

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

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The resources listed below are intended to introduce librarians interested in screencasting to different software products, strategies for implementation and management of screencasts, and tools for assessment.

Presentation materials can be accessed from:
<http://buckrambeats.com/OCLS/>

Articles

Google Analytics

Breeding, M. (2008). An Analytical Approach to Assessing the Effectiveness of Web-Based Resources. *Computers in Libraries*, 28(1), 20-22.

The author discusses a digital archaeological approach to assessing the efficacy of web-based resources. He explores several tools available to measure the use of web sites. He details the process of using Google Analytics. He recommends the use of web analytics tools to continually increase the effectiveness of its web-based resources.

Fang, W. (2007). Using Google Analytics for Improving Library Website Content and Design: A Case Study. *Library Philosophy & Practice*, 9(3), 1-17.

The article presents a case study about the use of Google Analytics in improving the design and content of Rutgers-Newark Law Library's main web site. It examines the mechanism and functionality of Google Analytics and how it has helped in the improvement of Rutgers web site. Moreover, it discusses how Rutgers library used the features of Google Analytics in making design decisions to create a user centered web site.

Screencasting

Notess, G.. (2005). Casting the Net: Podcasting and Screencasting. *Online*, 29(6), 43-45.

Describes two types of online broadcasting technologies that are gaining popularity in the U.S. Concept of podcasting; Applications of screencasting; Advantages and disadvantages of podcasting and screencasting

Roberts, G. (2005). Instructional Technology That's Hip High-Tech. *Computers in Libraries*, 25(10), 26-28.

The author addresses the advantages of using screencasts over more traditional methods of imparting information and knowledge in an educational setting.

Udell, J. (2005). Secrets of Screencasting. *InfoWorld*, 27(20), 34.

The author argues that screencasting provides a means to deliver information in a format which appeals to multiple senses, and that its ability to impress is significant.

Blogs/Web Sites

Google Analytics

Analytics Talk. <http://www.epikone.com/blog/>

Blog of IT professional Justin Cutroni. Provides posts and tips covering different functions of the Analytics software.

Google Analytics Blog. <http://analytics.blogspot.com/>

Official blog maintained by Google. Provides latest news, tips, and resources.

Google Groups: Analytics Help. <http://groups.google.com/group/analytics-help>

Forum maintained by Google for questions and answers related to Google Analytics.

Screencasting

The Distant Librarian. <http://distlib.blogs.com/distlib/>

Blog for Paul Pival, Distance Education Librarian, University of Calgary. Pival frequently writes and lectures about screencasting technology and techniques.

Libcasting. <http://www.notess.com/screencasting/>

Blog of Greg Notess, a reference librarian at the University of Montana, covering variety of issues related to screencasting and libraries

Udell, J. (2005). *Screencasting Strategies*. Retrieved April 15, 2008 from:
<http://www.oreillynet.com/pub/a/network/2005/06/13/primetime.html>

The author outlines the steps and procedures involved in creating quality screencasts.

Van Hecke, P. (2006). *Screencasting: online video sharing sites compared (1)*. Retrieved April 15, 2008 from <http://pascal.vanhecke.info/2006/10/31/screencasting-online-video-sharing-sites-compared-1>

Provides a good overview of the hosting options for libraries that do not have access to a Web server.

Podcasts/Screencasts

Betty, P. (2008). *Google Analytics and Flash based (.swf) tutorials*. Retrieved April 15, 2008 from:
http://buckrambeats.com/OCLS/Google%20Analytics%20and%20screencast%20software_demo.htm

Screencast illustrating how Google Analytics tracks web pages, and how to incorporate page tracking into shockwave flash (.swf) tutorials created using Adobe Captivate 3, Techsmith's Camtasia Studio 5, or Qarbon Viewlet Builder 5.

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

http://www.sirsidynixinstitute.com/seminar_page.php?sid=71

Archived presentation from the SirsiDynix Institute. Available as .mp3 podcast or .wmv streaming video. Notes from lecture are available as .pdf file.

Software

Demos, full version for purchase or download, updates, and documentation for these programs can be found on their respective website.

Windows OS

Commercial:

- Camtasia (TechSmith) <http://www.techsmith.com/camtasia.asp>
- Captivate (Adobe) <http://www.adobe.com/products/captivate/>
- Viewlet Builder (Qarbon) <http://www.qarbon.com/presentation-software/viewletbuilder/>

Open Source/Freeware

- Camstudio <http://www.camstudio.org/>
- FreeScreencast <http://freescreencast.com/>
- Webinaria <http://www.webinaria.com/>
- Wink <http://www.debugmode.com/wink/>

Mac OS

Commercial:

- Screenium <http://www.synium.de/products/screenium/index.html>
- SnapzPro <http://www.ambrosiasw.com/utilities/snapzprox/>

Open Source/Freeware

- Copernicus <http://danisoft.com/projects/copernicus/>

Sharing

Animated Tutorial Sharing Project (ANTS) <http://ants.wetpaint.com/>

The ANTS project has recently been opened to the public. Volunteers may select an electronic resource from a list maintained on the project wiki, and create a tutorial using the guidelines developed by the project members. Volunteers are also responsible for the maintenance of the tutorial.

Tutorcast <http://tutorcasts.org/>

A repository of educational screencasts. Registered users can post links to tutorials they have created or observed.