



TEXAS DEPARTMENT OF TRANSPORTATION

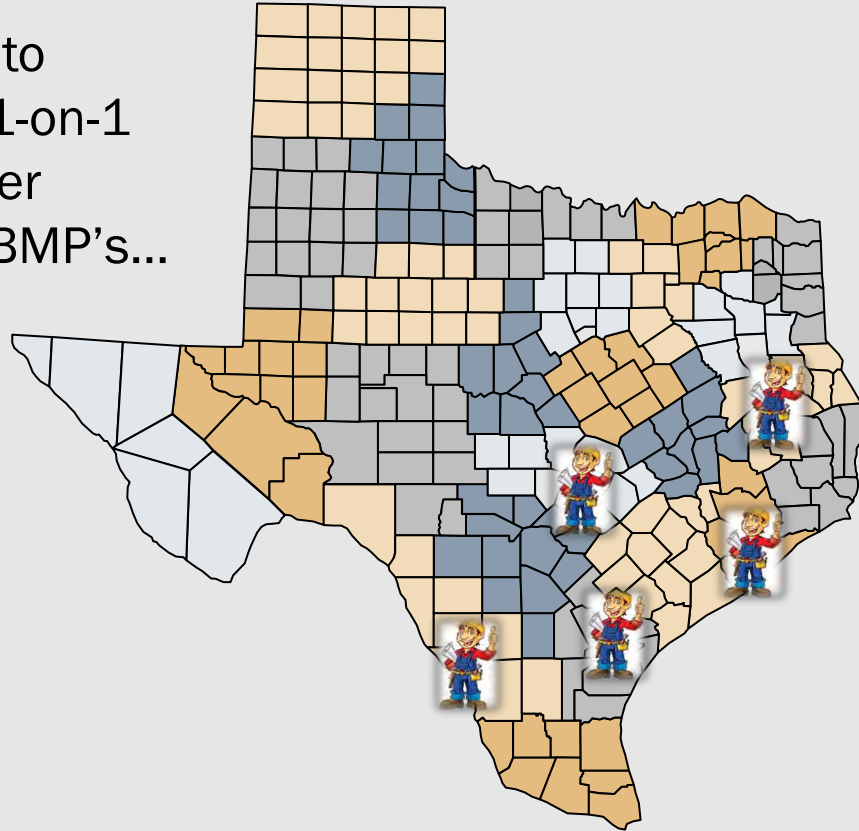


YOUTUBE

Videos For Inspectors

The Inspector Development Program

Travel across the state to assist Inspectors with 1-on-1 mentoring, Site Manager support, Construction BMP's...




There is no substitute for 1-on-1 training ...

the IDP cannot 1-on-1 train all inspectors at once.

The Challenge

Efficiently and Effectively share Construction BMPs on a mass scale

How?...by using 

- Embed/ Link videos to CST Web page
- Use existing YouTube videos as teaching tools to familiarize inspectors on construction work

Issues

- No control over content
- No ownership
- Not customized to TxDOT audience

Creating the IDP YouTube Channel

Benefits

- Reach large numbers
- Easy to use
- Flexible medium (watch at own pace)
- Encourages interaction
- Familiarity
- Greater interest
- Transforms written text into visual subject matter
- Showcase the complexities of construction in visual simple form
- Cost effective

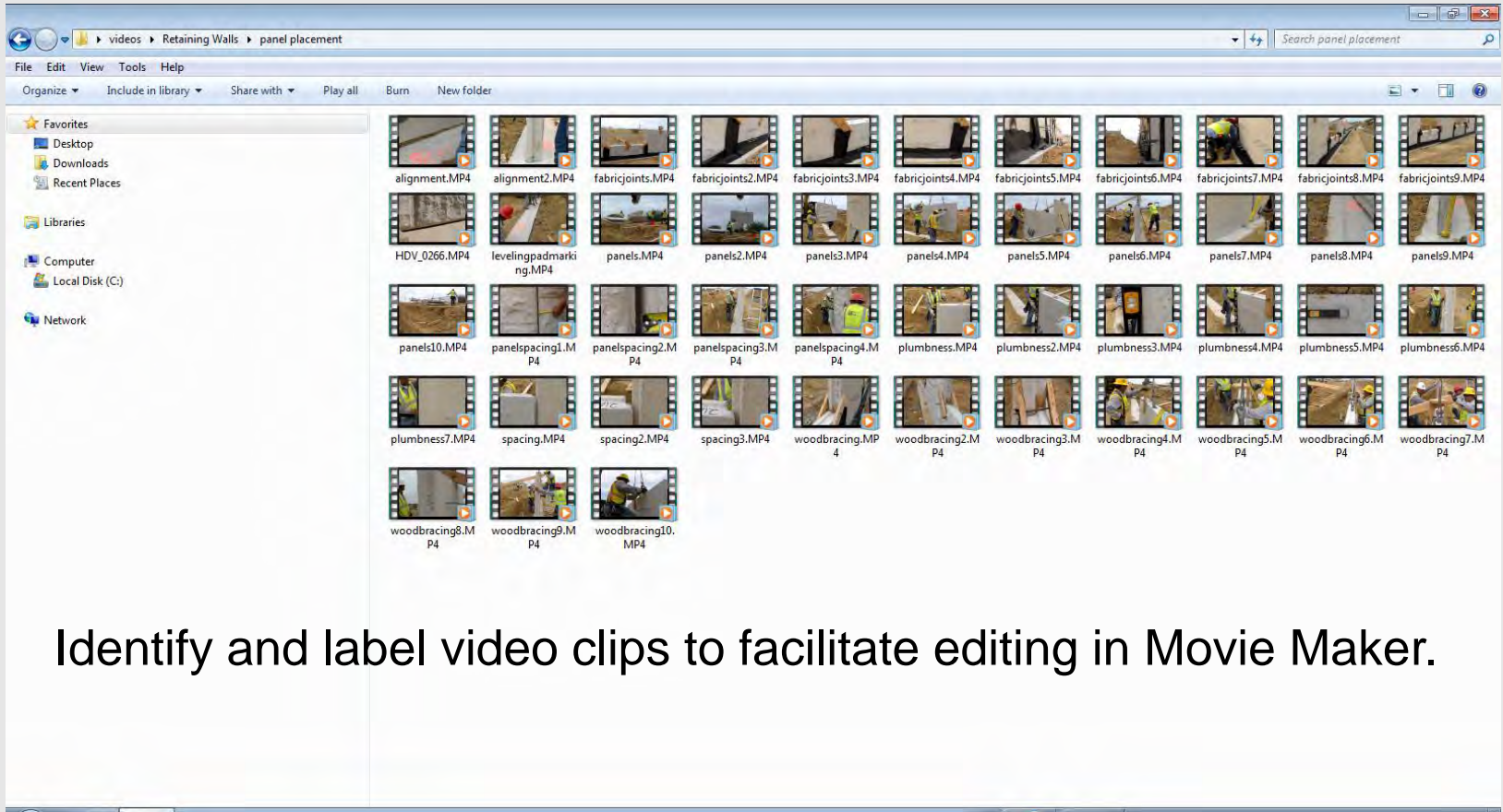
Writing the key points for the video

- Identifying the audience. Who do we want to impact?
- Subject Matter (relevant to the channel and for the audience)
- Touch key points on topic (Spec. Book, Standards sheet information, and construction BMP's)
- Identifying the Need, pressing issue, large ticket item
- Keep the video interesting (more than the Spec.Book) but not too long
- Make the Video useful (if it's cool, it better be useful)

Capture the video for your key points

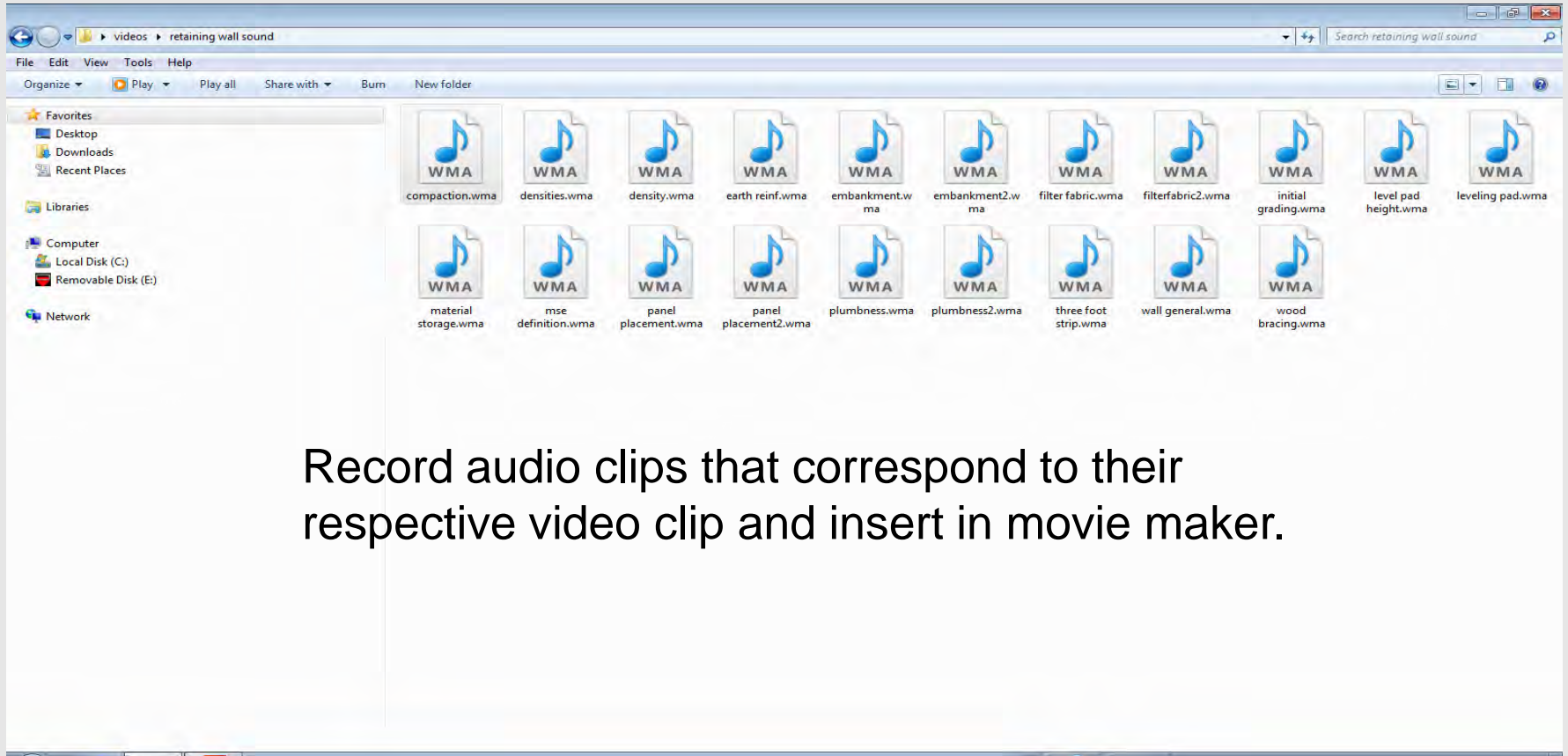
- Safety, Safety, Safety... Don't get caught up in video recording and disregard safety
- Capture video imagery that is relevant to the topic
- Keep video material short and to the point
- use “good” video recording practices...no shaking, well lit (no shadows), not too close/ not too far

Video Prep



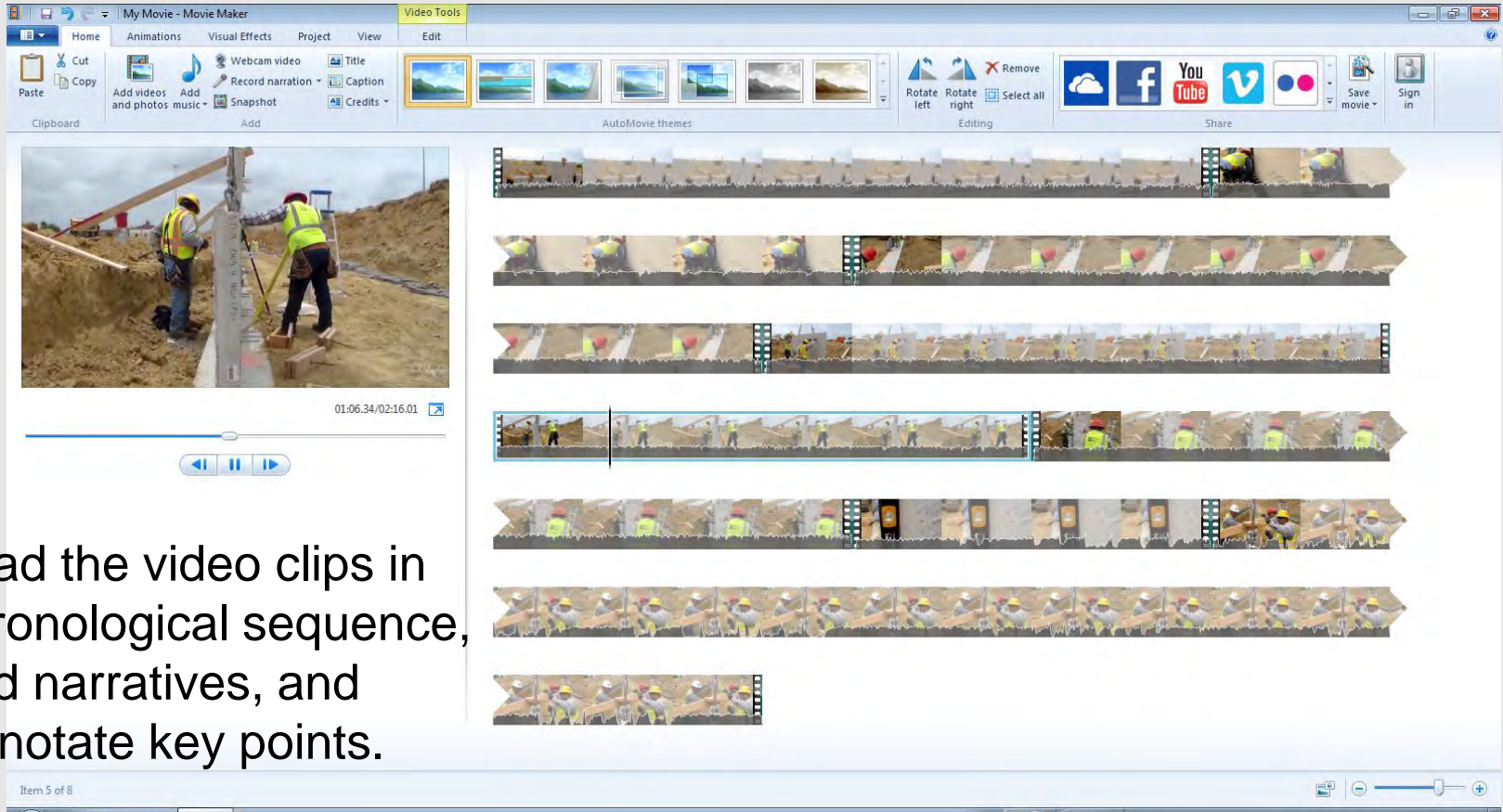
Identify and label video clips to facilitate editing in Movie Maker.

Narrate your Video



Record audio clips that correspond to their respective video clip and insert in movie maker.

Loading Video Clips to Movie Maker



The screenshot displays the Microsoft Movie Maker application window titled "My Movie - Movie Maker". The interface includes a ribbon with tabs for Home, Animations, Visual Effects, Project, View, and Edit. The "Edit" tab is active, showing various editing tools like "Rotate left", "Rotate right", "Remove", and "Select all". There are also social media sharing options for OneDrive, Facebook, YouTube, and Twitter, along with "Save movie" and "Sign in" buttons. The main workspace is divided into two sections: a preview window on the left and a timeline on the right. The preview window shows a video clip of two construction workers in yellow safety vests working on a concrete structure. Below the preview is a playback control bar with a progress indicator showing "01:06:34/02:16:01". The timeline on the right contains several video clips arranged in a sequence, representing a chronological sequence of events. The clips show various scenes of construction work, including workers handling materials and machinery. The status bar at the bottom indicates "Item 5 of 8".

Load the video clips in chronological sequence, add narratives, and Annotate key points.

IDP YouTube Channel

The screenshot shows a web browser window displaying the YouTube channel page for 'TxDOT Inspector Development Program'. The browser's address bar shows the URL 'https://www.youtube.com/user/TxDOTidp'. The YouTube interface includes a search bar with 'txdot inspector' entered, a 'Sign in' button, and a 'Subscribe' button with a notification bell icon. The channel banner features a large image of a yellow Caterpillar roller on a road construction site. Below the banner, the channel name 'TxDOT Inspector Development Program' is displayed, along with navigation tabs for Home, Videos, Playlists, Discussion, and About. The 'Discussion' tab is currently selected. The 'Recent uploads' section lists five videos: 'What can iPad do for TxDOT?' (4:49, 142 views), 'Soundness Testing on Bearing Seats' (1:39, 301 views), 'Road Closed' (1:21, 319 views), 'MSE Retaining Wall Panel Placement' (3:47, 292 views), and 'Underdrain' (5:00, 97 views). A 'NEAT STUFF' sidebar on the right recommends channels like 'Terex Roadbuilding', 'bestpracticesvrs', and 'TxDOT'. The bottom of the screen shows a Windows taskbar with various application icons and a system tray displaying the time as 2:10 AM on 3/18/2014.

TxDOT Inspector Development Program

Home Videos Playlists Discussion About

Recent uploads

- What can iPad do for TxDOT? 4:49 142 views 3 months ago
- Soundness Testing on Bearing Seats 1:39 301 views 5 months ago
- Road Closed 1:21 319 views 5 months ago
- MSE Retaining Wall Panel Placement 3:47 292 views 5 months ago
- Underdrain 5:00 97 views 5 months ago

Playlists by TxDOT Inspector Development Program

- 1 video
- 4 videos
- 2 videos
- 2 videos

NEAT STUFF

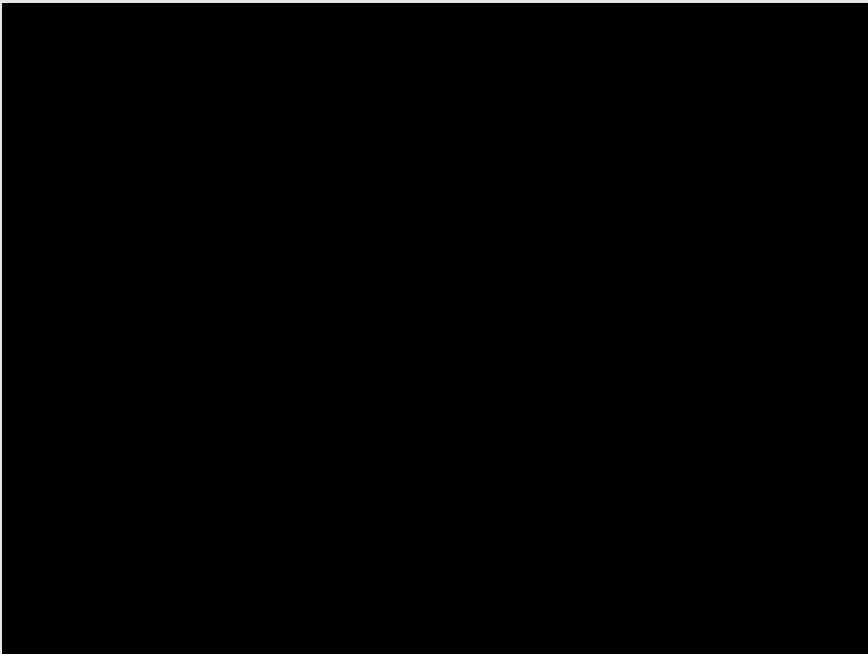
- Terex Roadbuilding Subscribe
- bestpracticesvrs Subscribe
- TxDOT Subscribe

2:10 AM 3/18/2014

IDP YouTube Channel Playlist

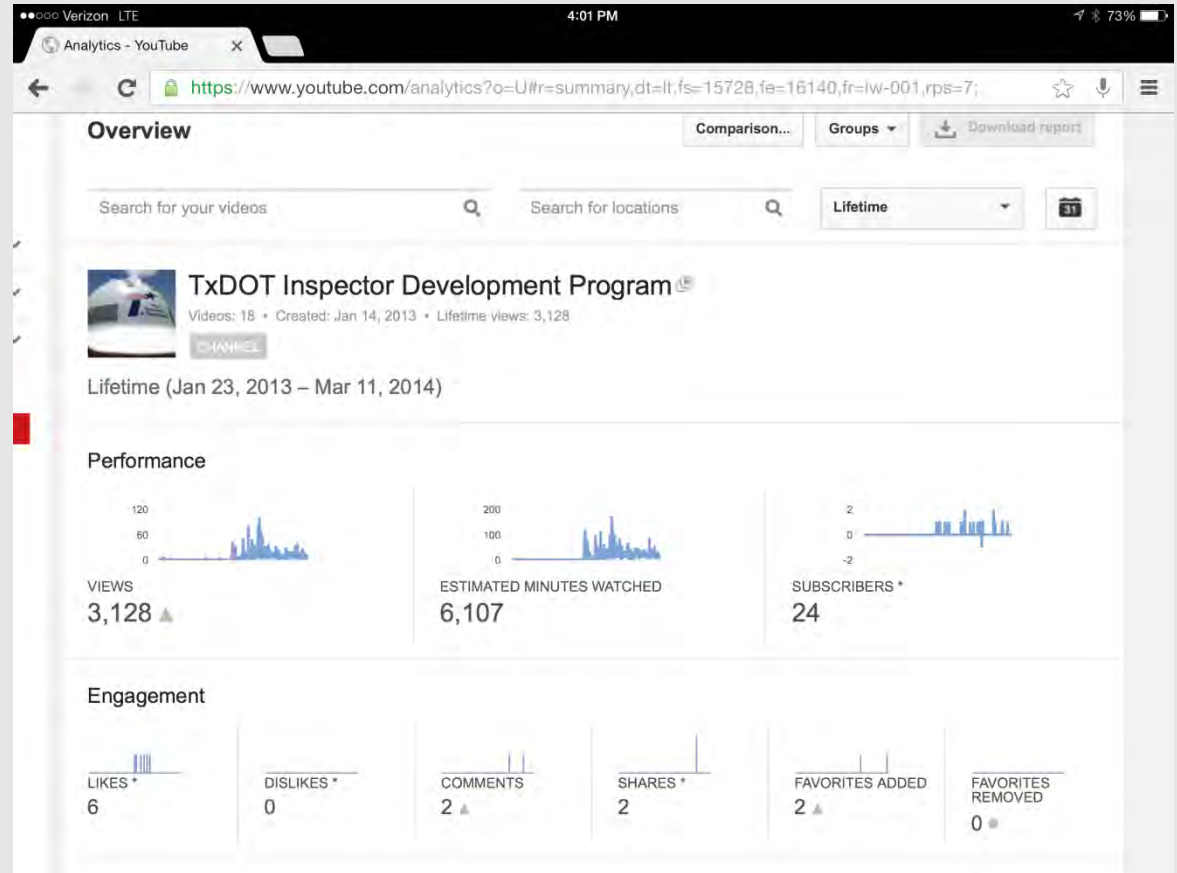
The screenshot shows a web browser window displaying the YouTube channel page for 'TxDOT Inspector Development Program'. The browser's address bar shows the URL 'https://www.youtube.com/user/TxDOTidp/playlists'. The YouTube interface includes a search bar, 'Upload' and 'Sign in' buttons, and navigation tabs for 'Videos', 'Playlists', 'Discussion', and 'About'. The 'Playlists' tab is active, showing a list of five playlists. Each playlist entry includes a thumbnail image, the number of videos in the playlist, the playlist title, the upload date, a list of video titles, and the total duration of the playlist. The Windows taskbar at the bottom shows the system clock as 2:06 AM on 3/18/2014.

Playlist Title	Number of Videos	Upload Date	Video Titles	Duration
SAFETY	1 video	5 months ago	Road Closed	1:21
MSE Retaining Wall Construction	4 videos	5 months ago	MSE Retaining Wall Foundation Grading Leveling Pad Placement	1:24 1:21
Bridge Construction	2 videos	6 months ago	Foam Bedding Placement for PCPs Soundness Testing on Bearing Seats	3:34 1:39
Construction Division Website	2 videos	6 months ago	Guide Schedule-TxDot Homepage Test Methods on TxDot Website	1:08 1:29
E-Plans Tips	2 videos	6 months ago	Placing Hyperlinks for PDF files. Placing Hyper Links in e-Plans Using Adobe Pro 9	5:52 5:19



Analyzing Video Views

The YouTube Analytics Dashboard allows us to view the effectiveness of the videos during a period of time.



Analyzing video views

The Top 10 video list is compiled of videos that based on total number of views.

The screenshot shows the YouTube Analytics interface on a mobile device. The top section is titled "Top 10 Videos" with a "Browse all content" link. Below this is a table with four columns: "Video", "Views", "Estimated minutes watched", and "Likes". The table lists ten videos with their respective metrics. The bottom section is titled "Demographics" and includes "TOP GEOGRAPHIES" and "GENDER" data.

Video	Views ↓	Estimated minutes watched	Likes
Foam Bedding Placement for PCPs	563	1,183	1
iPad Printing Using Dragon Printer App	487	1,445	2
Road Closed	317	296	0
MSE Retaining Wall Panel Placement	284	674	0
Soundness Testing on Bearing Seats	219	236	0
Setting Up Site Manager on iPad	165	410	0
Placing Hyperlinks for PDF files.	143	322	1
What can iPad do for TxDOT?	137	325	0
MSE Retaining Wall Foundation Grading	132	106	1
Using CloudOn App for Spread Sheets on iPad	127	407	0

Demographics

TOP GEOGRAPHIES

- United States
- United Kingdom

GENDER

- Male 82%

Analyzing video views

Who's watching
where, on what,
and thru what?



Analyzing video views

Who's watching where?

Does it matter?

Sure does.

The screenshot shows a mobile application interface with a status bar at the top displaying 'Verizon LTE', '4:06 PM', and '71%' battery. The main content is a table with four columns: 'Geography', 'Views', 'Estimated minutes watched', and 'view duration'. The table lists 25 countries with their respective view counts, percentages, estimated minutes watched, and average view durations.

Geography	Views ↓	Estimated minutes watched	view duration
United States	2,746 (88%)	5,225 (86%)	1:54
United Kingdom	47 (1.5%)	89 (1.5%)	1:54
Canada	45 (1.4%)	127 (2.1%)	2:48
Australia	25 (0.8%)	54 (0.9%)	2:09
India	17 (0.5%)	50 (0.8%)	2:56
Mexico	16 (0.5%)	35 (0.6%)	2:12
Italy	15 (0.5%)	41 (0.7%)	2:45
Saudi Arabia	14 (0.4%)	29 (0.5%)	2:04
Germany	13 (0.4%)	43 (0.7%)	3:17
United Arab Emirates	12 (0.4%)	22 (0.4%)	1:48
Taiwan	11 (0.4%)	17 (0.3%)	1:31
Russia	10 (0.3%)	32 (0.5%)	3:12
Qatar	9 (0.3%)	32 (0.5%)	3:31
Spain	8 (0.3%)	22 (0.4%)	2:42
Malaysia	8 (0.3%)	9 (0.1%)	1:05
Netherlands	8 (0.3%)	16 (0.3%)	1:58
Thailand	7 (0.2%)	34 (0.6%)	4:48
Denmark	7 (0.2%)	8 (0.1%)	1:08
France	6 (0.2%)	24 (0.4%)	3:58
Puerto Rico	5 (0.2%)	8 (0.1%)	1:39
Venezuela	5 (0.2%)	7 (0.1%)	1:18
Vietnam	5 (0.2%)	11 (0.2%)	2:17
Chile	4 (0.1%)	9 (0.1%)	2:09
Myanmar (Burma)	4 (0.1%)	10 (0.2%)	2:29
Sweden	4 (0.1%)	15 (0.2%)	3:45

Analyzing video views

Ranking all videos

Verizon LTE 4:03 PM 72%

Video	Views ↓ ?	Estimated minutes watched ?	Average view duration ?
Foam Bedding Placement for PCPs	563 (18%)	1,183 (19%)	2:06
iPad Printing Using Dragon Printer App	487 (16%)	1,445 (24%)	2:58
Road Closed	317 (10%)	296 (4.9%)	0:56
MSE Retaining Wall Panel Placement	284 (9.1%)	674 (11%)	2:22
Soundness Testing on Bearing Seats	219 (7.0%)	236 (3.9%)	1:04
Setting Up Site Manager on iPad	165 (5.3%)	410 (6.7%)	2:29
Placing Hyperlinks for PDF files.	143 (4.6%)	322 (5.3%)	2:14
What can iPad do for TxDOT?	137 (4.4%)	325 (5.3%)	2:22
MSE Retaining Wall Foundation Grading	132 (4.2%)	106 (1.7%)	0:48
Using CloudOn App for Spread Sheets on iPad	127 (4.1%)	407 (6.7%)	3:12
Using Skitch App on iPad	120 (3.8%)	248 (4.1%)	2:04
Underdrain System	82 (2.6%)	128 (2.1%)	1:33
Leveling Pad Placement	67 (2.1%)	55 (0.9%)	0:49
Booth Setup for Brazos County Expo Center- ...	61 (2.0%)	9 (0.1%)	0:08
Guide Schedule-TxDot Homepage	56 (1.8%)	32 (0.5%)	0:34
Creating Internet Shortcuts on Home Screen	56 (1.8%)	108 (1.8%)	1:56
Placing Hyper Links in e-Plans Using Adobe ...	53 (1.7%)	111 (1.8%)	2:05
Test Methods on TxDot Website	50 (1.6%)	34 (0.6%)	0:40
4xqy24cb7WM	9 (0.3%)	17 (0.3%)	1:56

1-19 of 19

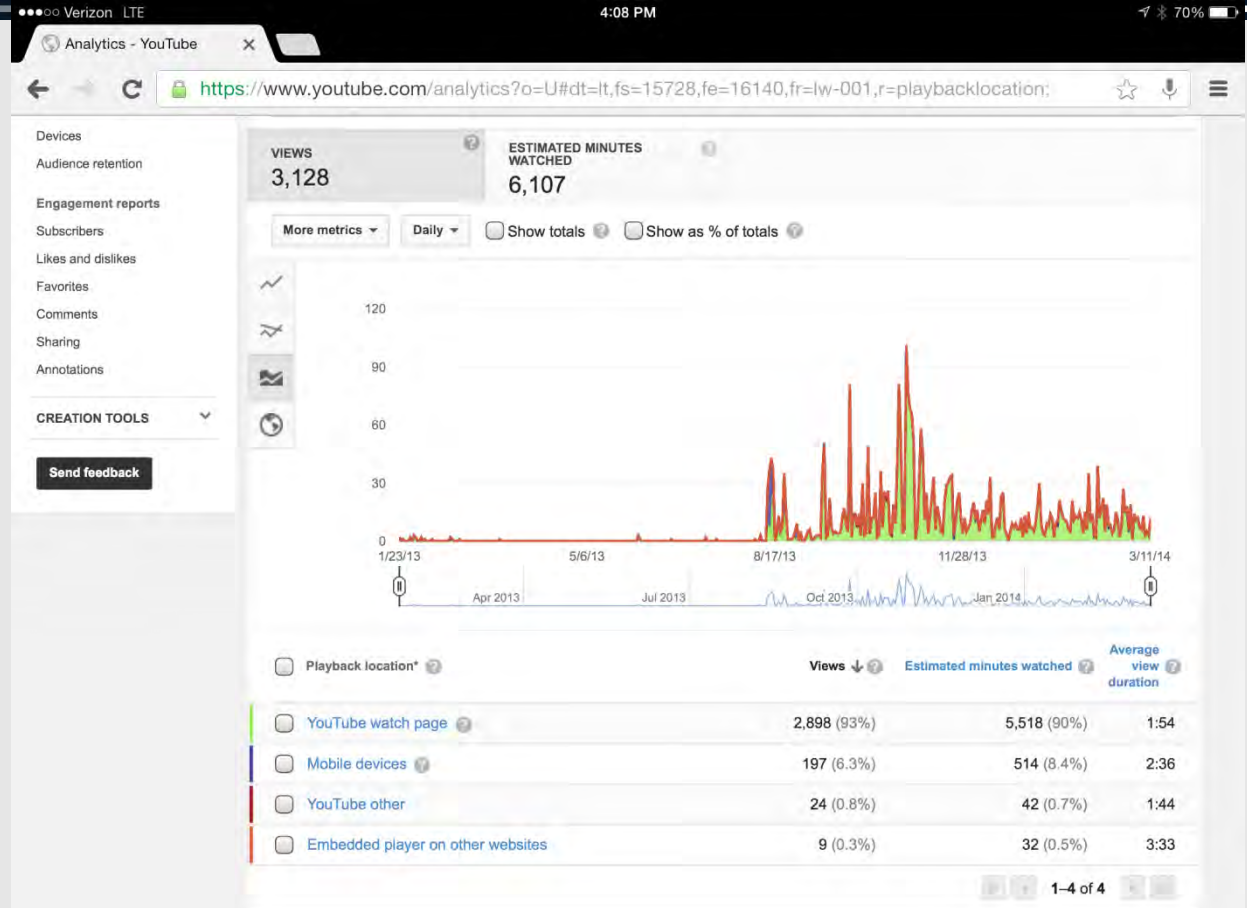
Analyzing video views

How is the video being watched?

Work station

Mobile device

Embedded onto other site(good sign, maybe)



What Does This Mean?

Using Analytic information and inspector feedback...we are able to concentrate our efforts in making productive videos that are beneficial to our target audience.

We can see what works and what doesn't.

Producing Better Videos

Communication Division will help the IDP in providing technical support with video recording best practices and video post production.

The IDP will capture the video and write the material ; the Communications Division will be in involved in the post production (edit, narrate...add the TxDOT touch).

The idea is to streamline and standardize the videos.

<https://www.youtube.com/user/TxDOTidp>

Or

Search for “TxDOT Inspector” in YouTube

Scott.Starkjohann@txdot.gov

Frank.Mayfield@txdot.gov

Noe.Cabazos@txdot.gov

Johnny.Johnson@txdot.gov

Juan.M.Ortega@txdot.gov

Thank You

