

# Podcasts, Screencasts, and Social Media

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WHAT

# Video

Video  
on your  
computer

Video  
of your  
computer

HOW

Polished and  
professional

Quick and  
dirty

WHY

WHY  
NOT

# Screencasts



ILLUMINA

In cold water! Does Venice have a future?

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247 results found for: **photosynthesis** in Agricultural and Environmental Biotechnology Abstracts

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Web Sites 369

All Publication Types 247

Journals 234

Peer-Reviewed Journals 205

Conferences 5

Books 4

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Record # Go

1. [Rice Cluster I methanogens, an important group of Archaea producing greenhouse gas in soil](#)

Conrad, Ralf; Erkel, Christoph; Liesack, Werner

Current Opinion in Biotechnology [Curr. Opin. Biotechnol.]. Vol. 17, no. 3, pp. 262-267. Jun 2006.

... possibly occupying different niches among the methane producers. One niche seems to be methane production on roots driven by plant *photosynthesis*, contributing substantially to the release of methane from rice fields into the atmosphere.

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**Database:** Agricultural and Environmental Biotechnology Abstracts  
**Descriptors:** [Methane](#) | [Greenhouses](#) | [Soil](#) | [Methanogenic bacteria](#) | [Rice fields](#) | [Niches](#) | [More...](#)

Done

WHY  
Screencasts?

Polished and  
professional



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Snapz Pro X  
OSX

HOW



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Database:

Agricultural and Environmental Biotechnology Abstracts

Descriptors:

[Methane](#) | [Greenhouses](#) | [Soil](#) | [Methanogenic bacteria](#) | [Rice fields](#) | [Niches](#) | [More...](#)

# Audio

- Use a decent USB microphone or USB/Firewire breakout box (see podcasting toolbox)
- Use consistent narrator

Quick and  
dirty



### Capture Images

Snap a picture of anything on your desktop.



### Record Video

Record video of what you do, or what you see.



### Share Online

Instantly uploaded. Share in email, IM, or blogs.

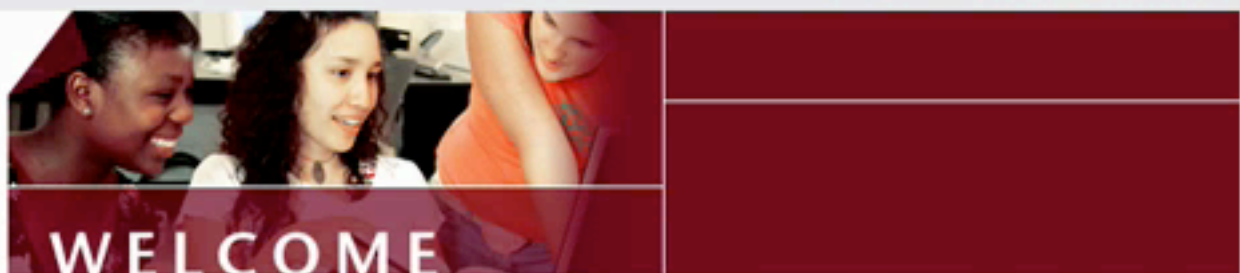
on your desktop.  
Snap a picture of anything

do, or what you see.  
Record video of what you

in email, IM, or blogs.  
Instantly uploaded. Share



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# The price of free

- Few features
- Limit on Screencast.com account (100 mB storage, 1 gB bandwidth)
- Longevity and support

Screencast-o-matic

```
<object classid="clsid:D27CDB6E-AE6D-11cf-96B8-444553540000" width="899"
height="723"> <param name="movie" value="http://content.screencast.com/
bootstrap.swf"></param> <param name="quality" value="high"></param>
<param name="bgcolor" value="#FFFFFF"></param> <param name="flashVars"
value="content=http://content.screencast.com/media/60b920e3-b045-46ef-a369-
c6276ccde926_ce9a8d5f-88e2-4c94-8022-
fb49e9ea5567_static_0_0_00000007.swf&width=899&height=723"></param>
<param name="allowFullScreen" value="true"></param> <embed src="http://
content.screencast.com/bootstrap.swf" quality="high" bgcolor="#FFFFFF"
width="899" height="723" type="application/x-shockwave-flash"
flashVars="content=http://content.screencast.com/media/60b920e3-b045-46ef-
a369-c6276ccde926_ce9a8d5f-88e2-4c94-8022-
fb49e9ea5567_static_0_0_00000007.swf&width=899&height=723"
allowFullScreen="true"> </embed> </object>
```

# Screencasts



Polished and  
professional

Feature-length  
documentary

**\$20,000**

80 hours

40:1

20 hours/week

Over one year

5000:!

HOW



NFK

I haven't been able to do anything the whole morning  
because of this.



my books music video LMAO



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Rate: ★★★★★

4 ratings

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Rate: ★★★★★

4 ratings

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# Medieval helpdesk with English subtitles



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528 ratings

Views: 502,136

Rate: ★★★★★

528 ratings

Views: 502,136

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Public  
service

NOT

Outreach or  
marketing

# Examples

- Existing content
  - Classes
  - Speakers
- New facility
- Capital campaign

Quick and  
dirty

## Video Upload - Quick Capture (Step 2 of 2)

Block

USB Video Class Vide ▾ Built-in Microphone ▾



Audio  Video **15 seconds**

Cancel Finish & Exit

### About Quick Capture...

Quick Capture allows you to record a YouTube video instantly via your computer's webcam.

Make sure your webcam is installed and working correctly.

[Did you mean to upload an existing video from your computer?](#)



YouTube Quick

Capture Screencast

# Accessibility

**Bare minimum:  
equivalent  
content**

Best case:  
accessible  
multimedia

# Descriptive audio

# Captioning

MAGpie



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## Help Center

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Your search - **accessibility** - did not match any answers in our Help Center.

Please edit your search terms and try again.

Please edit your search terms and try again.

Thanks!  
Questions?

<http://codyhanson.com/blog>

hans1794@umn.edu