

## Using the Method of Screencast Videography in the Classroom

Following Kawaf (2019) screencast videography method, students are asked to assess the digital experiences of interacting with their chosen brand for the coursework. Students are required to prepare a screencast recording which will be further analysed in a hands-on tutorial using analytical frameworks such as Pine and Gilmore (1998) or Critical Incident Analysis (Kawaf, 2019).

### Instructions:

Record a screencast video of your 'shopping' or browsing experience on the website of your chosen brand for the coursework. This can be 5 to 10 minutes long but can be less than that of course.

Please bring the recorded video with you to class next week. It's ideal if you have a laptop with you but don't worry if this is not possible you can work with a colleague instead.

### Task:

- Engage in a browsing/shopping experience (without buying!)
- As you navigate the website, aim to be as realistic as possible in order to capture user experience in action.
- You may also browse the brand's other digital communication channels, for instance search for them on Google (do they use paid search?), check their social media accounts too. (This is optional)

To record the screencast of your shopping experience, see the following instructions.

### \*To make a screencast:

Smartphone users: the easiest way is to check your settings menu to see if screen recorder is an option. Most smartphones have this option. For iPhone, the screen recorder is in the control centre.

MacBook users: Simply go to QuickTime Player, then go to the menu bar, choose File, New Screen Recording.

See this link for more details: <http://thenextweb.com/apple/2011/01/15/how-to-record-quick-easy-screencast-videos-with-mac-osx/#gref>

Windows users: This is not as straightforward. You will need to install one of the screencast software (free trial package will do for this educational activity, try Camtasia as a good software or Snagit). Any screen recording software will be fine so just use one and save a file.

<https://www.techsmith.com/camtasia.html>

<https://www.techsmith.com/snagit.html>

### Other options:

You can start a Teams meeting on your own, record the meeting and share your screen within the meeting and go about your shopping experience. When you are done, stop the screen sharing and stop the recording. Leave the meeting and wait a few minutes for the video to be ready. When the video is ready you can click on it, this takes you to Microsoft Stream, from there you could simply download the file and save it on your desktop or on a memory stick.

### Things to keep in mind:

Screencasting will let you record everything on your screen, so any pages you open will be visible. To avoid capturing personal data follow the following guidelines:

1. Log out of any messaging apps, email notifications, social media platforms etc.
2. Do not capture any personal/sensitive data on your videos.
3. If you end up recording any personal/sensitive data (e.g. chat messages, emails, etc.) you need to use an editing software to cut out any parts that capture personal/sensitive data. For information on video editing please check: <https://www.techsmith.com/tutorial-camtasia-video-editing.html>

## **Analytical Questions**

Replay your screencast video a couple of times paying attention to the progression of your experience, noting down what you interacted with the most and what you seem to not interact with or not notice.

Try to answer the following questions (you might need to replay the video as you try to answer these questions):

What is it that you were looking for when you visited the website? Did you have a purpose for browsing (purpose other than the coursework)?

How are information organised on the website?

What influence has the web visuals had on your shopping/browsing experience?

What influence has the web verbal information (text) had on your shopping experience?

Evaluate the role of social media content on the website. (Links to Facebook, Twitter, Instagram, etc. or star ratings and customer reviews). How does each of these affect your experience?

What type of experience does it offer? And how is the website quality (usability, functionality, aesthetics, and persuasion)?

Using Pine and Gilmore (1998) 4 Realms of Experience framework, discuss what type of experience(s) you had on the website you visited. Are other types of experiences possible? Why/why not?

**References:**

Kawaf, F. (2019). Capturing digital experience: The method of screencast videography. *International Journal of Research in Marketing*, 36(2), 169-184.

Pine, B. J., & Gilmore, J. H. (1998). Welcome to the experience economy.