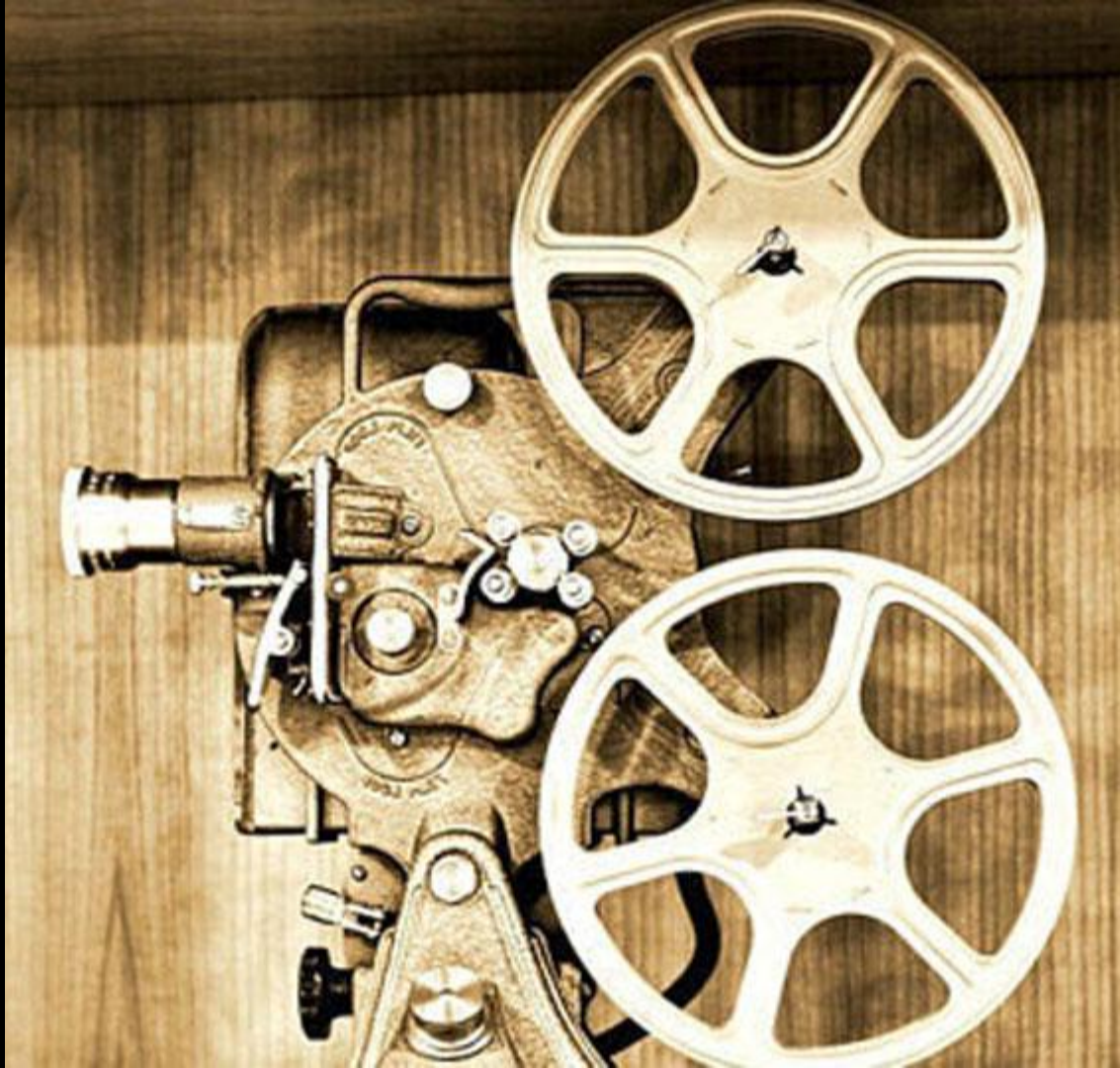


The Librarian is Live in 5.. 4..3..2..1:

Using Periscope to Live
Stream from Your Library

Michelle Desilets
Martha Hardy
Jennifer DeJonghe



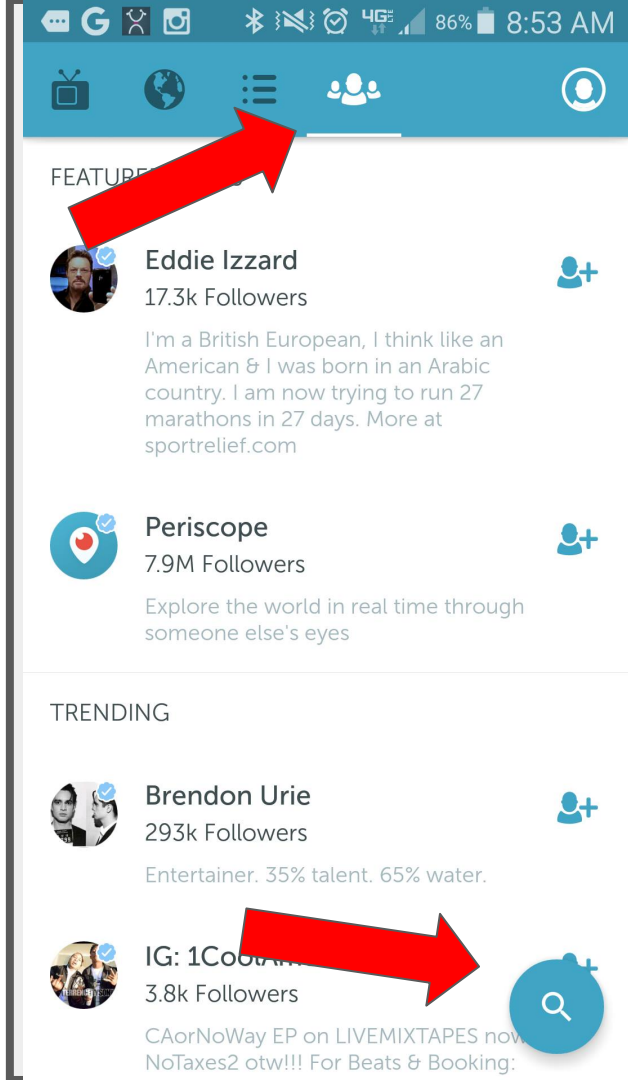
Welcome!

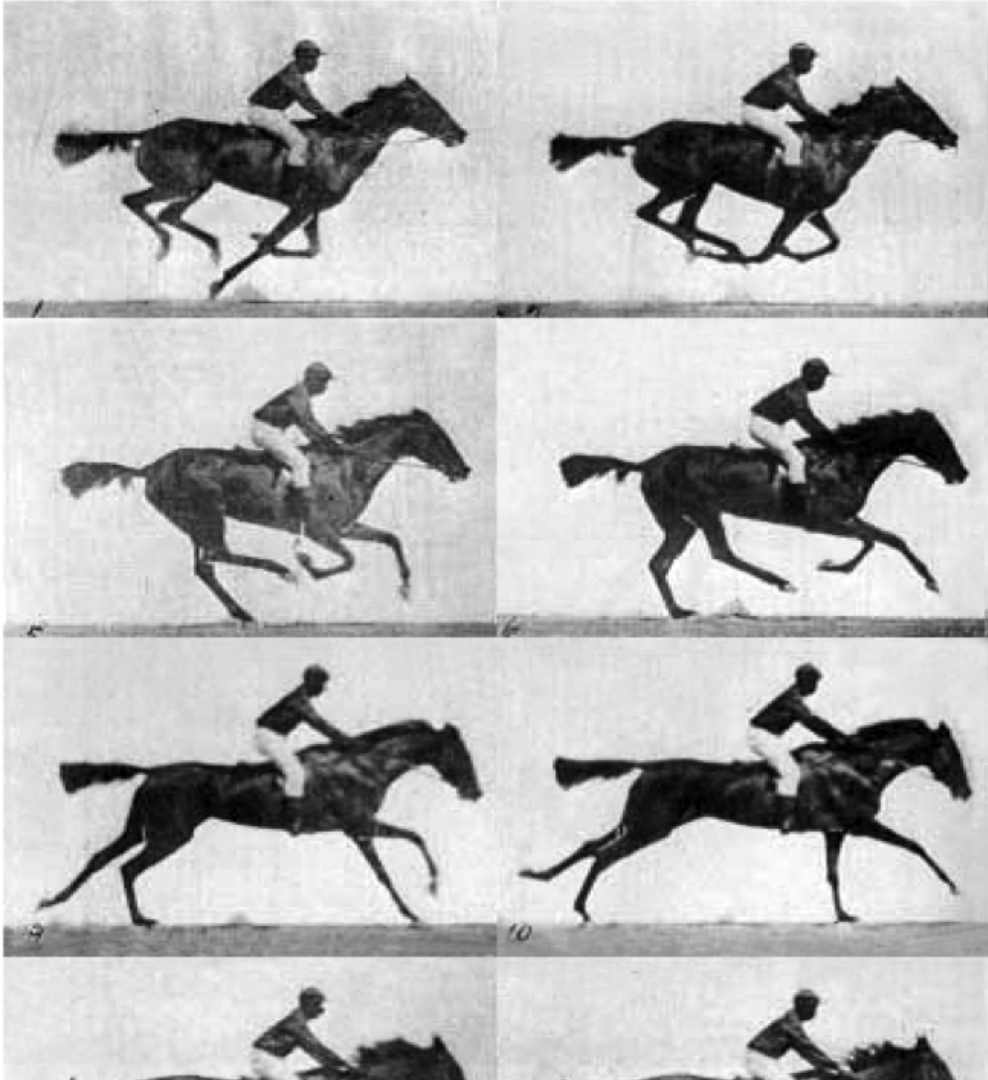
Please install Periscope
on your mobile device

Install Periscope

Attach to your twitter account
(optional)

Friend metrostatelib (See screenshot)





Periscope:

“Explore the world in real time through someone else’s eyes”

Live-streaming video app for iOS and Android

Development started in 2014

Acquired by Twitter and launched in March 2015

Horse in Motion. Eadweard Muybridge, 1878.

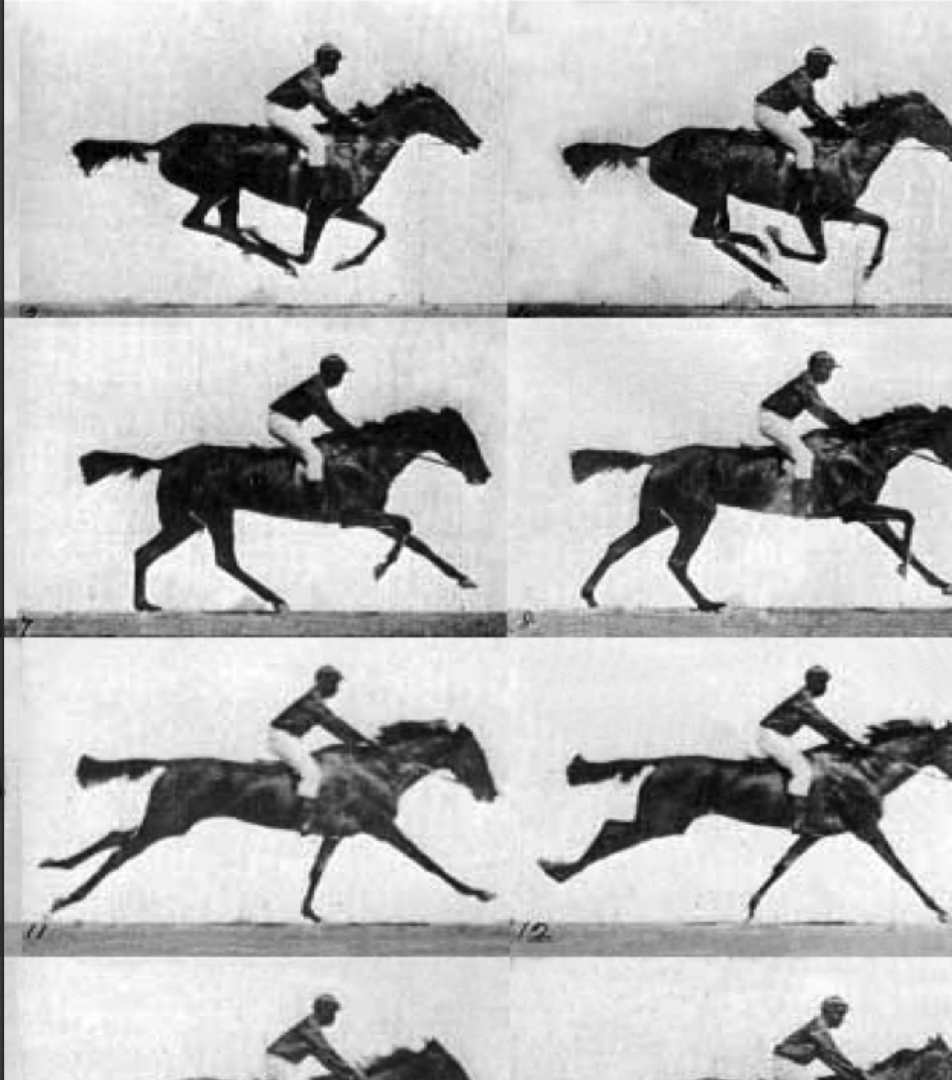
Periscope Stats: (as of 8/2015)

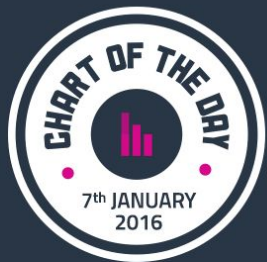
Total # of users = 10 million

of daily users = 1.85
million

Time watched = 40 years
of live video per day

Horse in Motion. Eadweard Muybridge, 1878.





Trends 2016: Rise of Live Streaming

GlobalWebIndex – Know Your Audience™



INTEREST IN LIVE-STREAMING EVENTS

% who would be interested in watching the following via live-streaming apps



globalwebindex.net /// **Question:** Many social networks and apps have been introducing live video streaming features. This allows their users to use their mobile phones in order to broadcast live videos from any location. Which of the following types of live video broadcasts would you be most interested in watching? /// **Source:** GlobalWebIndex Q3 2015 /// **Base:** Mobile internet users aged 16-34 in Brazil, India, Italy, Malaysia, UK and USA

What others have done (non-library)

Pope Francis visit to the White House

@deray

@TheNextWeb

@POTUS

@weatherchannel



What we've done



Events - Star Wars Party



Events - Video Gaming



In-Person Class

Class meets at distributed campus (no library)

Periscope allows for real-time, live library tour

Builds a personal connection to library staff and services

Technology challenges, but students found it useful and informative

INFS 115 - Information Access Spring 2016, Section 02

Subj #	Sec	Title	Dates	Days	Time	Crds	Statu
001468	INFS 115 02	Information Access	01/14 - 03/03	Th	1:00pm - 4:20pm	2.0	Open

Building/Room

Midway Center 104

Instructor

Desilets, Michelle

Online Class

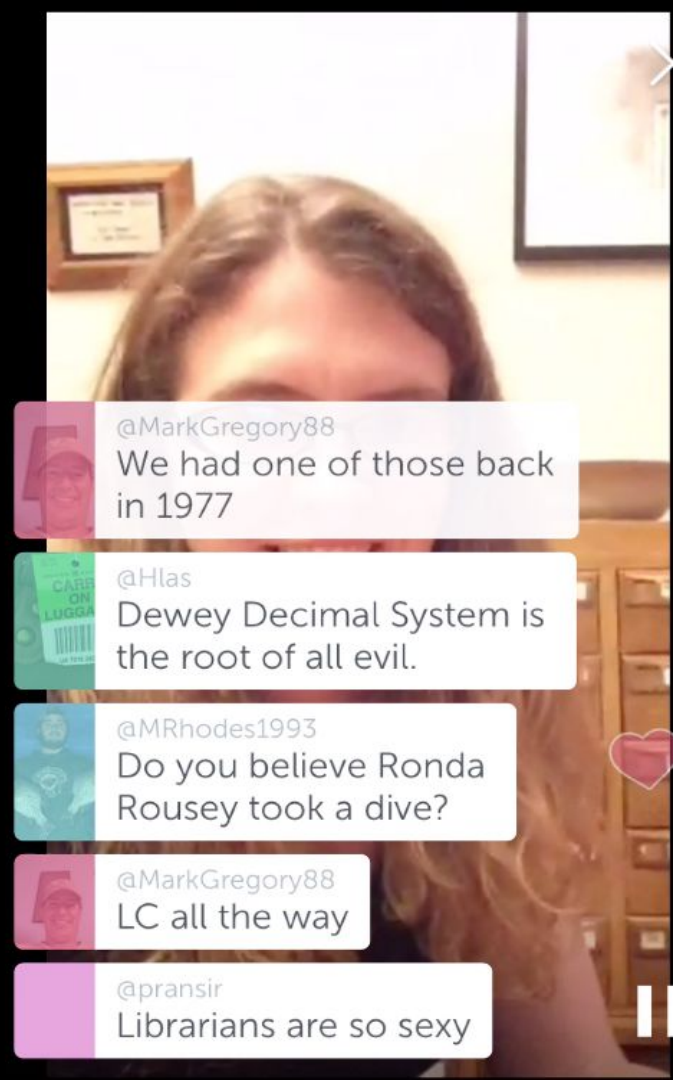
What did you like most about this class?

“The use of modern technology was very refreshing to see. This is the first class I’ve taken which made use of tools like Periscope, very neat and innovative.”

(Student teaching evaluation, Fall 2015)

<https://youtu.be/VCJAhBeWMcQ>

Did four of these on personal account



Library Tours



A black overlay for the Periscope app. At the top left is the Periscope logo (a red location pin) and the word "Periscope" in white. Below it is a rounded rectangular button with the text "Get the app" in white. At the bottom of the overlay, there is white text that reads: "Meet Stewart @landoloves and see the @metrostatelib #archives" followed by a small white bird icon.



What other libraries have done

[@VBPLibrary](#)

@cody

@ByLeavesWeLive

@Library_Vic

@SILibraries



chicks!
ed in an

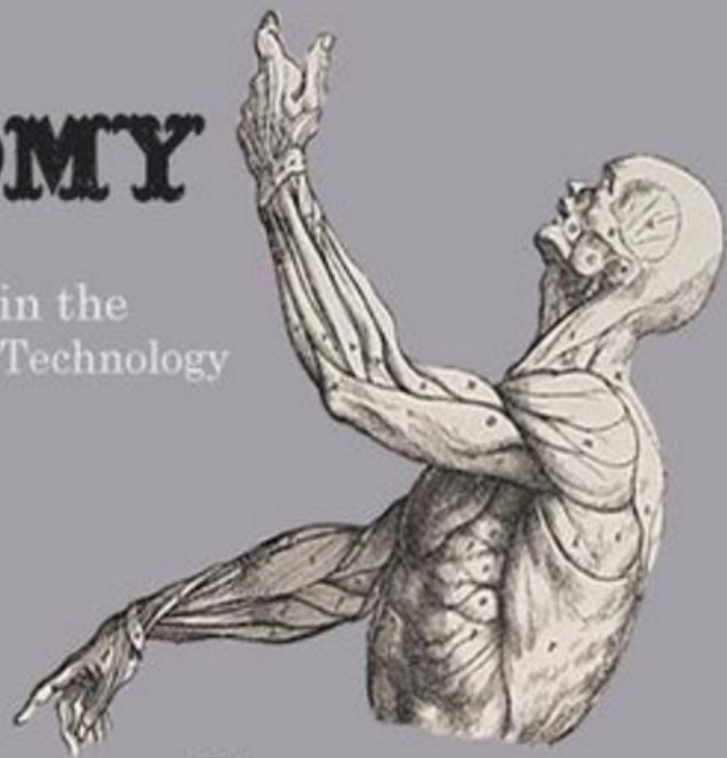
What horror lurks in the heart of rare book libraries? Find out on Thursday via [@Periscope!](#)

EERIE ANATOMY

A Periscope tour of early anatomy books in the
Dibner Library of the History of Science and Technology

Oct 29th. 1pm EST.

[@SILibraries](#) on Periscope
www.periscope.tv/silibraries



Smithsonian Libraries

Come Together:
American Artists Respond to Al-Mutanabbi Street

Live on Periscope w/ @SILibraries
March 1st, 4pm (EST)
periscope.tv/silibraries

**a bomb
explodes
just once**

**a book
a thousand
times**

Other streaming services: Meerkat

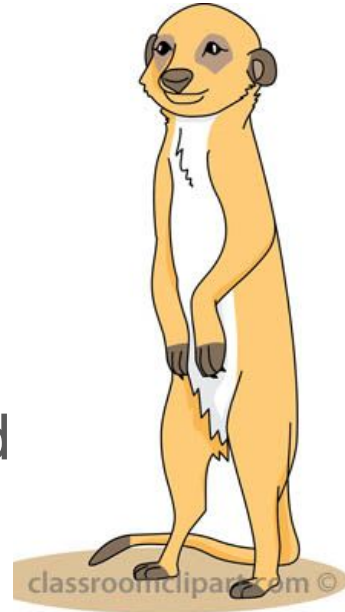
Launched Feb 2015

Big hit at SXSW

Deeply integrated with Twitter, until Twitter launched Periscope and restricted access

Lost ground against Periscope and Facebook Live

Changing focus from live streaming to “video social network”
(March 2016)



Other streaming services: Vine & Instagram Video

Short-form video

Good for book trailers and PSAs

Vine - ~6 second looping videos

(launched 2012, acq. by Twitter)

- <https://vine.co/University.of.Sussex.Library>

Instagram Video - 15 second videos (launched 2013)



Other streaming services:

YouTube Live

Beta - full launch staggered over several years

Schedule broadcasts or stream immediately

Archive recording

Can monetize with ads

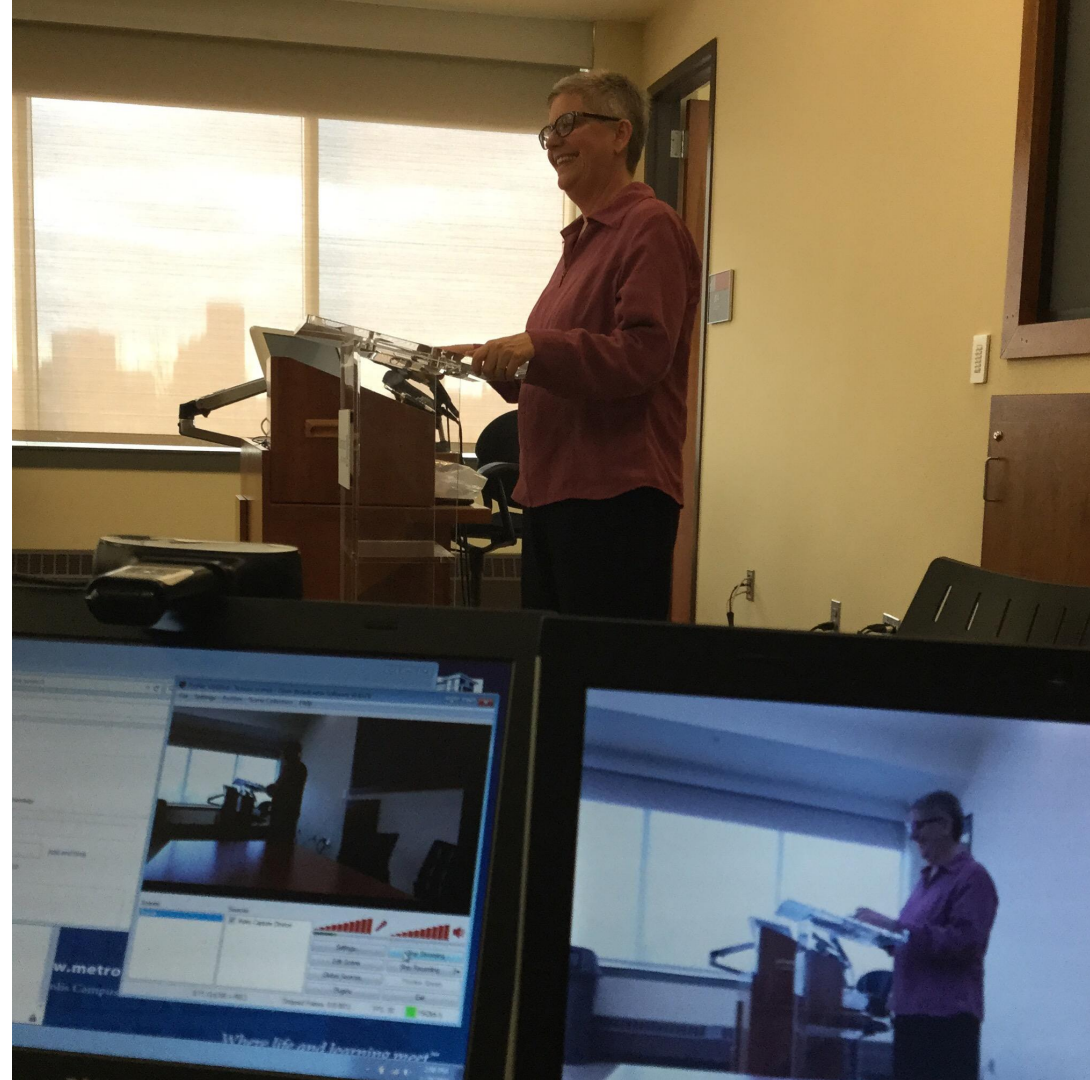
Not mobile-ready yet

**YouTube Live at Metro Big Read
Keynote**



<https://youtu.be/SFH9TH0h4Xc>

Set-up and testing for YouTube Live broadcast of Metro Big Read Keynote



Other streaming services:

Google Hangouts On Air - requires YouTube channel & Google+ to broadcast, up to 10 people can join the broadcast

Facebook Live - does not require a separate app, saves videos to Timeline, broad potential audience (limited launch) <https://www.facebook.com/AwesomelyLuvvie/videos>

UStream - owned by IBM, freemium model, Enterprise focus, not interactive/social media, streams can be embedded elsewhere, all videos are archived ([LibTech](#))

Spreecast - multiple users can broadcast, customization, freemium model, Enterprise focus

Why use Periscope?

Demographics of users

Fills a role (mobile)

Spontaneous/ Ephemeral

Birds eye view

Police protests



Why not use Periscope?

Harassment

Professionalism

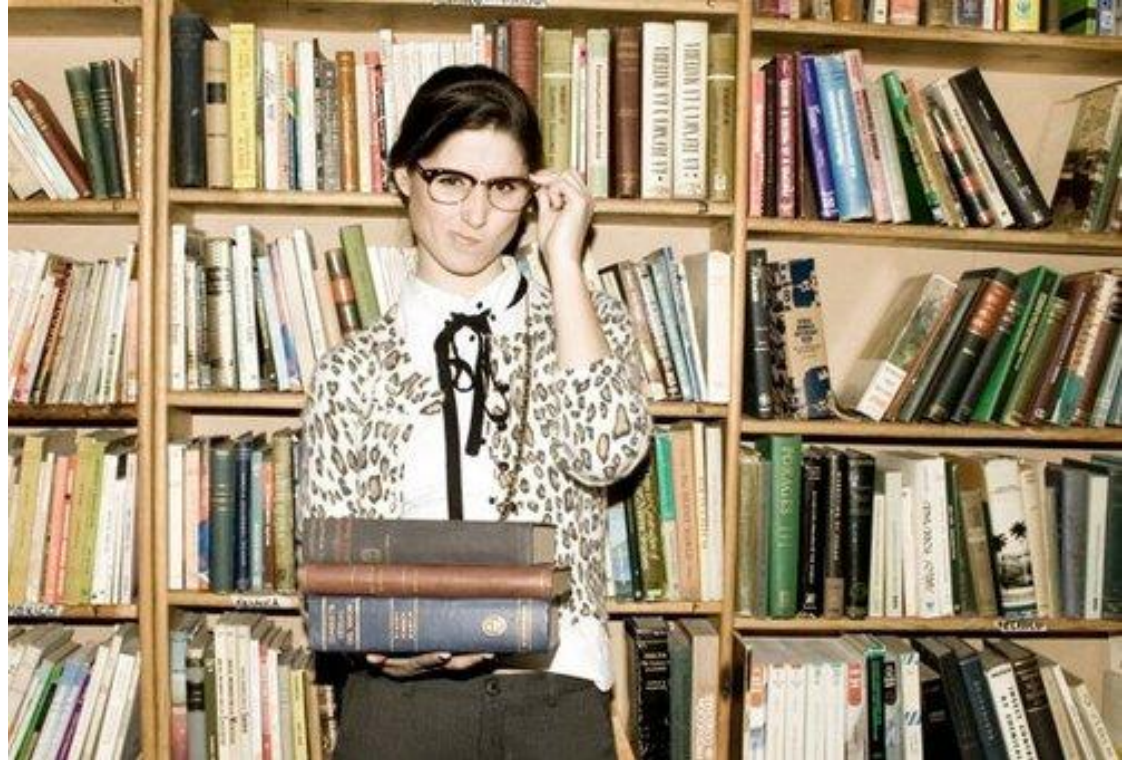
Stress/Anxiety

Workload and time

Accessibility

Ephemeral

May not fit social media goals/ user
population



Practical Tips

Connectivity, Device
Backup plan

Non-reflective glasses (practice)

Auto backup

Title & hashtags

Copyright concerns

Privacy concerns

Roll with the strengths..
Spontaneous, ephemeral, banal



What's next

Book talks

Web usability (e.g., card sorting)

Behind the scenes at the library

New books

Event promotion/behind the scenes at events

Go Pro + Periscope

Hosting workshop to teach other faculty and students (how to periscope? Police?)

The virtual tour during class times first week of semester



Go Pro athletes Roberta Mancino and Jeb Corliss in March 2016 Periscoping sharks

The Big Picture

Be spontaneous

Model behavior

Take risks

Try new things

Identify right
people at your
institution



References

Dougherty, J. (2015, August 31). The 7 commandments of video-streaming apps [Blog post]. Retrieved from

<http://www.cision.com/us/2015/08/the-7-commandments-of-video-streaming-apps/>

Mander, J. (2016, January 7). Trends of 2016: Rise of live streaming [Blog post]. Retrieved from

<http://www.globalwebindex.net/blog/trends-2016-rise-of-live-streaming>

Mogg, T. (2015, September 23). *Pope featured in White House's first ever Periscope production*. Retrieved from Digital Trends

website: <http://www.digitaltrends.com/social-media/pope-features-in-white-houses-first-ever-periscope-production/>

Periscope. (2015, August 12). *Periscope, by the Numbers*. Retrieved from Medium website:

<https://medium.com/@periscope/periscope-by-the-numbers-6b23dc6a1704#.7ern4y1i>

Truax, E. (2016, January 28). *Live-streaming: Now on Facebook*. Retrieved from Medium website:

<https://medium.com/@busocial/live-streaming-now-on-facebook-a1646c19163f#.d2mdcwfaa>

Wagner, K. (2016, March 4). *Meerkat is ditching the livestream --- and chasing a video social network instead*. Retrieved from Re/code

website: <http://recode.net/2016/03/04/meerkat-is-ditching-the-livestream-and-chasing-a-video-social-network-instead/>

Contact us

michelle.desilets@metrostate.edu

jennifer.dejonghe@metrostate.edu

martha.hardy@metrostate.edu

Facebook: <https://www.facebook.com/metrostatelibrary/>

Twitter: [@metrostatelib](https://twitter.com/metrostatelib)

Instagram: <https://www.instagram.com/metrostatelib/>