

WAAL Conference 2009

Transformative Technology: Screencasting and the Use of Jing at UW-Madison

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It's Web 2.0 technology that lives up to the hype! This is the story of how a free screencasting tool called JING is changing the way we provide reference assistance and making inroads into library instruction, professional development, and staff-to-staff communication. Inherently simple to learn and use, JING allows libraries to enhance communication by creating and delivering customized and personalized tutorial videos and snapshots in as little as 2 minutes each!

The Web is the visual medium through which most library resources are accessed. Screencasting allows us to communicate with patrons in the language of this medium at their point-of-need.

Useful Links:

Annotated list of screencasting tools by platform (Web, Mac, PC):

<http://www.thedvshow.com/whopper-list-of-every-screencasting-tool-on-the-planet/>

Comparison of screencasting software features (Wikipedia table):

http://en.wikipedia.org/wiki/Comparison_of_screencasting_software

Online Tutorials – Library Success: A Best Practices Wiki:

http://www.libsuccess.org/index.php?title=Online_Tutorials

Examples of JING screencasts from PowerPoint

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/XzJ1zFKm8i> **(without audio narration)**

Q: Trying to find information on the Boston marathon in 2007 with respect to the weather. (What was the weather like that day?)

A: <http://www.screencast.com/t/trUp70j5cv> **(with audio narration)**

Example of complete chat transcript showing use of a screencast

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 finaly 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.jingproject.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