

## TECH1502-17 Social Media & Technology

### Workshop Ten: Video Interview Skills

	<ul style="list-style-type: none"> <li>• <b>Activity:</b> Video Podcast recording</li> <li>• <b>Activity:</b> Coursework B &amp; C Planning</li> </ul>
001	<p><b>Why Vlog?</b></p> <p>“Since we are fast approaching the mid-point of 2016, we should probably examine the current state of social media. After all, it is not a static platform. People are participating in all sorts of different ways, and some approaches are more effective than others. I'm going to keep the information fairly general, but for specifics feel free to search for "Social Media in 2016," and you will find a plethora of data to support what you read here and even more detailed information on how you can more effectively utilize your social media platform.</p> <ul style="list-style-type: none"> <li>• The fastest-growing group of social media users will be those who are 65 and older.</li> <li>• The younger demographics will see the slowest amount of growth, but they will still outnumber the older demographics by a wide margin.</li> <li>• Videos offer the most opportunity for engagement by a huge margin.</li> <li>• Specialized social media sites are starting to emerge as significant players. If you've got an interest, who knows? There might be a social media site devoted to that interest.</li> <li>• Live streaming is becoming more and more popular. It's as easy as downloading a live streaming app to your phone and turning on the video camera.</li> <li>• Online marketing companies are trending toward creating mobile marketing strategies first. Consumers are just spending more time on their mobile devices than laptops and desktops these days.</li> <li>• Social media analytics are all the rage. Tracking your social media activity means you can identify how and where to find engagement. Engagement creates brand loyalty. Brand loyalty generates sales.”</li> </ul> <p><a href="https://forums.createspace.com/en/community/community/resources/blog/tags/vlogging">https://forums.createspace.com/en/community/community/resources/blog/tags/vlogging</a></p>
002	<p><b>Vlog Watch</b></p> <p>“But all of this is really for us VlogWatchers who have a passion for vlog watching and the people whose lives we are a small part of every day or every week or whenever. Vlogging is bringing us all closer together in ways we can't even begin to imagine as we realize we're all a big family and life may be filled with challenges but we can get through it together and have a lot of fun along the way.”</p> <p><a href="https://vlogwatch.com/">https://vlogwatch.com/</a></p>
003	<p><b>Understanding the Video Bloggers' Community</b></p> <p>“Blogs are journal based web sites that typically use content management tools to allow the authors to post contents on the websites (Gordon, 2006). Video blogs (or vlogs) are blogs where each post is a video. Although a post may also include text to provide context for the video, the focus of the post is a video. The use of videos provides more freedom for video bloggers (vloggers) to express their opinions/views and interact with their viewers more directly and interactively (Miles, 2003). Vlogging also fulfills a few social needs such as being connected, finding validation for one's experience and ideas, and being a producer as well as a consumer (Luers, 2007). Each vlogger interacts with other vloggers and together they form vloggers' communities”</p> <p><a href="http://www.irma-international.org/viewtitle/45778/">http://www.irma-international.org/viewtitle/45778/</a></p>
004	<p><b>DIY Vlogging</b></p> <p>“The best camera for vlogging is the one that you already have. So if all you have is an iPhone (or an HD smartphone, really), start with that. If your roommate loves photography and has a dSLR with video, grab that and start with that. Heck, if all you have is a webcam... get yourself to a well-lit room and start with that!”</p> <p><a href="http://diyfilmschool.org/choose-right-camera-vlogging-youtube/">http://diyfilmschool.org/choose-right-camera-vlogging-youtube/</a></p>
005	<p><b>Vlogging Hacks</b></p> <p>“There are numerous hacks you can use to make a professional home video studio with tools you might have on hand and ways to spend just 200 dollars to take your videos to the next level.”</p> <p><a href="http://blog.teachable.com/how-to-diy-home-video-recording-studio-setup">http://blog.teachable.com/how-to-diy-home-video-recording-studio-setup</a></p>

006	<p><b>Interviewing</b>  <b>Broadcasting Using a Webcam</b></p> <p>Using the internet to file video and audio broadcasts is an increasingly popular way to get contributors on air quickly, easily and cheaply wherever they are in the world. PCs, laptops, tablets and mobile devices can all be used to record inserts or live interviews for TV, radio and digital platforms using internet broadcasting services and a stable broadband connection. <a href="http://www.bbc.co.uk/academy/journalism/skills/filming-and-recording/article/art20140714131645806">http://www.bbc.co.uk/academy/journalism/skills/filming-and-recording/article/art20140714131645806</a></p> <p><b>The Video Interview Basics</b></p> <p>Video is an extremely powerful medium which complements radio so much when it comes to interviewing. Having that visual aspect there enables the audience to see and be part of the interactions between the host and their guest. Silences and facial expressions are clarified and the audience is given the whole picture. When you become comfortable with the preparation process and the technical side of conducting an interview for video, you'll find that you will look more professional in front of your guest, things will flow easier and you'll get a much better result at the end of the day. <a href="http://www.cmt.org.au/what-we-do/projects/multiplatform/skills/79-video/562-shooting-an-interview-dos-and-donts">http://www.cmt.org.au/what-we-do/projects/multiplatform/skills/79-video/562-shooting-an-interview-dos-and-donts</a></p>
007	<p><b>10 Steps to Shooting your First DIY Interview</b></p> <p>Have you ever wanted to interview someone to tell their story or share their point of view? Do you know how to make a subject feel comfortable in front of a camera? Or how to make sure you'll get the best material out of the time and resources that you have? What's your mother's maiden name? <a href="https://vimeo.com/blog/post/shooting-an-interview">https://vimeo.com/blog/post/shooting-an-interview</a></p>
008	<p><b>10 Steps to Better On-Camera Interviews</b></p> <p>Whether you're on camera interviewing someone else or you're behind the camera trying to get a strong interview out of your talent, there are some tricks to getting the best performance you can out of your interviewee. In today's podcast episode we share ten steps to getting better on-camera interviews. We'll discuss the process we use on client shoots to have the interviewee be comfortable on camera, act natural, and sometimes not even realize we're already recording. <a href="http://www.calebwojick.com/blog/10-steps-to-better-on-camera-interviews">http://www.calebwojick.com/blog/10-steps-to-better-on-camera-interviews</a></p>
009	<p><b>Top 10 Video Interviewing Tips For Documentary Filmmaking</b></p> <p>As a television news reporter, video producer and documentary filmmaker, I have literally interviewed thousands of people over a span of more than two decades, so these insider tricks are tried and true! <a href="http://www.desktop-documentaries.com/interviewing-tips.html">http://www.desktop-documentaries.com/interviewing-tips.html</a></p>
010	<p><b>Plan, Plan, Plan</b></p> <p>It is so important to plan for your video shoot, but most people overlook this vital step. Plan around a concept, a thought, an emotion, or an idea. Make sure that what you are trying to make stays true to the message you want to convey in the video. If talent is needed for either voice over narration or on-screen acting, be sure to talk with your potential actor prior to shooting. This will allow you to see if they are indeed the candidate you'd like in your video. Casting auditions are also a good thing to consider. Go location scouting, make a shot list prior to shooting, and plan the entire video before a camera is ever turned on. Know what equipment you need and create a checklist to ensure you grab everything you need, especially if you are shooting on location rather than in studio. Good planning is the foundation for any great project. <a href="http://www.ou.edu/webcomm/video-photos/DIYvideo.html">http://www.ou.edu/webcomm/video-photos/DIYvideo.html</a></p>
011	<p><b>Posting &amp; Sharing Video</b></p> <p>The Citizens' Eye Community News Agency was established in 2008 to enable community people in Leicester and Leicestershire to become 'Citizen Reporters' and provide a news gathering platform for current and relevant news to the third sector. We aim to provide a professional media outlet for community groups to promote their events and share best practice amongst their peers. We aim to present the stories and photographs received in a professional and unbiased way, and to accurately represent all communities. In our portrayal of the people and locations reported, we shall strive to dispel much of the ignorance that erodes community cohesion. <a href="https://www.youtube.com/user/CommMediaHub/videos">https://www.youtube.com/user/CommMediaHub/videos</a></p>

012	<p><b>About This Interview Blog</b></p> <p>In the intricately networked web world, the role of a brick &amp; mortar, public access media center is a work-in-progress. What are the key ingredients to be a relevant and sustainable community resource? This is a series of podcasts sharing best practices and advice for community media center advocates, managers, staff, producers, and volunteers. It features interviews with leaders in the field who share their expertise and perspectives.</p> <p><a href="http://communitymedia2pt0.blogspot.co.uk/">http://communitymedia2pt0.blogspot.co.uk/</a></p>
013	<p><b>How to Create a YouTube Community for Your Vlogging Channel</b></p> <p>Whether you intend to or not, your vlogging channel will have a tendency to become a space for a community of like-minded people to gather and discuss topics related to your YouTube vlogs. The best YouTubers not only recognize and foster it; they actively work to create this sense of community. <a href="http://www.vlognation.com/youtube-channel-community-for-vlog/">http://www.vlognation.com/youtube-channel-community-for-vlog/</a></p>
014	<p><b>TECH1502 Vlogging</b></p> <p>This week I've been watching vlogs made by the learners on TECH1502 Introduction to Community Media. I've really enjoyed listening to the thoughts and ideas about what has been learnt over the year, and how learners have gained a different perspective on what community media is and why it is different from mainstream and commercial media. <a href="http://robwatsonmedia.net/tech1502-community-media-reflexive-blogs/">http://robwatsonmedia.net/tech1502-community-media-reflexive-blogs/</a></p>
015	<p><b>From blogging to vlogging: video can revolutionise the way we connect with the Deaf community</b></p> <p>This week is International Week of the Deaf (IWD) – a perfect opportunity to talk about the benefits of vlogging when it comes to connecting with British Sign Language (BSL) users. Not familiar with the term vlog? Just as the word 'blog' is short for 'web log', vlog is short for video log, and the similarities between the two don't end there. In terms of content, vlogging is a lot like blogging, only instead of posting a blog in a written language, you post a video and talk, sing, perform, or rant away. What's less known is how valuable a Vlog can be in communicating with the Deaf community. <a href="https://blogs.citizensadvice.org.uk/blog/from-blogging-to-vlogging-video-can-revolutionise-the-way-we-connect-with-the-deaf-community/">https://blogs.citizensadvice.org.uk/blog/from-blogging-to-vlogging-video-can-revolutionise-the-way-we-connect-with-the-deaf-community/</a></p>
016	<p><b>Using Skype as a Community Media Production Tool</b></p> <p>Skype was created as a no-cost long-distance phone service. It does that very well. What it also allows you to do, if you're just a little technically-minded and have a homebrew gene or two, is to record your Skype phone conversation, with the other person's permission, to an audio file on a second computer. Once you've recorded the audio, you can edit out the uhms, ahs and pauses, compress the audio and then place it on the web for public consumption. <a href="http://www.his.com/~pshapiro/usingskype.html">http://www.his.com/~pshapiro/usingskype.html</a></p>
017	<p><b>Coursework B &amp; C Discussion</b></p> <p><b>Component Two - Community Media Project Investigation (15%)</b></p> <p>This assignment consists of investigation and research into your chosen group project for component three of your coursework. This means discussing ideas with members of your group, finding out if other people have undertaken similar social projects, and explaining how these project work.</p> <p>The final blog post of this section of your coursework portfolio should be a three-minute reflective video, posted either to the blog directly, or embedded as a YouTube video.</p> <p>This assignment is an assessment of your digital capabilities, skills and literacies for community media production, consisting of a portfolio of different types of media submitted to your personal blog on the DMU Commons <a href="http://our.dmu.ac.uk">http://our.dmu.ac.uk</a>, with a feed to the <a href="http://diy.our.dmu.ac.uk/">http://diy.our.dmu.ac.uk/</a> blog site and a link and description of each blog posted to your DMU Wiki profile page <a href="https://wiki.our.dmu.ac.uk/w/index.php/TECH1502_Learners">https://wiki.our.dmu.ac.uk/w/index.php/TECH1502_Learners</a>.</p> <p>This should aim to incorporate a wide variety of content such as podcasts, videos, blogs and wikis, or whatever forms of media you are asked to experiment with and try out.</p>

	<p>You will submit five blog posts, the last blog being a three-minute video blog that reflects on what you have learnt so far. It is essential that you establish the habit of blogging regularly, so you will be expected to post a blog each week, with an updated link on your wiki profile page, and an explanation of what is distinctive and innovative about the blog post.</p> <p><b>Minimum Work:</b> Five weekly blog posts published from week 6 to Week 10.  <b>Deadline:</b> Week 11 (before Christmas break), 10am Monday 12th December.  <b>Marking &amp; Feedback by:</b> End of Week 15 (after Christmas break).</p> <p><a href="https://wiki.our.dmu.ac.uk/w/index.php/TECH1502_Introduction_to_Community_Media#Component_Two_-_Community_Media_Project_Investigation_.2815.25.29">https://wiki.our.dmu.ac.uk/w/index.php/TECH1502_Introduction_to_Community_Media#Component_Two - Community Media Project Investigation .2815.25.29</a></p>
018	<p><b>Component Three – Community Media Group Project (30%)</b></p> <p>How can we use media to report and share stories about what is going on in our communities? How do people talk with one another, and what are the issues that are important to them? What are the skills that people use when sharing and using forms of media to talk with other people in their communities? How can different forms of community media help us to understand differences within and between our communities?</p> <ul style="list-style-type: none"> <li>• Using the DMU Commons Wiki as the main platform, you will work in a group of <b>no more than four people</b> to put together, develop, trail and reflect-on a ‘real-world’ community activity.</li> <li>• Your job will be to create and develop a ‘community media package’ using a dedicated page on the DMU Wiki as an organisation tool, that will help people to share information and ideas about your real-world community activity.</li> <li>• Your job is to use different forms of at-hand media to manage and develop this product, and to include members of a real-world community as participants and learners.</li> <li>• Groups and topics will be allocated in your lab sessions. The list of topics, with links to projects undertaken in previous years can be shared on the DMU Commons Wiki: <a href="#">TECH1502 Community Media Group Project</a></li> <li>• Time will be allocated in the lab sessions for the investigation and the planning of the topics, so group membership is fixed by your lab session.</li> </ul> <p>Your final Community Media Group Project Wiki page will include:</p> <ul style="list-style-type: none"> <li>• A definition of what your project is.</li> <li>• Examples of this type of activity being undertaken elsewhere.</li> <li>• Instructions and essential information about getting started.</li> <li>• Examples of how your group has tried out the activities.</li> <li>• Video footage, photographs, audio capture, blog write-ups, links to Tweets, Facebook Groups, Google Groups, pages, and so on, that show how the activity was undertaken.</li> <li>• Comments from participants from beyond the group that have been drawn-in to join the group and participate in the activity.</li> </ul> <p><b>Blog Journal:</b> You are expected to keep a journal that records your involvement and level of participation through the process of developing your Community Media Group Project. Entries will be posted to your blog each week and listed on your personal wiki profile page. The final blog post will consist of a video presentation lasting no longer than three minutes, that reflects on what you have personally learnt about social media, how you have improved and developed in this module, and how this relates to the content that you will have posted to your own blog site and the module wiki.</p> <p><b>Minimum Work:</b> Ten blog posts published each week 15 to Week 23.  <b>Deadline:</b> Week 25, 10am Monday 20th March.  <b>Marking &amp; Feedback:</b> Thursday 13th April 2017.</p> <p><a href="https://wiki.our.dmu.ac.uk/w/index.php/TECH1502_Introduction_to_Community_Media#Component_Three_.E2.80.93_Community_Media_Group_Project_.2830.25.29">https://wiki.our.dmu.ac.uk/w/index.php/TECH1502_Introduction_to_Community_Media#Component Three .E2.80.93 Community Media Group Project .2830.25.29</a></p>
019	<p><b>Actions</b></p> <ul style="list-style-type: none"> <li>• Continue Investigating and finding different types of DIY or Community Media that you think would be good to use as a model.</li> </ul>

	<ul style="list-style-type: none"> <li>• Note and capture these examples and write a blog about what makes them interesting to read, watch or interact with?</li> <li>• Share you examples on the DMU Commons Wiki, on the TECH1502 Community Media Group Project page.</li> <li>• Discuss the topics that you are interested in and explain how they might be interesting to work on?</li> <li>• Form a group with no more than four people and start to plan your community media product.</li> </ul>
020	<p><b>Think About</b></p> <ul style="list-style-type: none"> <li>• How will you capture and record information about how you are working on your project?</li> <li>• How will you share the information that you are capturing so other people can share ideas with you?</li> <li>• What do you need to write on the DMU Commons Wiki that will explain to other people how your project is taking shape?</li> <li>• Will a stranger be able to understand what your group is working on when they read your wiki entry?</li> </ul>
	<b>References:</b>