JING: MORE BANG FOR YOUR INSTRUCTIONAL BUCK

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WHY SCREENCAST?

- a 2.0 technology well-suited to libraries
- progressively easier to use
- free
- flexible
- preferred by "Gen Y" users... but all visual learners benefit

history of screencasting

- Jon Udell– early proponent of screencasting's instructional potential– first used term to describe explanation of Wikipedia process[1] (now people also use *Jingcast*– for a short, informal screencast– and *scast)*

- *online tutorial* often used to describe same communication

- studies began appearing as early as 2004 discussing efficacy of web-based tutorials[2]

- used to have to know HTML or Flash in order to create tutorials– commercial and free products now make it quick and relatively easy

- diverse array of libraries presently using and publishing on use, best practices, and assessment of screencasting

[1]http://weblog.infoworld.com/udell/gems/umlaut.html

[2]Betty, Paul. (2008). Creation, management, and assessment of library screencasts: the Regis Libraries Animated Tutorials Project. *Journal of Library Administration, 48*(3/4), 295-315.

so what *is* screencasting, exactly?

according to Wikipedia, a screencast is

a digital recording of computer screen output, also known as a video screen capture, often containing audio narration.[3]

http://weblog.infoworld.com/udell/gems/umlaut.html

[3]Wikipedia contributors, "Screencast," *Wikipedia, The Free Encyclopedia,* http://en.wikipedia.org/w/index.php?title=Screencast&oldid=273645081 (accessed March 4, 2009).

examples of free screencasting software

great review in Winter 2009 *LJ* supplement *NetConnect* by Melissa Rethlefsen[4]

- ☐ ScreenToaster
- ☐ Screencast-O-Matic
- ☐ CamStudio
- ☐ Capture Fox
- ☐ Jing

[4]Rethlefsen, Melissa L. (2009). Product pipeline. *Library Journal 134*(1), S12-S14.

how has it been used?

check out ANTS (Animated Tutorial Sharing Project) http://ants.wetpaint.com

- ☐ information literacy instruction
- ☐ specialized database instruction
- ☐ common reference queries
- ☐ distance learning
- ☐ inter-departmental demonstration, tutorial

the good news…

- ☐ "modules" accommodate attention spans[5]

- ☐ available at point of need

- ☐ visual/auditory learners find appealing

- ☐ just as effective as in-class instruction[6]

- ☐ online instruction preferred by users

[5]Mestre, Lori. Accommodating diverse learning styles in an online environment. *Reference & User Services Quarterly, 46*(2), 27-32.

[6]Silver, Susan, and Nickel, Lisa. (2007). Are online tutorials effective? A comparison of online and classroom library instruction methods. *Research Strategies 20*, 389-396.

the bad news…

- tutorials take planning and time on the front end
- coordination among all teaching librarians to standardize content
- must be updated along with interfaces, new resources, etc.
- may isolate text-based learners; must include print-outs of information presented
- lose intangibles that may inspire confidence
- not all users may access headphones for audio component
- assessment difficult, even traffic, since tutorials frequently embedded

reference

- distance reference queries (email, chat, phone) simplified– no more thousand words when a picture will do

- can create quickly at point-of-need (may also do this for assignment feedback in instruction sessions)

- can create a standard set of tutorials for "ready reference"

in-house communications

□ use for training of student staff

□ demonstrations of technical glitches/difficulties to appropriate personnel

□ demonstrations of updates/new interfaces/procedures

□ allows for similar experience among all staff members, even if not physically present

how effective is it?

- ☐ jury's still out
- ☐ students definitely prefer it above in-class instruction
- ☐ assessment difficult
- ☐ must make determination at institutional level

is screencasting right for my library?

consider…

- time

- technology literacy of staff building screencasts

- maintenance

- targeted users (most screencasts, even in "special" libraries, are aimed for the casual user)

how do I start?

- ☐ define need, users, time allotment, creators, technology limitations

- ☐ decide upon software

- ☐ decide how/where screencasts will be presented and publicized

- ☐ loosely assemble script and practice

- ☐ try it— and have fun!

best practices in screencasting

many libraries come up with a unique set of guidelines… However, the following elements should be considered:

- ☐ formatting

- ☐ usability

- ☐ accessibility

- ☐ maintenance

works consulted

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Jing essentials – techie stuff

- technical requirements
  - PC or Mac
  - screencast.com free account
  - for PCs: need Microsoft .NET Framework 3.0
- files
  - creates SWF (Adobe Flash files)
  - typical file size for 1 min capture: 1.5 MB
  - can be up to 5 min long

Jing essentials – techie stuff

□ screencast.com

    □ free hosting of your screencasts

    □ 2.0 GB storage/2 GB Transfer Bandwidth per month

        ■ transfer bandwidth=size of file x # of times viewed

    □ security: public, hidden, or password protected

    □ embed directly into web pages and blogs

    □ download files to your computer

□ my screencast.com account

Jing essentials—other neat stuff

- screencast.com allows you to
  - create [playlists](#) with RSS capabilities, embed into blog or website
  - comment on other users' screencasts, and allow people to comment on your own
  - upload large files from your desktop to Screencast.com (good if you are using Screencast.com as your hosting service)

how have we used it at SMSU Library?

- bug reporting to vendors
- internal communication
  - Electronic resource issues/access issues
- internal training
  - new database features
  - playlist in staff wiki
- Reference/Instruction
  - Chemistry Resource Guide

Jing essentials

- example: An email reference patron needs help logging into databases off-campus
  - send him/her a Jing screencast!
- quick demo
  - Jing Sun: Capture, History, Preferences
  - Jing Recorder
  - audio or not

Jing Exercise

- ready to try Jing?

- account setup
  - go to [www.screencast.com,](www.screencast.com) click on "Sign Up"

- easy as 1-2-3
  - Jing sun→Crosshairs→Select browser→Video
  - record!
  - share!

- check out your captures in History

pair up exercise

- how might you use Jing in your library?
- some ideas:
    - reference/instruction
    - communication
    - internal Training
- screencast considerations
    - purpose
    - audience
    - length
    - time to practice and work out bugs

what have we learned?

- best practices
  - assign names to your captures in History
  - avoid broken links by naming files before sharing
  - managing playlists
- tips
  - cut down on file size by selecting a capture area
  - check your desktop for personal info and pop-ups
  - assign a hotkey combination for recording

what have we learned?

- tips
  - move the Jing Sun around the desktop, or hide altogether
  - use the Capture Image feature to annotate images collaboratively
- problems viewing Jing screencasts due to faulty Flash players