

# ***Creation, Management, and Assessment of Library Screencasts: The Regis Libraries Animated Tutorials Project***



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## Screencasting: What is it?

“...a movie of whatever is happening on your computer screen”.

“...a moving version of your print screen key”.

Pival, P. (2006, Nov. 8). “Show and tell the easy way: an introduction to screencasting”, SyrsiDynix, retrieved April 15, 2008 from:

[http://www.sirsidynixinstitute.com/seminar\\_page.php?sid=71](http://www.sirsidynixinstitute.com/seminar_page.php?sid=71)



# Screencasting: What is it?

Term popularized by John Udell, creator of the *Heavy Metal Umlaut* screencast.

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



## **Screencasting: Why Do it?**

- Remote asynchronous instruction
- Great for FAQ's
- Visual/Auditory learning
- Interactive
- Marketing
- Analysis/User centered design



## Screencasting: Why Do it?

“...to develop a **comparable range of experiences** in learning about information resources as are offered on traditional campuses. Information literacy competencies for distance learning students should be comparable to those for ‘on campus’ students.”

ACRL. (2005). “Information literacy competency standards for higher education”, retrieved April 15th, 2008 from:  
<http://www.ala.org/ala/acrl/acrlstandards/informationliteracycompetency.htm#ilhed>



# Screencast Software

Proprietary: trial demo versions available

- [Captivate](#) (Adobe)
- [Camtasia](#) (TechSmith)
- [Viewlet Builder](#) (Qarbon)

Open Source/Freeware

- [Wink](#)
- [Camstudio](#)



## Screencast Software

Got a Mac?

The most popular screencast software programs are not available on the Macintosh OS!

-[Snapz Pro](#)

-[Screenium](#)

Open Source/Freeware

-[Copernicus](#)



# Screencast Examples

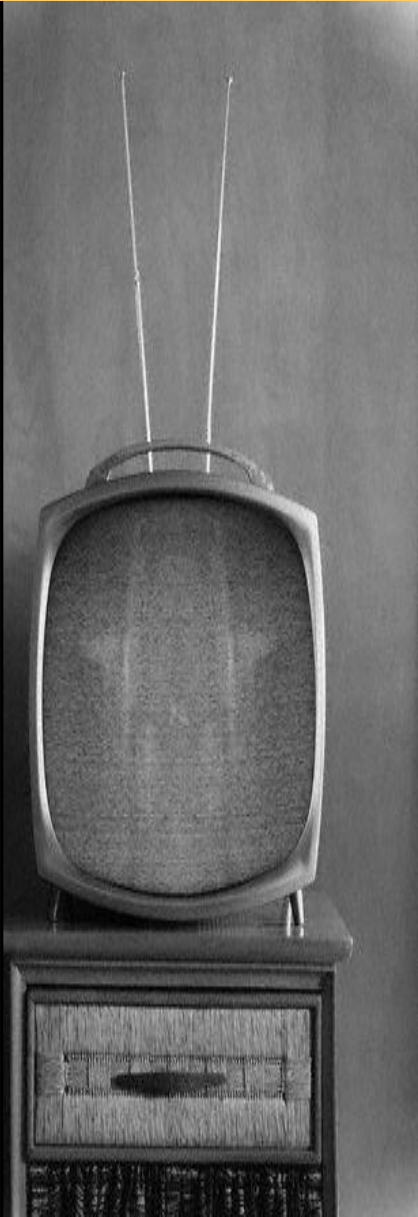
Exercise your own aesthetic:

- Quick and dirty: Greg Notess

<http://www.lib.montana.edu/~notess/sirsi/>

- Revised and reviewed: Regis Library

<http://insite.regis.edu/library/public/ERIC/ERIC1.htm>



## Getting started

Before you start, consider:

- Sequencing/outline path
- Size/Screen Resolution
- Length: shorter = better
- Audio/Video
- Interactive or “Show and Tell”



## Recording

- Adjustments can be made for timing of slides, text, images, etc. in most screencast software programs.
- Sequence, not speed, is most important when recording



# Editing

“As you attempt longer and more complex screencasts, though, it gets harder to avoid editing.”

Udell, J. (2005). Screencasting Strategies, retrieved February 28, 2007 from: <http://www.oreillynet.com/pub/a/network/2005/06/13/primetime.html>



## Presentation

Watch and listen for:

- Synchronization (text, audio, image, colors)
- Uniform spelling/nomenclature
- Any other inconsistencies





# Troubleshooting

- Javascript
- Multiple windows/pop ups
- Drop down menus
- Browser settings
  - Toolbars, menus, etc.
  - cache; state changing actions
- Accessibility

## Online hosting

### Local

- Bandwidth
- Access to server

### Remote

- File format
- Size of display
- Management



## Offline

### No server, no problem!

- Local use: Place in folder on the hard drive and create shortcut on the desktop
- Remote use: Burn to CD-ROM and send via snail mail.
- Remote use: Use [web based FTP](#)



# Sharing

## The Animated Library Tutorials (ANTS) Project

- Why reinvent the wheel?
- Uses [social software](#) and [institutional depository](#) to facilitate collaboration and sharing among librarians.
- General public interface: [LION TV](#)





## Google Analytics

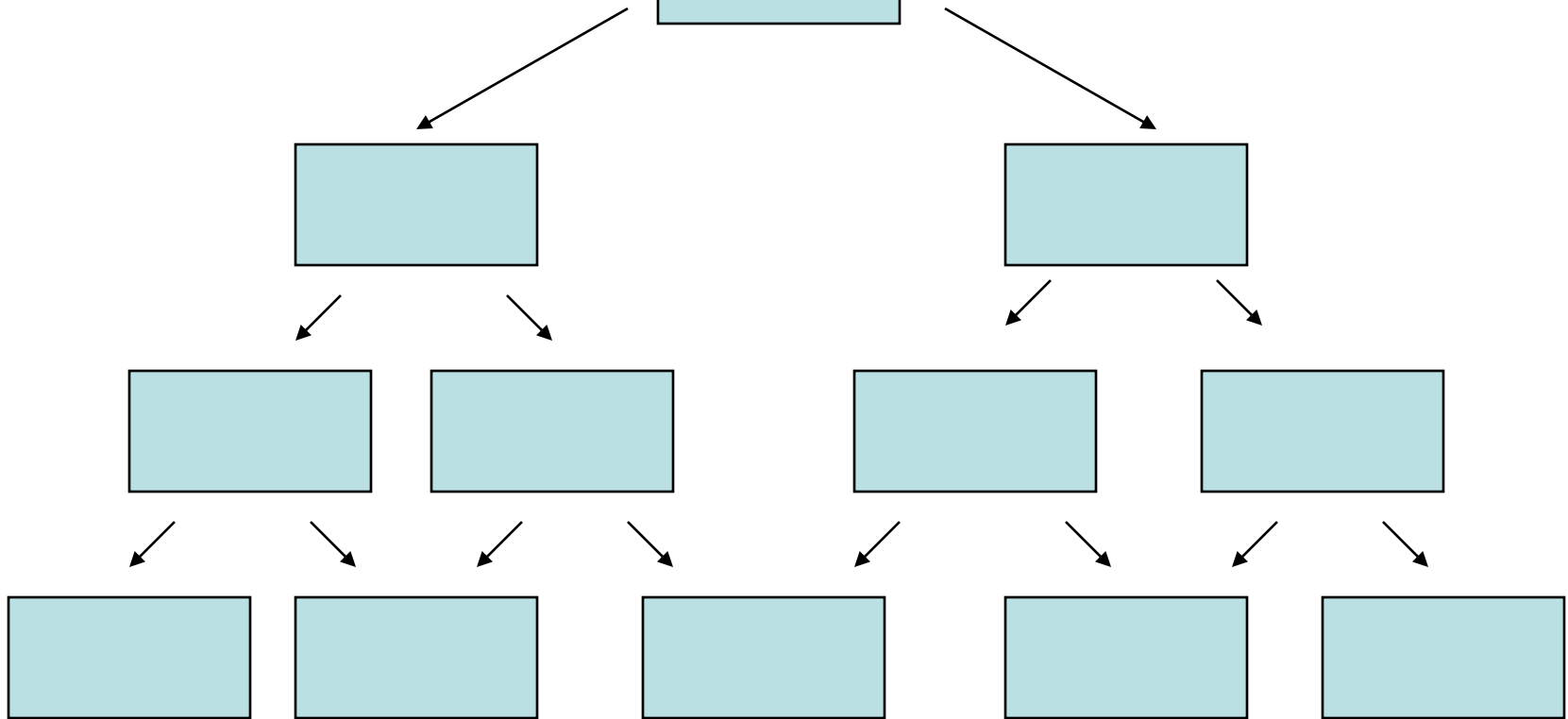
- Free service; need Google account
- Uses JavaScript to collect user data
- Copy and paste code into all web pages to track
- The more access to your server/website the better!

# Your website

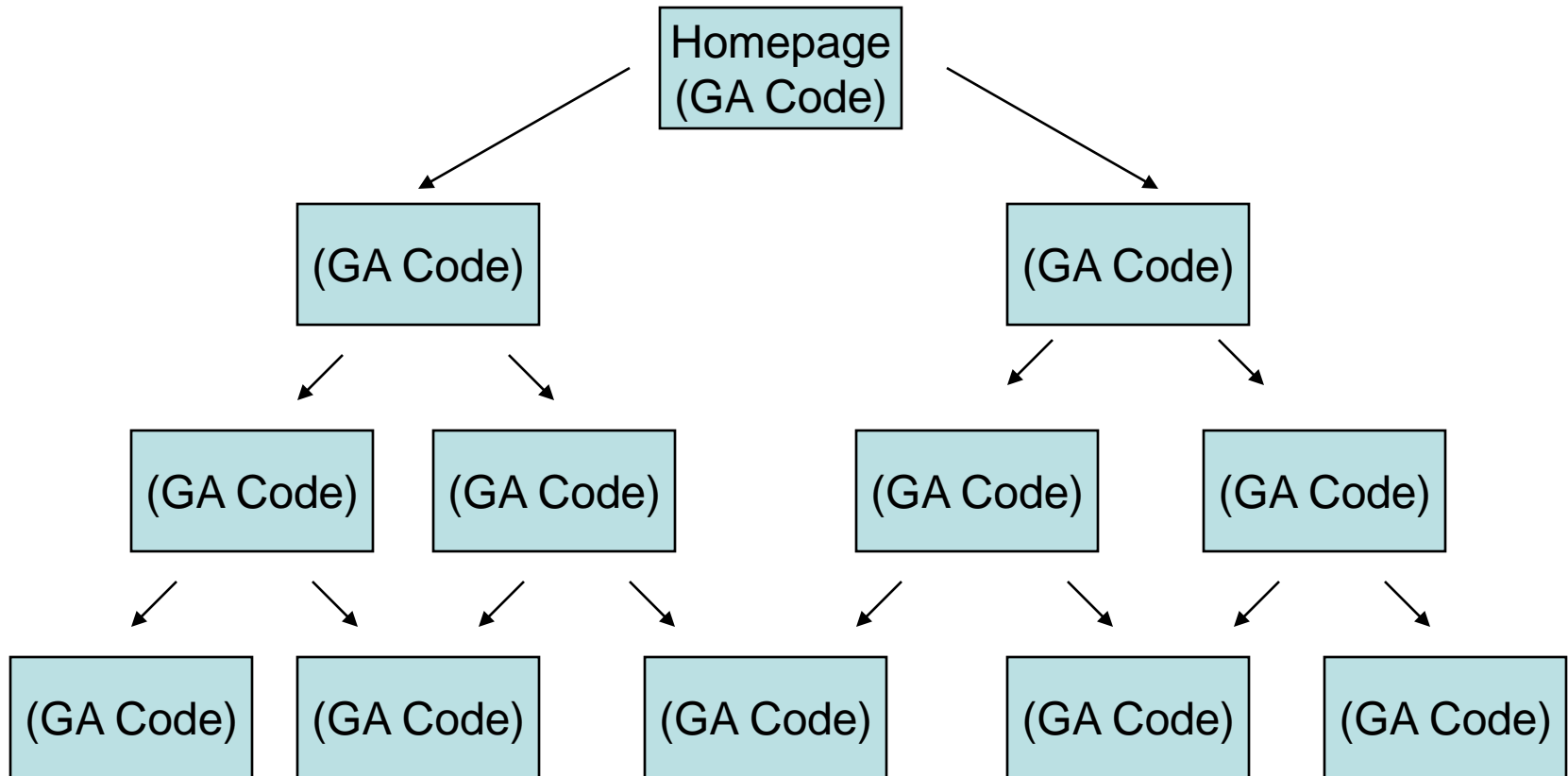


= webpage  
(HTML,PHP, ETC.)

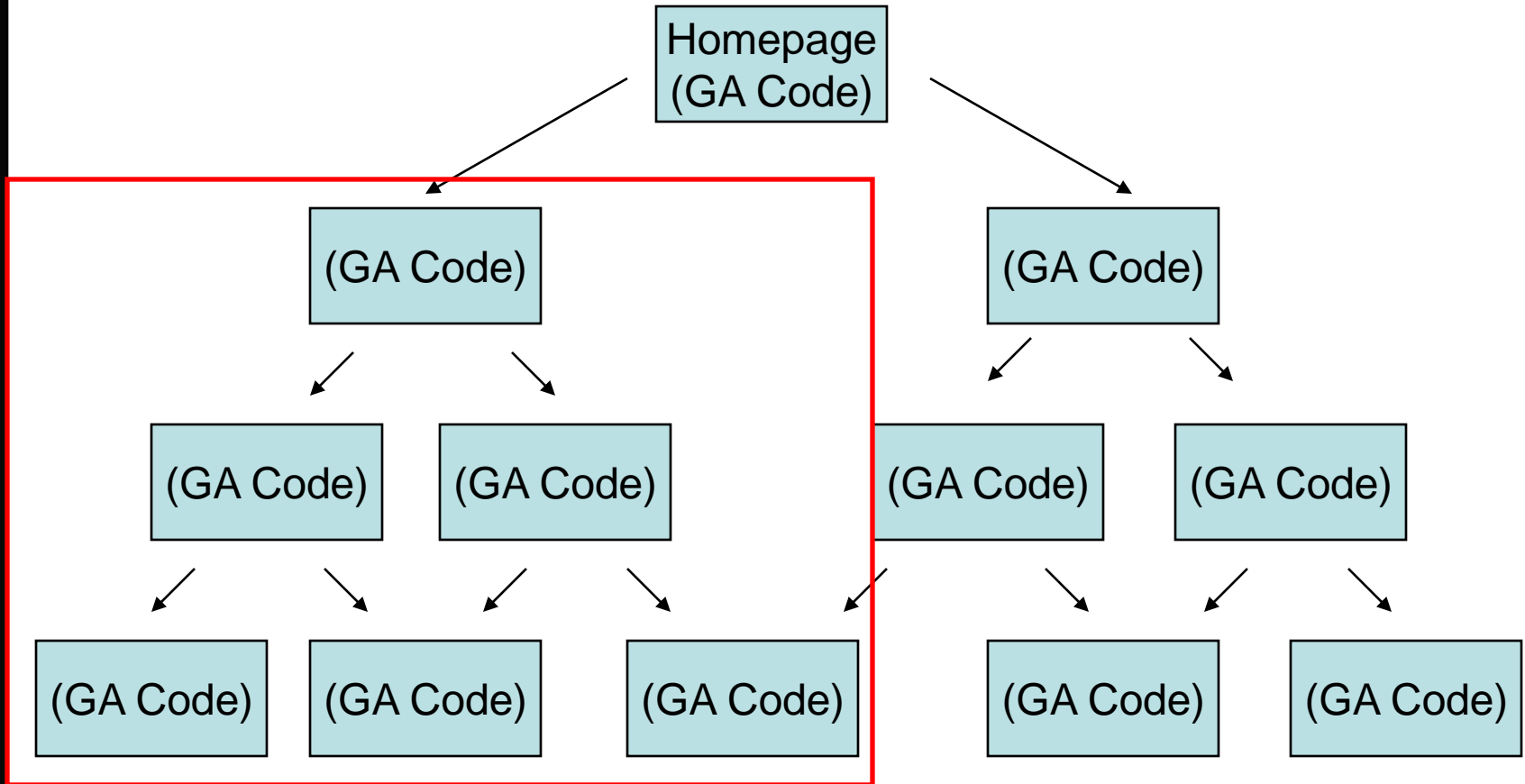
homepage



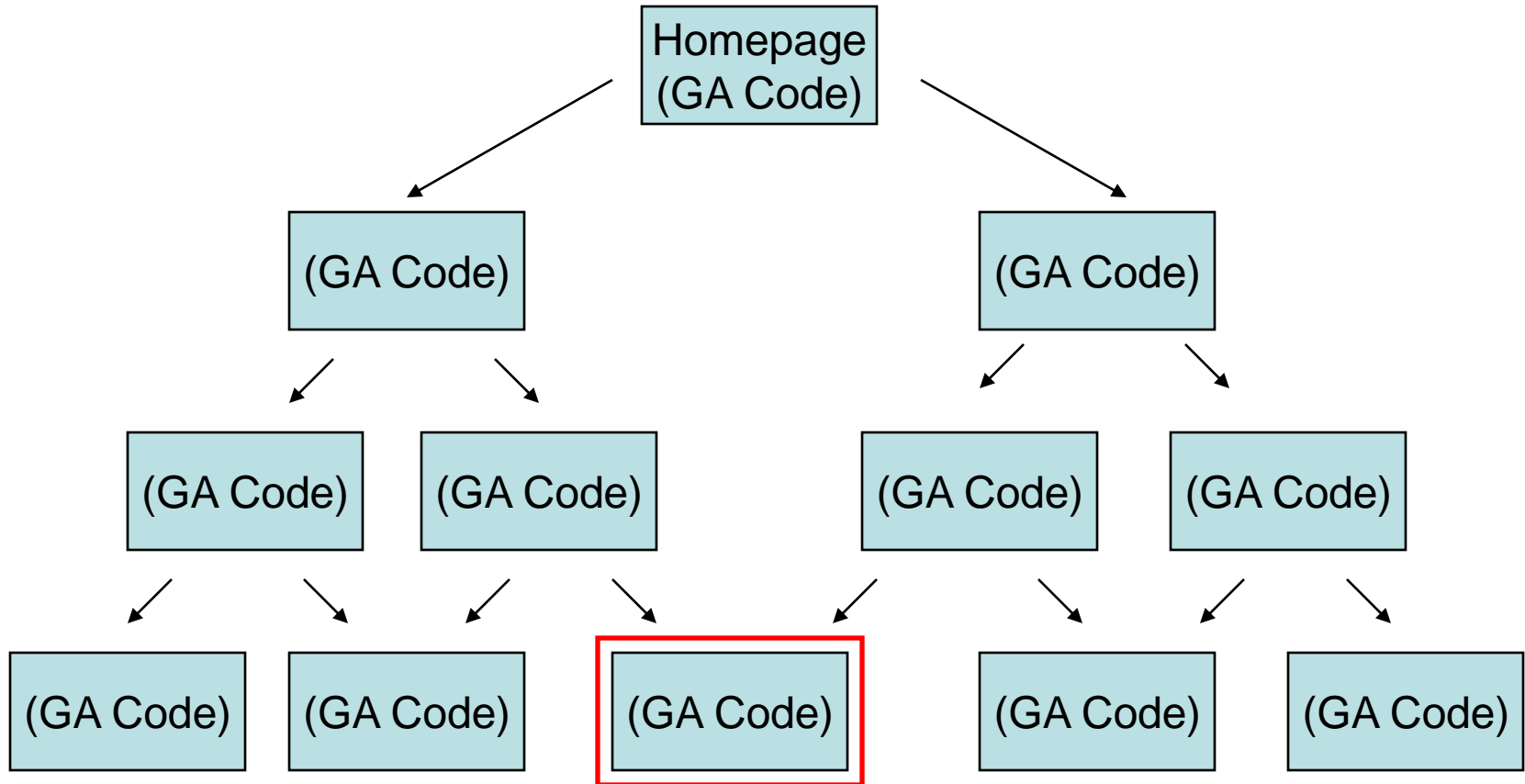
# Website w/ Google Analytics code



# Use filters to track subdirectories



# Create goals and track success rate



# Google Analytics & downloads

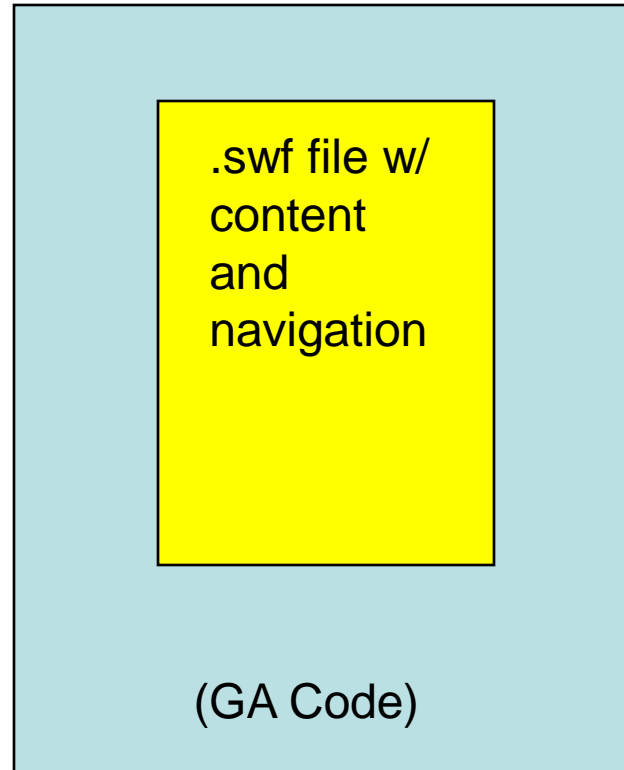
You can also track downloads of:

- Audio/visual files (.mp3, .flv, etc.)
- Documents (.pdf, .doc, etc.)

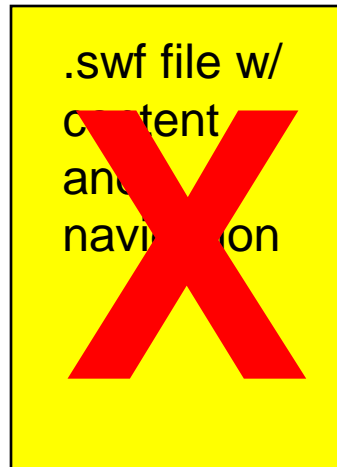
Example: [www.buckrambeats.com](http://www.buckrambeats.com)



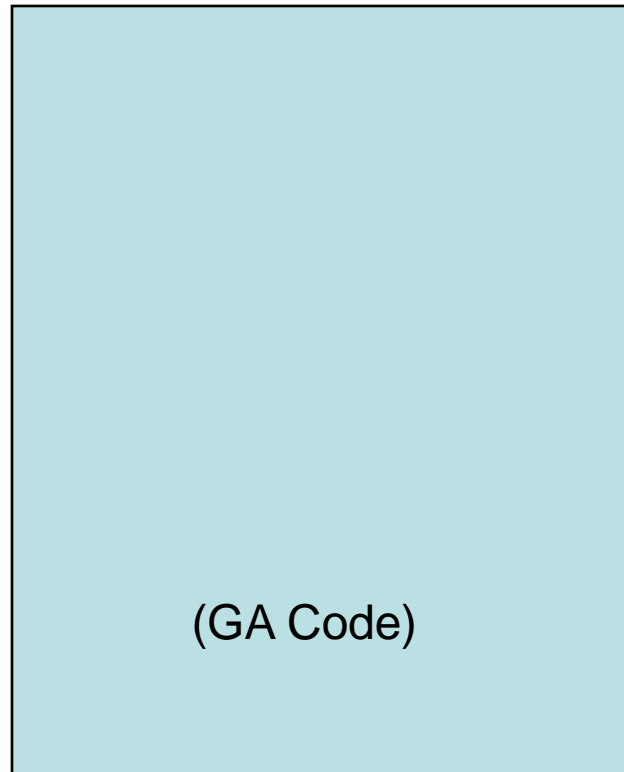
# But what if this your website?



# Interaction with the .SWF file is not recorded!



# Google Analytics only “sees” the code on the webpage



# Google Analytics: Visit = Bounce!

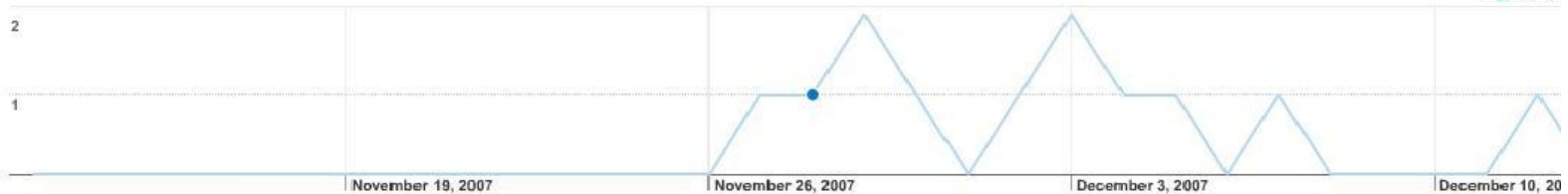
## Dashboard

Nov 28, 2007 - Nov 28, 2007

Comparing to: Site ?

Export 

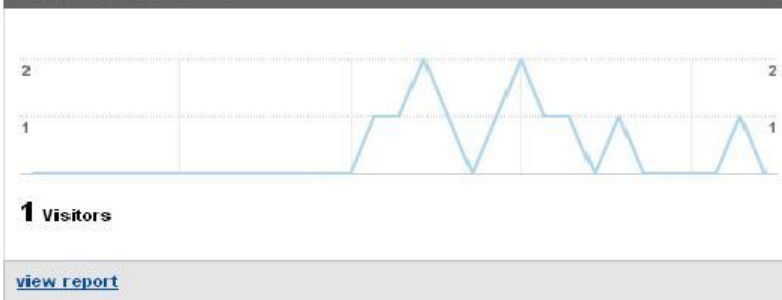
Visi



## Site Usage



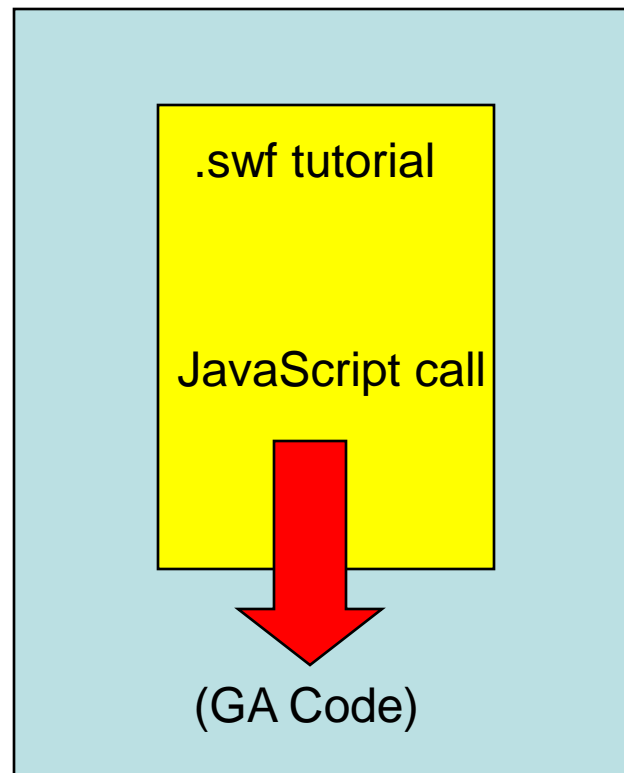
## Visitors Overview



## Map Overlay



# Solution: execute JavaScript call in .SWF file



# Result = Google Analytics records interaction with .SWF file

## Site Usage



1 [Visits](#)



4 [Pageviews](#)



4.00 [Pages/Visit](#)



0.00% [Bounce Rate](#)



00:01:31 [Avg. Time on Site](#)

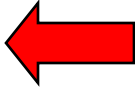


100.00% [% New Visits](#)

Content Overview		
Pages	Pageviews	% Pageviews
<a href="#">/button3</a>	1	25.00%
<a href="#">/button1</a>	1	25.00%
<a href="#">/button2</a>	1	25.00%
<a href="#">/flash/tests/test1.htm</a>	1	25.00%
<a href="#">view report</a>		

# Google Analytics Code

```
<script type="text/javascript"> var gaJsHost = (("https:" ==  
document.location.protocol) ? "https://ssl." : "http://www.");  
document.write(unescape("%3Cscript src=" + gaJsHost + "google-analytics.com/ga.js'  
type='text/javascript'%3E%3C/script%3E"));  
</script>
```

```
<script type="text/javascript">  
var pageTracker = _gat._getTracker("UA-1147175-1");  
pageTracker._initData();  
pageTracker._trackPageview();  Function to call!  
</script>
```

# The JavaScript call

```
pageTracker._trackPageview('button1');  
pageTracker._trackPageview('slide1');
```

- Can be associated with multiple events depending on software used.
- Each call can be given a unique name for identification.
- Make sure call occurs on same level as HTML code.

# Embedding the JavaScript call

How do you embed the  
JavaScript call in the .SWF file?

Let's take a look at this [screencast!](#)



# Google Analytics & multiple domains

- You can modify the code so you can track web pages across multiple domains

- Two lines of code must be added to each page:

```
pageTracker._setDomainName("none");  
pageTracker._setAllowLinker(true);
```



# Google Analytics & multiple domains

- The tracking cookie is retained as users navigate between different websites
- Links between different domains include their own javascript call

example HTML link:

```
<a href="http://insite.regis.edu/library/public/google_analytics/ga_test_insite.html" onclick="pageTracker._link(this.href); return false;">Click here to go to Insite</a>
```



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