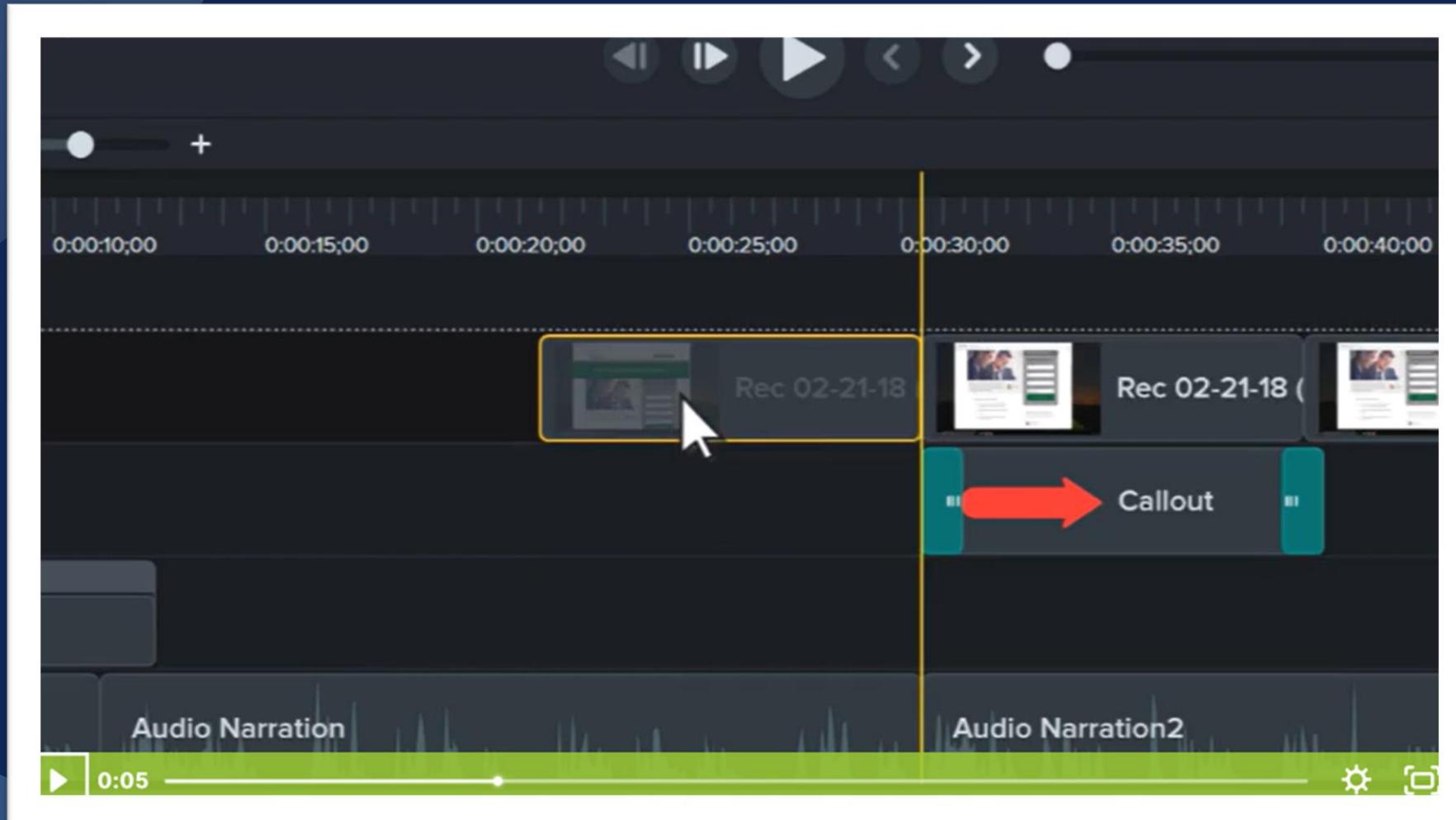


● **Step 5**

Export the final video and share it with the audience.

# Traditional Video Editing Tools

## Camtasia editing screen



# Exploring AI Video Tools

## Key AI Video Capabilities

- ❖ Turn scripts into videos with avatars and voiceover
- ❖ Add captions automatically
- ❖ Allow quick updates or language changes



# What Does a Video Created with an AI Tool Look Like?

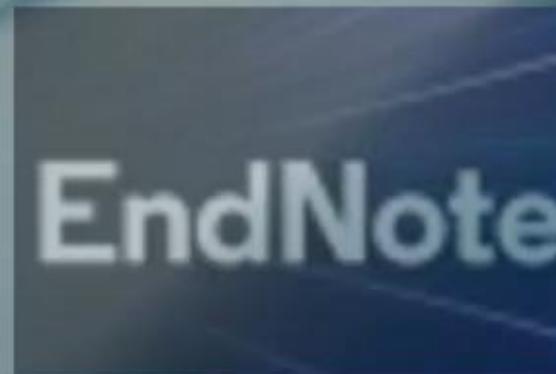


EndNote, RefWorks and Zotero:  
Which one should I choose?



zotero

Hi everyone!



Hey  
Gen

# Example: Heygen

Choosing citation management tools

1 Hi everyone!

2 Are you trying to decide which citation management tool works best for you?

3 Let's go over a few tips to help you choose.

4 First, let's talk about cost.

Scene 1: Avatar: Calm Eva, Voice: Calm Eva, Motion Engine: Unlimited, Avatar Background: Customized, Layout: Circle.

RUTGERS UNIVERSITY Libraries

## EndNote, RefWorks and Zotero: Which one should I choose?

RefWorks

EndNote

zotero

Hi everyone!

HeyGen

00:00 / 02:56

1 EndNote, RefWorks and Zotero: Which one should I choose? 8.0s

2 RefWorks EndNote

3 Free basic version / Paid upgrade for more storage

4 EndNote and Zotero work well with medicine and health sciences

Ambiance Calm Piano

Scene 1

Avatar: Meiling

Voice: Calm Eva

Motion Engine: Unlimited

Avatar Background: Customized

Layout: Circle

Scene rendered

# Example: Heygen

Next, think about the area of your study.

**4**  
If you study medicine, [psychology](#), or education, I recommend EndNote or Zotero.

EndNote and Zotero [connect](#) smoothly with PubMed, [which is heavily used](#) in these fields.

RefWorks doesn't have that direct connection. It takes a few more steps to add citations from [PubMed](#).

Scene Audio Pause Enhance Voice

0 16:9 Brand 3A Cloud

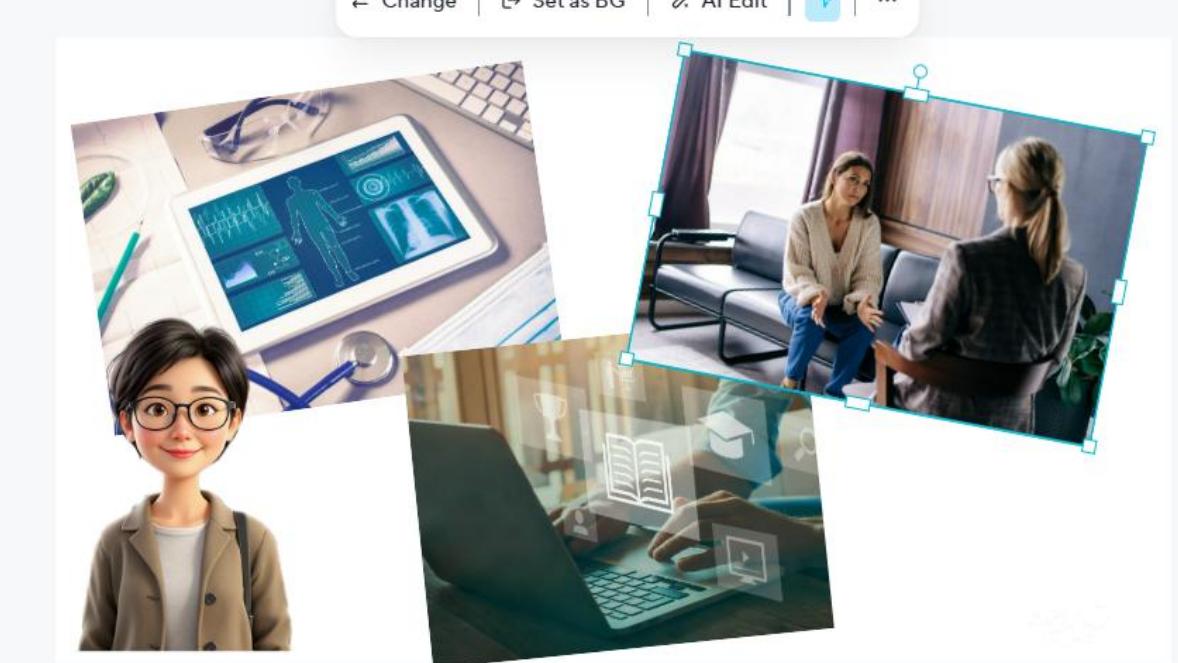
Change Set as BG AI Edit

5

Animate Enter @ "psychology," Animation Exit

00:27 / 03:05

3 4 5 6



The image shows a screenshot of the Heygen video editor. On the left, there is a text-based storyboard with several annotations. A red circle with the number '4' highlights a sentence about EndNote and Zotero. A red circle with the number '5' highlights the 'Animate' button in the top right corner of the interface. The main workspace displays a collage of images related to psychology and education, including a tablet with a medical interface, a doctor's office, a person in a suit, and a laptop with academic icons. Below the workspace is a storyboard with numbered frames (3, 4, 5, 6) and a timeline at the bottom. The top right corner shows the 'Animate' settings for frame 5, which includes an 'Enter' state with a target of 'psychology,' and an 'Animation' section with various movement options. The entire interface is framed by a pink border.

10



Calm Eva



Choosing a citation manager is all about  
what fits you best.

Think about your major, your workflow,

Improve your text

~~Think about~~ Consider your major, ~~your~~  
workflow, and ~~your~~ future projects.

Dismiss

See more in Grammarly

you save time, stay organized,

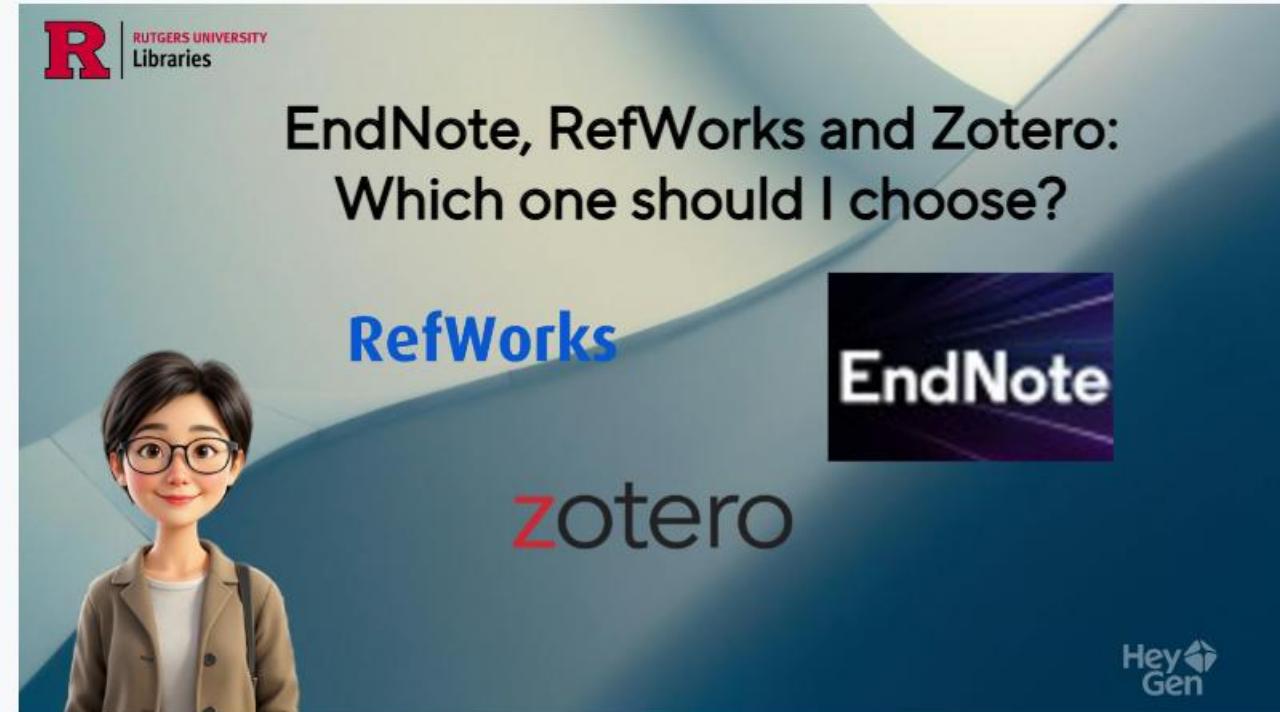
and make citing sources a breeze. If you  
have further questions, do not forget to  
contact a librarian!

+ Scene

Audio

Pause

20+



# More Lifelike AI Stock Avatars

# Useful AI tools...

❖ Heygen

❖ Synthesia

❖ Elai.io

❖ Nano Banana –  
Google AI Studio

❖ Adobe Firefly

❖ Elevenlabs

## Google AI Studio

Home

Playground

Seaside Scenery Profile Picture

Remove Woman From Picture

View all history →

Build

Dashboard

Documentation

Let it snow

Get API key

Settings

Seaside Scenery Profile Picture

310 tokens

Model

Here's a profile picture with a serene sea, tall trees, and a small boat!



Google AI models may make mistakes, so double-check outputs.

Start typing a prompt



# Benefits and Limits

## What Works Well

- ❖ Saves time, lowers the learning curve
- ❖ Easier to match spoken words to on-screen visuals by syncing the graphics to audio timeline
- ❖ Allow quick updates
- ❖ makes it easy to scale content for high-volume needs
- ❖ Generates closed caption; multi-lingual option; Good for accessibility

## Points to Consider

- ❖ Subscription cost  
e.g., Heygen – free version  
3 videos per month, each video is limited to 3 minutes.
- ❖ AI Avatar: Less personal
- ❖ Accuracy must be checked



# Questions?

# THANK YOU

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