

TECH1502-18 Introduction to Community Media

Workshop Ten: Video Interview Skills

1 Activity – Research Reflexive Vlogging for Learning

- Form a small group of no more than four people.
- Read the comments below about vlogging.
- Make a note of any issues that you might have a concern about, or are unsure about, and add it to a post-it-note.
- Once you have read through the ideas listed about vlogging, discuss in your group your experience of making a vlog, watching vlogs, or using vlogs as part of your learning process.
- Identify the elements that you feel most comfortable with in vlogging, then those elements that you feel most uncomfortable with.
- Return to the main group and use the whiteboard to discuss the issues you have considered in your groups.
- Map these issues as a mindmap.

1.1 Real Vlogs: The Rules and Meanings of Online Personal Videos – Aymar Jean Christian

“This paper explores what the “rules” of vlogging (video blogging) are: the various visual and social practices viewers and creators understand and debate as either authentic or inauthentic on YouTube. It analyzes a small, random set of vlogs on YouTube and highlight several controversies around key celebrities on the site. This essay concludes by challenging whether conversations around authenticity will persist in dialogues about online video....”

“The divide between vlogs of self-expression (first vlogs, following the rules above) and vlogs intended to get attention, a market or an audience, is wide. YouTubers who give advice on “how to make a vlog” are more experienced, have more videos and more followers. Their advice stands in almost direct contrast to what first vlogs, or “real” vlogs, look like. These YouTubers are most concerned with making vlogs entertaining and following defined editing rules. Their goal is popularity, alongside but never reliant upon self-expression. In this way, they reveal the distinction between real vlogs and good vlogs. To make a good vlog, these users emphasized similar techniques and suggested a good vlog isn’t real at all, but entirely constructed. As sxephil, one of YouTube’s all-time most subscribed users, said: “There’s no such thing as reality on the Internet. There’s only people’s perception of what’s real.” His videos are heavily edited.”
<http://journals.uic.edu/ojs/index.php/fm/article/view/2699/2353#p5>

1.2 Reflexive Vlogging

According to Steve Wheeler, “Amy Burvall outlines seven reasons why vlogging is a useful method of reflective learning for students. Here they are with annotations included:

1. It is personal and facilitates the student voice. It supports personalised learning through self-expression, and through the act of thinking out loud and performing one's learning for a public audience.
2. It is a natural part of the confessional culture. The current generation self discloses a great deal more than those in previous generations, and can be brutally honest in telling of their personal stories. This is clearly becoming a key part of the new digital cultural capital and feeds their perceived need to connect through reciprocal disclosure of personal details.
3. Vlogging is easy, cheap and fun. All you need to begin vlogging is a video camera, such as the one included in all smart phones, and a topic to talk about. Many vlogs are unedited, recorded in real time, and posted direct to YouTube.
4. It is less stressful for some. I recall several of my own students recently choosing a video as their preferred format of assessment, because I offered it as a legitimate mode of assignment. They said they felt more comfortable expressing their learning in video format, but of course, as a teacher, one should always ensure that students are assessed in as many different modes as are available. And remember, vlogs can include text in the form of subtitles or overlaid commentary.
5. Practice new literacies. For those less familiar with vlogging, creating your first can be quite a challenge. A number of new literacies need to be learnt, including video camera use, editing (possibly), audio production, presentation skills, reflective communication and posting content to the web. This is not an exhaustive list, but reflects the extent to which new ways of working need to be learnt to vlog successfully.
6. Vlogs are hard to plagiarise. It may be easy to copy the ideas found within some vlogs, but the personal signature of a vlog is virtually impossible to duplicate. Many well-known vlogs attract parodies, but these in themselves could be seen as original works, with creative merit of their own.

7. Dynamic - vlogs can be augmented. In this statement I believe Amy means that vlogs can be just the start of self-expression through video, and can be supplemented with music, animation, editing, remixing and a host of other additions which can enhance or even transform the messages found within them.

Steve adds number eight to the list, by suggesting that vlogging can be very expressive and can unleash the creativity of the person creating it as well as capturing the imagination of those watching it." <http://www.steve-wheeler.co.uk/2014/12/vlogging-and-learning.html>

1.3 Why Vlog?

"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.

- The fastest-growing group of social media users will be those who are 65 and older.
- The younger demographics will see the slowest amount of growth, but they will still outnumber the older demographics by a wide margin.
- Videos offer the most opportunity for engagement by a huge margin.
- 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.
- 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.
- 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.
- 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." <https://forums.createspace.com/en/community/community/resources/blog/tags/vlogging>

1.4 Vlog Watch

"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." <https://vlogwatch.com/>

1.5 Understanding the Video Bloggers' Community

"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" <http://www.irma-international.org/viewtitle/45778/>

1.6 DIY Vlogging

"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!" <http://diyfilmschool.org/choose-right-camera-vlogging-youtube/>

1.7 Vlogging Hacks

"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." <http://blog.teachable.com/how-to-diy-home-video-recording-studio-setup>

2 Activity – Reflexive Vlogging Practice

- This is an experiment in trying out and gaining confidence in vlogging.
- It doesn't matter what this activity is recorded on, if you have a phone, a tablet, a laptop or access to a PC with a webcam, use whatever is easier.
- Working in your group set-up your recording device in a space that is quiet and reasonably well lit.
- Think about how you will position your device so that it captures sound effectively, so you will need to find a quiet space that is free from background noise.
- Some of you will be happy to record some video in front of other people, others will want to record something by yourself – there is no compulsion, this is an experiment in working out what works.
- Each person should take a turn in recording a reflection video lasting no longer than two minutes.
- Use your video to reflect on the way that you use social media, and what you gain in terms of social connections by sharing that media (or, that you avoid if you are sceptical about the use of social media).
- Once you have each recorded a video piece, watch them back together and note how effective each video was in terms of learning about the persons thought process and ideas.
- Do you get a sense of what each is wishing to discover and what they feel or understand by this process of discovery?
- Make a note of the style of vlogging that you thought was poor and needs to be developed, and what you thought worked well and you would be happy to share.
- Start a thread on DMU Talk (<https://talk.our.dmu.ac.uk>) using the Social Media category and write a post sharing your tips.
- These tips can be practical (i.e. don't look down it gives you a double chin, or turn off the TV as the noise conflicts with what is being spoken), or it can be thematic (i.e. what engaged you are a viewer of these vlogs that told a story that you could connect with).
- Return to the main group and discuss your experience creating a mind-map of ideas on the whiteboard.

3 Activity - Interviewing

- Return to your small group.
- Read the comments below about interviewing.
- Make a note of any issues that you might have a concern about, or are unsure about, and add it to a post-it-note.
- Once you have read through the ideas listed about interviewing, discuss in your group your experience of interviewing people and how recording the interview on video might have made a difference.
- Identify the elements that you feel most comfortable with in interviewing, then those elements that you feel most uncomfortable with.
- Now, try out interviewing on video one person from your group.
- Even if you just use a phone, or if you want to pick-up a video camera from AV-Stores.
- Take turns to record a short interview about Vlogging and what video blogs the other people in your group watch.
- Return to the main group and use the whiteboard to discuss the issues you have considered in your groups.
- Share the video with the main group and compare the different styles and approaches, and discuss what works well and what can be improved.
- Map these issues as a mindmap.

3.1 Broadcasting Using a Webcam

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. <http://www.bbc.co.uk/academy/journalism/skills/filming-and-recording/article/art20140714131645806>

3.2 The Video Interview Basics

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.

<http://www.cmta.org.au/what-we-do/projects/multiplatform/skills/79-video/562-shooting-an-interview-dos-and-donts>

3.3 10 Steps to Shooting your First DIY Interview

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? <https://vimeo.com/blog/post/shooting-an-interview>

3.4 10 Steps to Better On-Camera Interviews

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. <http://www.calebwojick.com/blog/10-steps-to-better-on-camera-interviews>

3.5 Top 10 Video Interviewing Tips For Documentary Filmmaking

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! <http://www.desktop-documentaries.com/interviewing-tips.html>

3.6 Plan, Plan, Plan

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. <http://www.ou.edu/webcomm/video-photos/DIYvideo.html>

4 Activity - Posting & Sharing Video

- Read through the articles listed in this section.
- Identify any issues and approaches to sharing video content online that you think you might be able to try out.
- Open a new thread on DMU Talk (<https://talk.dmu.ac.uk>) using the 'Community Media' category. **Don't reply to an existing thread.**
- List and describe any recommendations or tips that you might have about vlogging and video interviewing.

4.1 Citizens Eye – Video Blog

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.

<https://www.youtube.com/user/CommMediaHub/videos>

4.2 About This Interview Blog

In the intricately networked web world, the role of a brick & mortar, public access media centre 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 centre advocates, managers, staff, producers, and volunteers. It features interviews with leaders in the field who share their expertise and perspectives.

<http://communitymedia2pt0.blogspot.co.uk/>

4.3 How to Create a YouTube Community for Your Vlogging Channel

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. <http://www.vlognation.com/youtube-channel-community-for-vlog/>

4.4 TECH1502 Vlogging

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.

<http://robwatsonmedia.net/tech1502-community-media-reflexive-blogs/>

4.5 From blogging to vlogging: video can revolutionise the way we connect with the Deaf community

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.

<https://blogs.citizensadvice.org.uk/blog/from-blogging-to-vlogging-video-can-revolutionise-the-way-we-connect-with-the-deaf-community/>

4.6 Using Skype as a Community Media Production Tool

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.

<http://www.his.com/~pshapiro/usingskype.html>

5 Activity – Blog Planning

- Continue Investigating and finding different types of DIY or Community Media that you think would be good to use as a model.
- Note and capture these examples and write a blog about what makes them interesting to read, watch or interact with?
- Share your examples on DMU Talk and the DMU Commons Wiki on the TECH1502 Community Media Group Project page.
- Discuss the topics that you are interested in and explain how they might be interesting to work on?
- How can you incorporate this into your planning for your community media reports product?
- How will you capture and record information about how you are working on your project?
- How will you share the information that you are capturing so other people can share ideas with you?
- What do you need to write on the DMU Commons Wiki that will explain to other people how your project is taking shape?
- Will a stranger be able to understand what your group is working on when they read your wiki entry?

References