

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 process¹ (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 tutorials²
- 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>

²Betty, 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>

³Wikipedia 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 Rethlefsen⁴

□ ScreenToaster



□ Screencast-O-Matic

□ CamStudio



□ Capture Fox

□ Jing



⁴Rethlefsen, 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 spans⁵
- available at point of need
- visual/auditory learners find appealing
- just as effective as in-class instruction⁶
- online instruction preferred by users

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

⁶Silver, 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, 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