

NEW & OLD WAYS OF THINKING



Welcome to the metaverse!

Please take off your old way of thinking and leave it at the door. No, don't...



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SCREENCAST VIDEOGRAPHY:

Toward a Visual, Dynamic Understanding of the Digital Realm



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AOM VISUAL METHODS SIG

- Images / Photo elicitation
- Visual Diary
- Collage
- ZMET
- Video
- Screencasting

<https://fatemakawaf.com/visual-methods/>

<https://www.academyofmarketing.org/sigs/visual-methods-sig/>



THE DIGITAL WORLD

- Fast paced
- Data rich
- Dynamic
- Social
- Visual



THE METAVERSE

- A socially and technologically engineered space in which individuals increasingly spend a substantial amount of time.
- A transformational scape
- A regulatory nightmare!
- Extended self in this digital, visual, fast paced environment and its impact on offline sense of self and experiences.



SCREENCAST VIDEOGRAPHY SCV

... A research method that adopts a **dynamic visual** form of inquiry. It is philosophically underpinned by the **ontology of the moving image**. The method uses **screencasts** – videos of screen activities or outputs – as its main mode of data collection. The screencast videos capture dynamic on-screen interactions and experiences as they occur. This helps offer detailed records of online experiences (e.g. online shopping, information search, dating, video gaming, gambling, etc.) that are not usually observable using conventional methods. **Screencast videography focuses on capturing computer-mediated or digitally-occurring experiences in their dynamic ‘moving’ form, rather than static or still instants from among such experiences.** (Kawaf, 2019)



SENSORY MODES OF KNOWING

Video-based methodologies offer unique potential for multimodal research

“Multimodal research, further, can respond to the problem of “elusive knowledges,” that is, tacit, aesthetic, and embodied aspects of organizational life that are difficult to articulate in traditional methodological paradigms”

Toraldo, M. L., Islam, G., & Mangia, G. (2018). Modes of knowing: Video research and the problem of elusive knowledges. *Organizational Research Methods*, 21(2), 438-465.



ONTOLOGY AND EPISTEMOLOGY

- Pragmatism and the ontology of the moving image
- James's (1907) experience is a "*stream of consciousness*"
- "*We tend to overlook the continuity of the stream... focus on the substantive parts rather than the transitive parts. Although we cannot express the qualities of the latter in words, it does not mean they are not important.*" (Rylander, 2012: 11)



- "*Experience is a chunk of time that one went through – with sights and sounds, feelings and thoughts, motives and actions; they are closely knitted together, stored in memory, labelled, relived and communicated to others. An experience is a story, emerging from the dialogue of a person with her or his world through action*" (Hassenzahl, 2010, 1)



POSITIONING SCV

- Capturing experiences and moving beyond the digital footprint
- Allows a visually dynamic understanding of communities, groups, forums as well as individuals.
- Works not only with freely-shared data, but also with the behaviours of individuals behind the screen that might not result in a sharable trace.



SCREENCAST VIDEO EXAMPLE

<https://www.youtube.com/watch?v=5gfFfY9F1sc>



FUTURE DIRECTIONS FOR SCV

- Metaverse interactions and experiences
- Mental health
- Education – learning in digital environments
- Marginalised groups and social inequality
- Immigrants and refugees consumption of home country content
- Filter bubbles and content diversity – ideological polarisation



PROTOCOL OF THE METHOD (KAWAE, 2019)

1. Context
2. Intervention level
3. Software
4. Modes in Screencasting (Full/part recordings, audio, camera)
5. Timeframe (length of screencasts, timeframe of study)
6. Managing obtrusiveness (the beast (camera) in the room and the natural data paradox)



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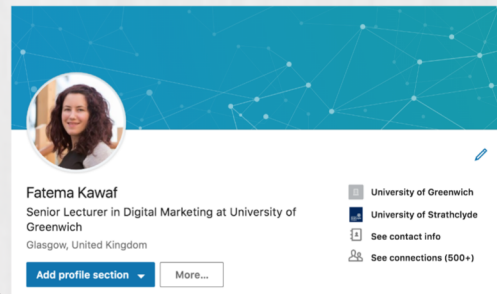
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Thank you!

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