

Transformative Technology

Screencasting and the use of Jing at UW-Madison

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Transformative Technology

- It is not hype
- Value is immediately apparent
- What are some transformative technologies?

How do I fix a flat bicycle tire?

Its simple – just four easy steps

1. Remove the wheel.
2. Remove the tire.
3. Patch or replace the tube.
4. Reinstall the tube, tire, and wheel.

How do I fix a flat bicycle tire?

1. Remove the wheel.
 - put the chain in the smallest cog
 - release the brake cable
 - undo the quick release and remove wheel
2. Remove the tire.
 - use tire levers to remove the tire from the wheel
3. Replace the tube.
 - make sure it's the right size and the right adapter (presta or schrader)
4. Reinstall the tube, tire, and wheel.
 - steps one and two in reverse

YouTube in Action!

Q: “How do I fix a flat bicycle tire?”

A: <http://www.youtube.com/watch?v=xgCDLV7w6ZA>



The image is a screenshot of a YouTube video player. At the top left is the YouTube logo with the text "Broadcast Yourself™ Worldwide | English". Below the logo is a navigation bar with links for "Home", "Videos", "Shows", "Channels", and "Community". A search bar is located to the right of these links. The video title is "How to Repair a Bicycle Tire : How to Remove a Rear Bicycle Tire". The video player shows a person's hands working on the rear wheel of a bicycle on a wooden floor. The video progress bar is at the bottom, showing a play button, a progress slider, and the time "0:17 / 1:24". To the right of the progress bar are icons for volume, HQ quality, and a play button. Below the progress bar, there are five stars and the text "8 ratings". In the bottom right corner, it says "6,723 views".



Is YouTube Transformative Technology?

Q: “How do I get this article?”

1. Go to the library home page.
 - o www.wisc.edu
2. Click the Find It button.
3. Enter the journal title you’re looking for (History of Education Quarterly) and leave the drop-down set to exact match.
4. In the window that opens you see a list of online resources, the first in that list is JSTOR (the same one your professor said it would be).
5. Notice the date ranges listed underneath each individual database, make sure that you select a database that covers the date of the article you need (1987) and click its name.
6. When JSTOR opens, use the “Search this title” box to enter the title of you article.
7. Enter “Bureaucratic Order and Special Children: Urban Schools, 1890s-1940s” in the “Search this title” box.
 - o Just use the first part of the title “Bureaucratic Order and Special Children” so we don’t have to worry about the database having trouble with the colon.
8. Find your article in the results list and look for the PDF link below its title to get to the full text.



Q: “How do I get this article?”

A: <http://screencast.com/t/g4SolljD>



Is Screencasting Transformative Technology?

Q: “How do I get this article?”

A: <http://screencast.com/t/g4SolljD>

“omggggg that was incredible! i didn't even need the audio it was so clear!!!!!!”

Definition of Screencast

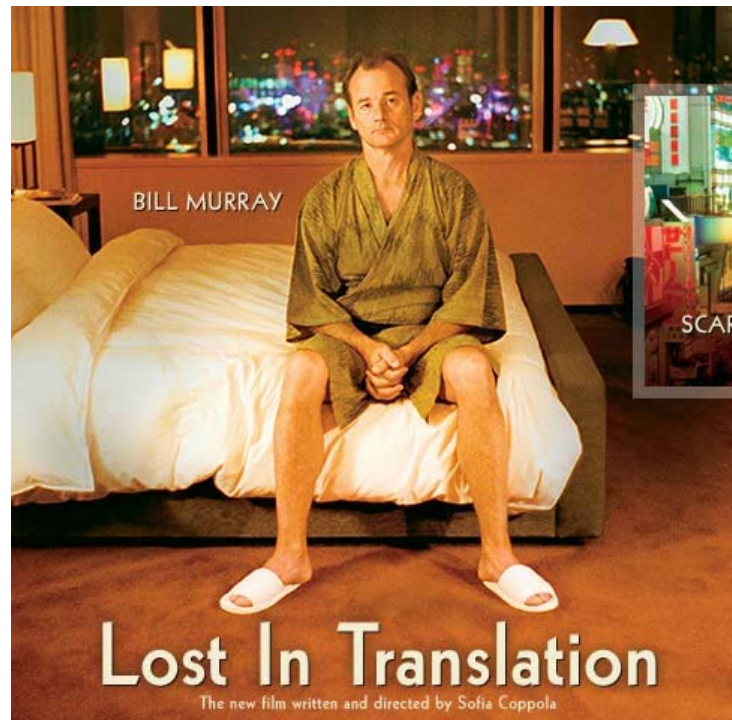
- [The Web](#)
- [Techsmith's description](#)

Librarians + Laptops = DIY

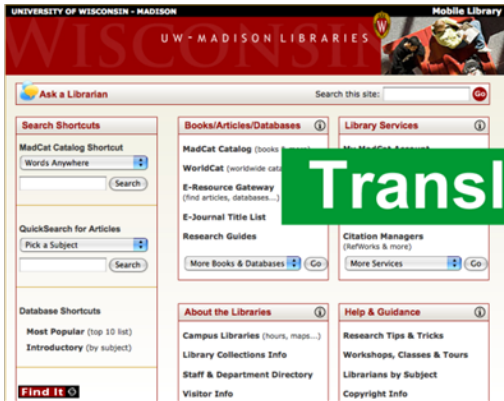
<http://www.jingproject.com/>

Premise

When we try to describe a **visual** process through a **textual** description we are engaged in an act of **translation**.



A simple theme



Translation

Go To...
Do you see...
Click...
Try...
Catalog
Subject Term
SFX Button

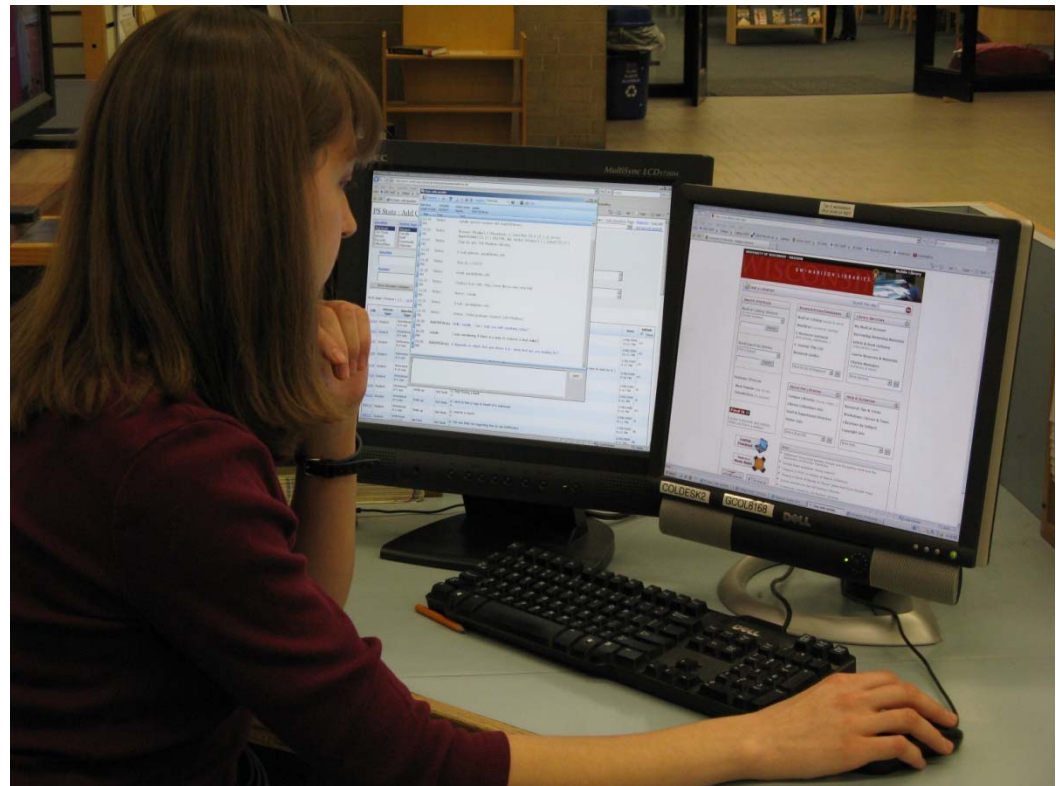
Translation



Visual to **TEXT** to **Visual**

It started in reference ...

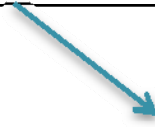
Dec 2007, soft roll-out



It started in reference ...

Usage increases with positive response from operators and patrons

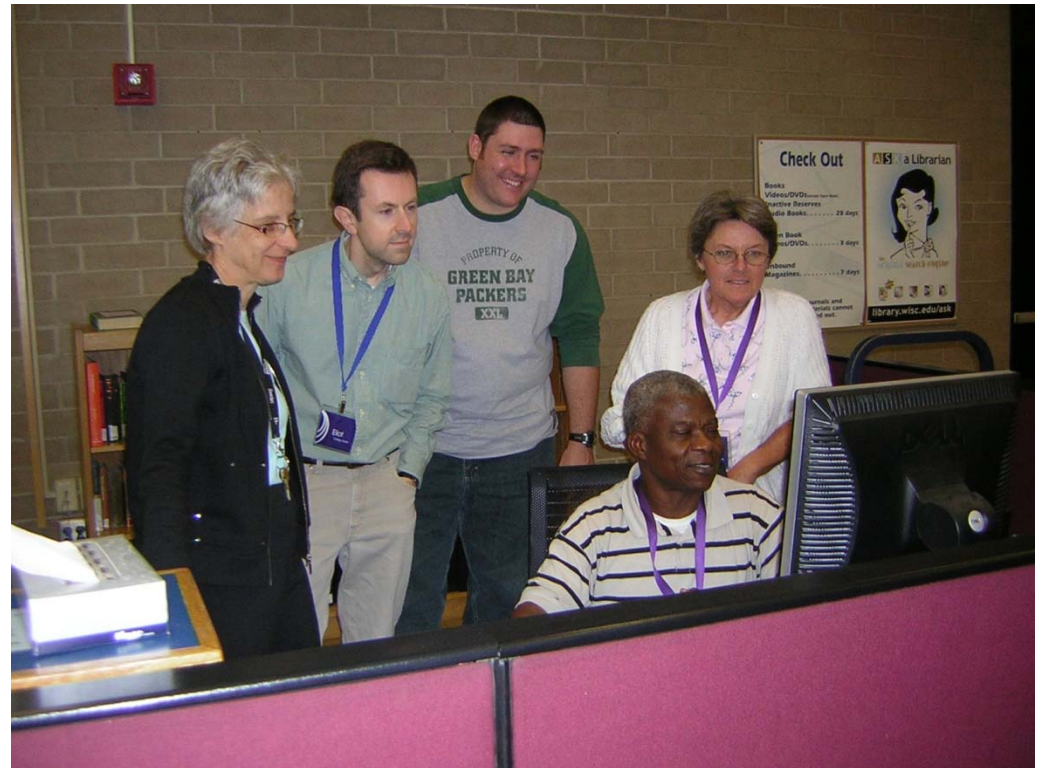
9:28 PM	[REDACTED]	Dang, I needed that article... Any ideas on where I can get access to it?
9:28 PM	AskUWLibrary3	let me try a couple things and get back to you
9:29 PM	[REDACTED]	Thanks!
9:33 PM	AskUWLibrary3	ok, got it
9:33 PM	AskUWLibrary3	it was available with a different database



9:40 PM	AskUWLibrary3	take a look and let me know if you have any questions!
9:40 PM	AskUWLibrary3	http://screencast.com/t/PLY341a15A
9:44 PM	[REDACTED]	Awesome! Is it dorky to say that's really cool?
9:45 PM	AskUWLibrary3	haha
9:45 PM	AskUWLibrary3	no
9:45 PM	AskUWLibrary3	we're librarians

It started in reference ...

August 2008, Official Jing training



Paths to Adoption

- Mandate, cajole, push
- Demonstrate
 - Staff development via screencast
 - Explaining (showing) problems and concerns

College Library Numbers

- Oct – Nov 2008 Approximations
 - 1400 chat reference calls
 - 25% (350 calls) used screencasts
- March – April 2009 (so far)
 - 1540 chat reference calls
 - 15% (223 calls) use screencasts

Reference Example – E-mail

Q: Searching for articles in the Journal of Near Infrared Spectroscopy. Not able to find journal on campus.

A: Confirmed name of journal (ulrichs database) and sent video of process of using Find It and then clicking on "Request a Copy" link when it's not available.

<http://screencast.com/t/XzJlzFKm8i>

Reference Example – Chat

11:22 PM AskJWLibrary Hello, **meg**. Can I help you with anything today?

11:22 PM [REDACTED] hello thanks for helping me in advance yes...

11:22 PM [REDACTED] i am trying to find information on the boston marathon in 2007 with respect to the weather

11:22 PM AskJWLibrary optimistic... I like that :)

11:23 PM AskJWLibrary So, what was the weather like that day?

11:23 PM [REDACTED] thanks...i do what i can :)

11:23 PM [REDACTED] shitty...pardon my language...they were considering canceling it

11:23 PM AskJWLibrary but that's what you want... the weather from that day...

11:24 PM [REDACTED] yes and the effect it had on the race

11:24 PM [REDACTED] i have found an article from the boston times but i need more articles and am struggling...

11:25 PM AskJWLibrary alright, were you looking at the library's newspaper article databases when you found that article or did you track it down on the web?

11:26 PM [REDACTED] web i tried to use the article database...but that just lead to a dead end and me feeling dumber

11:26 PM AskJWLibrary gotcha

11:26 PM AskJWLibrary Just a minute whilst I do a bit o searching

11:26 PM [REDACTED] THANK YOU :)

11:28 PM AskJWLibrary do you know what date exactly it was run on?

11:30 PM [REDACTED] april 13

11:30 PM AskJWLibrary thanks

11:30 PM [REDACTED] no thank you really i appreciate it

11:33 PM AskJWLibrary Think I've got what you need

11:33 PM AskJWLibrary I'm loading up a video to demo how you can find it now :)

11:34 PM [REDACTED] really?!?!?

11:34 PM [REDACTED] wonderful!

11:36 PM AskJWLibrary the video-magiger is taking unusually long... but once it finally gets where it's going, there will be audio over it explaining what you see

11:36 PM AskJWLibrary here's the link: <http://screencast.com/t/trUp7Oj5cv>

11:37 PM [REDACTED] woah fancy technology! thanks im listening/watching now!

11:37 PM AskJWLibrary we are magic

11:38 PM [REDACTED] you are magic! golden!

11:38 PM AskJWLibrary fantastic

11:38 PM AskJWLibrary Think you've got it from here Meg?

11:39 PM [REDACTED] i do thanks i appreciate it...if i could make you a video i would be smiling and refrain from singing thank you cuz i can't but i would defiantly say it :) thanks i appreciate it have a good night

11:40 PM AskJWLibrary lol

11:40 PM AskJWLibrary you too meg... oh and the video maker software is free from this site: <http://www.iingproject.com/>

11:40 PM [REDACTED] sweet! i would still find a way to mess it up though...haha

11:41 PM AskJWLibrary Have a nice night!

11:41 PM [REDACTED] you as well and a great rest of the week

11:42 PM AskJWLibrary thanks

Reference Example – Phone

Q: Accessing headlines from newspaper from 1986

A: JING <http://screencast.com/t/0qILm74tr>

Reference Example – In Person

Q: How do i renew books?

A: JING: <http://screencast.com/t/jJlDcxMvc0i>

Other Uses of Screencasting

- Following up with students after classes
- Individual instructional consultations
- Rapid creation of course / subject specific tutorials



Is Screencasting Transformative Technology?

For your library?

Don't Tell Me – Show Me




End

Customized learning objects are superior to generalized ones.



**Conversational tone humanizes
digital learning objects.**



Most of the time, when teaching a multi-step or complex process, showing someone is superior to telling them.