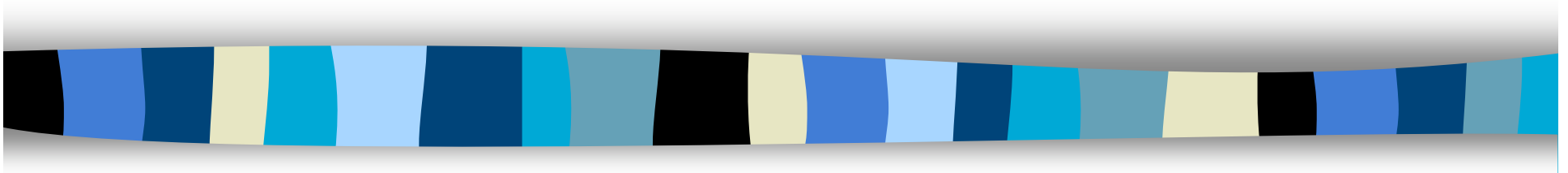


Instruction on Demand: Shifting Time and Space



Michele Mizejewski
CCLI Spring Workshop
CSU, Sacramento
11 May 2007



Outline:

- The larger communication context
- Shifting time and space
- Education
- Library instruction
- Web 2.0 and LIS education



The Participatory Web

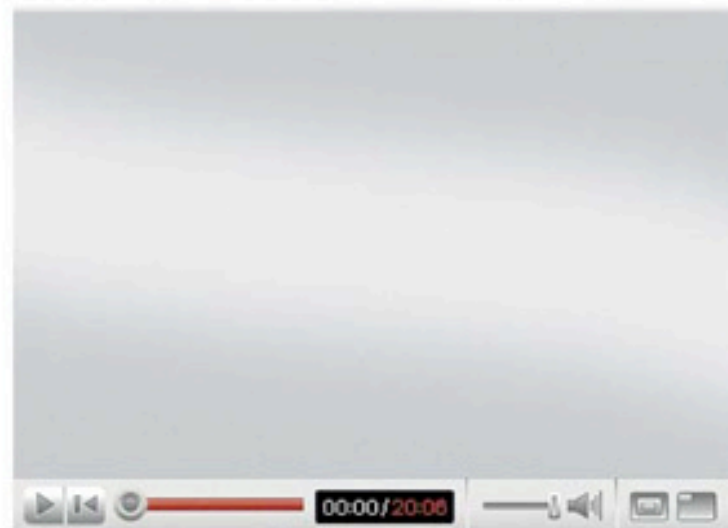
Wiki feeds **Podcast**
Collective Intelligence Rich User Experience
Web Services API **Blogging**
Folksonomies **Web 2.0** The Long Tail
RSS Citizen Media Ajax Perpetual Beta
Mash-up peer-to-peer **Tagging**

DECEMBER 25, 2006 / JANUARY 1, 2007

www.time.com

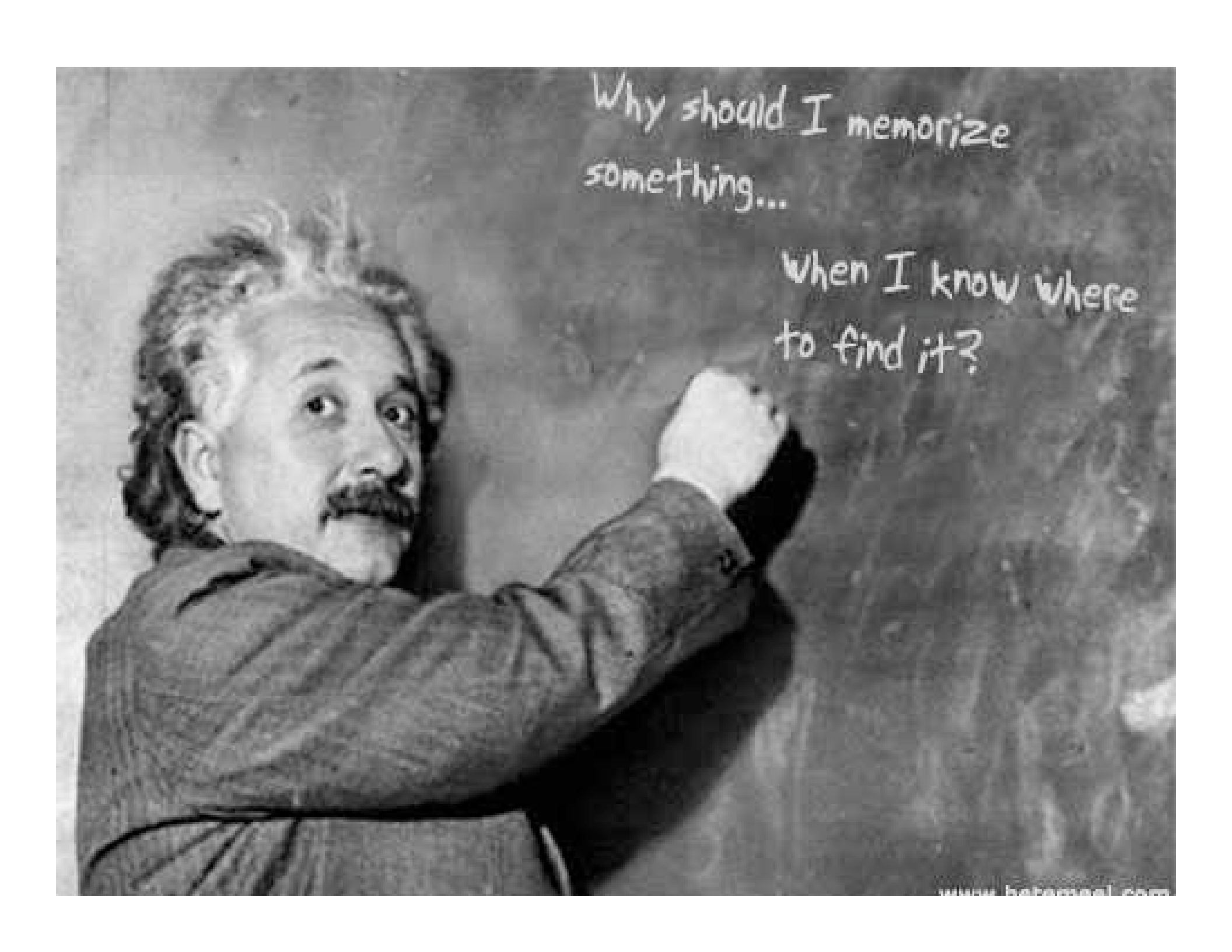
TIME

PERSON OF THE YEAR



You.

Yes, you. You control the Information Age.
Welcome to your world.



Why should I memorize
something...

When I know where
to find it?



Shifting Time and Space

- **Time shifting** – recording content to a storage medium to be viewed or listened to at a time more convenient to the consumer
- **Space shifting** – moving content to a different location, sometimes by changing its format, to allow more convenient access

WATCH WHATEVER WHENEVER.

With Sony's Betamax SL-8600 video-recorder, you can see any TV show you want to see anytime you want to see it.

Because Betamax, which plugs into any TV set and is easy to operate, can videotape a show up to three-hours long (with the L-750 videocassette) while you're doing something else—even while you're out of the house, by setting the electronic timer.

It can also videotape something off one channel while you're watching another channel.

And remember, Sony has more experience in videorecorders than anyone (over 20 years!). In fact, we've sold more videorecorders to broadcasters and industry than any other consumer manufacturer. We even make our own tape.

For years you've watched TV shows at the times you've had to. Now you can watch them at the times you want to.



SONY BETAMAX
THE LEADER IN VIDEO RECORDING

© 1978 Sony Corp. of America. SONY and Betamax are registered trademarks of Sony Corp.

Digital Cable with ON DEMAND

ON DEMAND

The ON DEMAND Lifestyle

You'll get the swing of ON DEMAND in no time. Something this great has a way of becoming a part of your week, a part of your life. With Comcast's ON DEMAND, you have the freedom to select the show you want to watch at the time that works for you. Maybe it's an old favorite of yours or a program that the kids will love. Or it might be a cult classic, a guilty pleasure, or that Hollywood mega-hit that you never had time to catch at the theater.

Relax, because now time is on your side. Go ahead, browse the

What's Joost?

Joost is a new way of watching TV on the internet. With Joost, you get all the things you love about TV, including a high-quality full-screen picture, hundreds of full-length shows and easy channel-flipping.

Inside the box

You get great internet features too, such as search, chat and instant messaging, built right into the program - so you find shows quickly and talk to your friends while you watch. And with no schedules to worry about, you can watch whatever you want, whenever you like - as often as you want. Joost is completely free, and works with most modern PCs and Intel Mac-based computers with a broadband connection. Get Joost today!



Free TV

Now showing at Joost: hundreds of full-screen shows from your favourite channels.



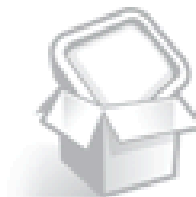
Complete control

With Joost, you're in charge. No more schedules - watch what you want, as often as you like.



Exciting extras

Chat, instant messaging, search and more - baked right into the TV experience.



Coming soon...

Write your own add-ons, watch yet more great content. Come back regularly for updates.

Search your favorite shows and schedule recordings...



Pause

Search Results off

Searched for "seinfeld" within all available days, found 2

Search Results

Seinfeld "The Wink" An uncontrollable wink creates problems for Kramer.

Seinfeld "The Switch" Kramer's mom (Sheree North) reappears; George; guest Terry Sweeney.

Seinfeld "The Mango" Jerry learns Elaine pretended to be pregnant; Kramer is banned from a fruit store.

Seinfeld "The Package" Kramer tries to scam the U.S. Postal Service for a refund for Jerry's stereo.

Seinfeld "The Fatigues" Jerry's new girlfriend has a meeting with a troubled employee.

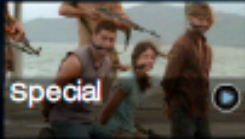
ControlLiveTV

ProgramGuide


PickProgramsToRecord

NowPlaying


HomeMediaFeatures

The ABC television network logo, consisting of the lowercase letters 'abc' in a white, sans-serif font, centered within a black circle. This circle is surrounded by several concentric, glowing white circles that create a sense of depth and motion. The background is a dark blue gradient with soft, out-of-focus light spots in shades of blue and orange.A small thumbnail image showing a group of people in a tropical setting, likely from the show 'Lost'.


Special

A small thumbnail image showing a man in a light blue shirt, likely from the show 'Lost'.

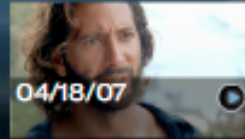
Sneak Peek

A small thumbnail image showing a man with long, curly hair, likely from the show 'Lost'.


The Lost
Survivor Guide

A small thumbnail image showing a man's face, likely from the show 'Lost'.


04/11/07

A small thumbnail image showing a man's face, likely from the show 'Lost'.

04/18/07

A small thumbnail image showing a man's face, likely from the show 'Lost'.

04/25/07

A small thumbnail image showing a man's face, likely from the show 'Lost'.

05/02/07

A promotional image for the TV show 'Notes from the Underbelly'. It features a group of six people (three men and three women) standing together in a studio setting. The text 'notes from the underbelly' is in the bottom left, and 'wednesdays 8:30/7:30c' is in the bottom right.

notes from
the underbelly

wednesdays
8:30/7:30c

A promotional image for the TV show 'Lost'. It shows the main cast of the show standing on a beach in front of a cave entrance. The text 'lost' is in the bottom left, and 'wednesdays 10/9c' is in the bottom right. The word 'LOST' is written in large, white, textured letters across the bottom center.

lost

wednesdays
10/9c

LOST

A promotional image for the TV show 'Ugly Betty'. It features a group of people, including the main character Betty, in a studio setting. The text 'ugly betty' is in the bottom left, and 'thursday 8/7c' is in the bottom right.

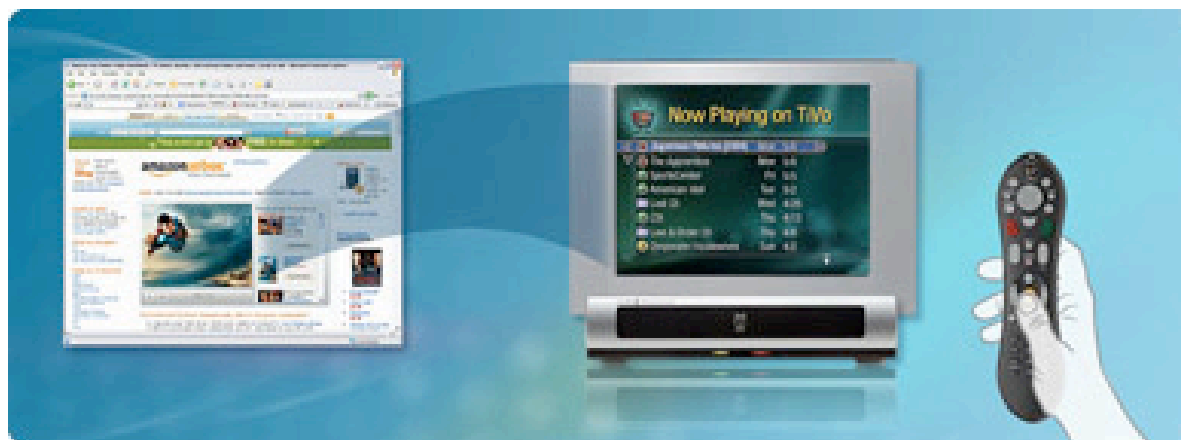
ugly betty

thursday
8/7c

Amazon Unbox on TiVo

amazonunbox on  **TiVo**.

Download movies and shows. Watch them on your TV.



Now, you can download the latest movies straight to your **TiVo® box**. Introducing Amazon Unbox on TiVo service, a new TiVo feature that lets you rent or buy movies online from Amazon Unbox, download them to your TiVo box over your home network, and enjoy them right on your television set

whenever you want. With a TiVo box and a broadband connection, you never have to drive to the video store or wait for a DVD to arrive in the mail again.

Music: Your Way



TiVoToGo™



Watch any show, anywhere you go.

Now, there's a way to take TiVo along for the ride. It's called TiVoToGo™, and it's an easy way to send TV programs to a computer or laptop, or transfer a personal playlist of videos to your handheld device. Just download the TiVoToGo software and start carrying around the shows you've already recorded on your TiVo box. You can even set the TiVoToGo software to search overnight for new episodes and automatically load them into your portable player by morning. It's that simple.

TiVoToGo software is available for both Mac* and Windows computers and is currently compatible with the following portable devices:

- Apple iPod
- Creative Zen
- Nokia n80
- Palm Treo
- Playstation Portable (PSP)
- Toshiba gigabeat
- Vision:M

Windows® users start here ➔




Mac OS X users start here ➔

iPhone



Introducing iPhone

iPhone combines three amazing products — a revolutionary mobile phone, a widescreen iPod with touch controls, and a breakthrough Internet communications device with desktop-class email, web browsing, maps, and searching — into one small and lightweight handheld device. iPhone also introduces an entirely new user interface based on a large multi-touch display and pioneering new software, letting you control everything with just your fingers. So it ushers in an era of software power and sophistication never before seen in a mobile device, completely redefining what you can do on a mobile phone.

-  Widescreen iPod ↗
-  Revolutionary Phone ↗
-  Breakthrough Internet Device ↗



Impact on Education

- 24/7 access to library resources
- Live chat across geographic distance
- Asynchronous ongoing discussions
- Lecture podcasts



Stanford on iTunes U Totally remastered.

Download faculty lectures, interviews, music and sports.

Play audio on your iPod, Mac or PC, or burn a CD.

Stay Connected anytime anywhere.

Experience Stanford on iTunes U and continue learning with Stanford.

Open Stanford on iTunes U 

Overview

Quickstart Guide

FAQ

Contact

LIBRARY

- Music
- Movies
- TV Shows
- Podcasts 59
- Audiobooks
- iPod Games
- Radio

STORE

- iTunes Store**
- Shopping Cart
- Purchased

PLAYLISTS

- Party Shuffle
- 60's Music
- Music Videos
- My Top Rated
- Recently Played
- Top 25 Most Pl...
- Bluegrass
- Christmas
- driving

Selected Item

Nothing Selected



CATEGORIES

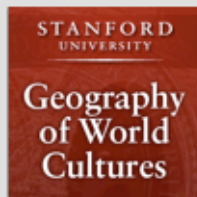
- Science and Technology
- Arts and Humanities
- Business
- Education
- News and Sports
- Health and Medicine
- Campus Life
- Communications and Media
- Law and Politics
- International Relations
- Travel Study
- Personal and Professional D...

WHAT'S NEW

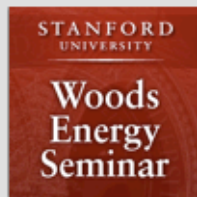
- Geography of World Cultures
- Virgil's Aeneid
- The New Frontier in Gaming
- It's Your Ship: Lessons in L...
- The Role of Entrepreneurshi...

STANFORD COURSES

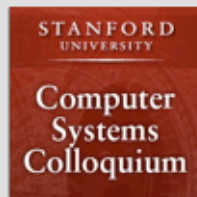
See All



Geography o...orld Cultures



Woods Energy Seminar



Computer Sy...s Colloquium

FEATURED CONTRIBUTORS

See All



QUICK LINKS

- Stanford University
- Stanford on iTunes U
- iTunes Tutorial
- iTunes Support

TOP DOWNLOADS

1. Modern Theoretical Pl
2. Geography of World C
3. Steve Jobs' 2005 Com
4. The United States and
5. Historical Jesus
6. Computer Systems C
7. Getting Ahead in Sch
8. Woods Energy Semin
9. Inside the American C
10. Moral Dilemmas

STAFF FAVORITES



Implications: Library Instruction

- User expectation of some control over learning process
- Methods:
 - Screencasts
 - Anticipating questions
 - Mobile content



Screencast Examples

- [Persistent Links: Ebsco](#)
- [Morningstar](#)

Persistent Links

[LinksIntro](#)

[EBSCO](#)

[OVID](#)

[ProQuest](#)

[Ebrary](#)

[FindItSFX](#)

[CSA](#)

[tinyurl](#)

EBSCOhost - Mozilla Firefox

File Edit View Go Bookmarks Tools Help

Back Forward Reload Stop Home Mail Print

http://web13.epnet.com.ezproxy.lib.ucalgary.ca/citation

Title: [Beef: Is It Still What's for Dinner?](#)

Subject Terms: [BEEF](#); [BEEF industry](#); [COLON \(Anatomy\) -- Cancer](#); [CONSUMPTION \(Economics\)](#); [HEALTH](#); [MEAT industry & trade](#); [NUTRITION](#)

Geographic Terms: [UNITED States](#)

Source: [Tufts University Health & Nutrition Letter](#), Oct2005 Supplement, Vol. 23, p1-4, 4p

Abstract: The article presents information on health, nutrition and food-safety issues relating to beef. Since 1910, the first year that statistics were compiled, U.S. citizens have been eating an average of 60 pounds of beef or more per person annually--with per capita consumption peaking in the early 1970s at 85 pounds. According to the U.S. Department of Agriculture, beef prices hit an all-time record in November 2003, at an average per pound for all cuts of \$4.32. Prices notwithstanding, total U.S. beef consumption continues to top 27 billion pounds. At the same time, however, the news media continue to deliver a drumbeat of bad news for beef. Immediately after that all-time high in beef prices, US consumers got the first scare over *mad-cow disease*. Beef has been bashed for being high in calories and fat. In 2005, two large research studies have suggested a link between high red-meat consumption and increased risk of colorectal cancers.

Accession Number: 18418270

ISSN: 1526-0143

Full Text Word Count: 3846

Persistent link to this record: <http://search.epnet.com.ezproxy.lib.ucalgary.ca/login.aspx?direct=true&db=hch&an=18418270>

Database: Health Source: Nursing/Academic Edition

00:42/00:58



Text Only [Change Colors](#)



Make Haste to Hiwassee!

It's a bird! It's a plane! No, it's someone racing to get to the Hiwassee Branch for their amazing programs!



It's That Time Again

Equip yourself with tools to start off (and keep) a successful school year. Check out the Back to School Virtual Gallery!



All Aboard...

Explore our Virtual Gallery and grab your ticket for our community-wide reading experience by checking out Les Standiford's "The Last Train to Paradise."

Library Catalog

Innovations @OCLS

Virtual Library

Programs

Teens

Login to My OCLS

PRESS ROOM

Use our online databases, watch a video, chat live with a librarian...

To access **Morningstar** database from the Library homepage, click on the **Virtual Library** name or link.

Orange County Library System

ORLANDO, FLORIDA

There are also simple HTML and [text only](#) versions of this site.





Screencast Benefits

■ For users

- repeatable, focused, "on demand" instruction
- visual and audio elements to appeal to a variety of learning styles

■ For instructors

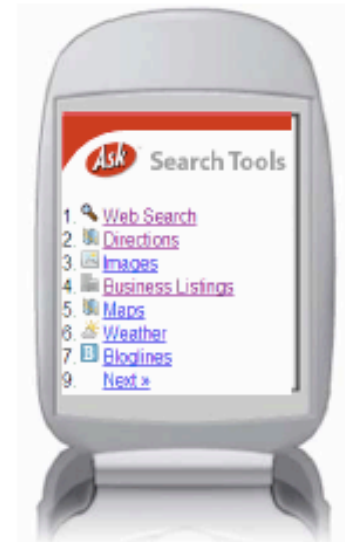
- Time invested in planning can reach more users
- Less repetition
- Becomes practical to offer advanced or discipline-specific material



Anticipate Instruction Needs

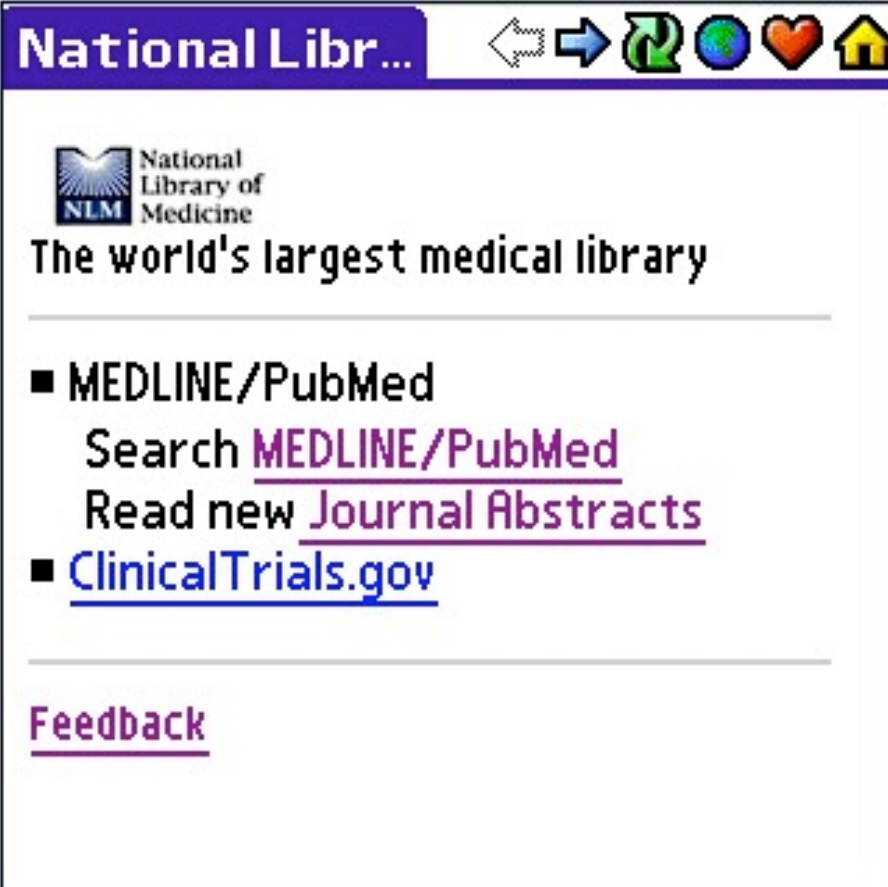
- Instructional material where your users are already
- Use multiple access points
 - Embedded in courseware
 - Subject guide page
 - Tutorials page
 - e-resources page
 - Mobile version

Mobile Search



PubMed® for handhelds Web site

A website for searching MEDLINE® with the web browser of any mobile device.



The screenshot shows a mobile web browser interface. At the top, there is a purple header bar with the text "National Libr..." and a set of navigation icons: a left-pointing arrow, a right-pointing arrow, a circular refresh icon, a globe icon, a heart icon, and a house icon. Below the header, the National Library of Medicine (NLM) logo is displayed, consisting of a stylized book icon and the text "National Library of Medicine". Underneath the logo, the text "The world's largest medical library" is shown. A horizontal line separates this from a list of links. The list includes a bullet point followed by "MEDLINE/PubMed", which is followed by two sub-links: "Search [MEDLINE/PubMed](#)" and "Read new [Journal Abstracts](#)". Below this is another bullet point followed by "[ClinicalTrials.gov](#)". A final horizontal line is present, followed by the word "Feedback" in purple, which is underlined.

University Libraries Mobile

University Libraries

[Students](#) | [Faculty](#) | [Staff](#) | [Visitors](#)



Users of the Ball State University Libraries can now connect with its resources and services through their Pocket PCs, Palms and BlackBerries.

Through our mobile Web site users can search the library catalog and serials collections; and see library hours, contacts, and information on our various collections and services while on the go. The site was designed for ease of use and navigation for mobile devices with their constraints on bandwidth, screen size and memory.

Come try it out, and let us know how we can improve on our mobile site.

How to Get There

On a Pocket PC

1. Launch Pocket Internet Explorer.
2. Tap <http://www.bsu.edu/libraries/mobile/> in the Address Bar.
3. Press the Go (green arrow) button.

On a BlackBerry 7750

1. Launch the Browser.
2. Press the trackwheel to bring up the browser

How to Bookmark It

In Pocket Internet Explorer

1. Visit the Libraries Mobile home page.
2. Tap the star at the bottom of your screen.
3. In the Favorites page, tap the Add/Delete tab.
4. Tap the Add... button.
5. In the Add Favorite page, tap the Add button.

In the BlackBerry Browser

1. Press the trackwheel to bring up the menu.
2. Scroll to Add Bookmarks. Then press the trackwheel



Mobile Screencasts

- Finding New Books

Search of VCU New Titles

Word or phrase:

type:

Words Anywhere 

adjacent?

- Words Anywhere
-
- Title begins with...
- Words in Title
-
- Author (last name first)
- Words in Author**
-
- Words in Subject
- Subject begins with...

VCU Libraries Catalog





Screencasting Tips

- **Keep it short**

- attention span
- file size
- easier updates

- **Quality production**

- well planned
- clear and to the point
- sound and video quality matter



Screencasting Tools

- Camtasia Studio
- Captivate
- Wink
- Screenography
- CamStudio
- Many others...



LIS Continuing Education

- Distance learning more interactive
 - blogs
 - wikis
 - chat
- Time and space shifting extends reach
 - podcasts
 - webcasts
 - screencasts



Five Weeks To A Social Library

Five Weeks to a Social Library

[Blogs](#) | [Course Content](#) | [RSS Feed - Blogs](#) | [RSS Feed - Comments](#) | [Wiki](#) | [About](#)

Recent blog posts

- [One of the grad schools is offering a six week course on Second Life](#)
- [Cilip in London Talk](#)
- [del.icio.us Limits??](#)
- [Five Weeks at ASIST 2007](#)
- [PB Wiki presentations](#)
- [Final reflections](#)
- [Social bookmarking](#)
- [RSS feeds](#)
- [Week 5 Reflections](#)
- [E-LIS](#)

[more](#)

About Five Weeks to a Social Library

Submitted by [meredithfarkas](#) on Sat, 2006-09-30 16:32. [About the Course](#) | [From the administrators](#)

Five Weeks to a Social Library is the first free, grassroots, completely online course devoted to teaching librarians about social software and how to use it in their libraries. It was developed to provide a free, comprehensive, and social online learning opportunity for librarians who do not otherwise have access to conferences or continuing education and who would benefit greatly from learning about social software. The course will be taught using a variety of social software tools so that the participants acquire experience using the tools while they are taking part in the class. It will make use of synchronous online communication, with one or two weekly Webcasts and many small group IM chat sessions made available to participants each week. By the end of the course, each student will develop a proposal for implementing a specific social software tool in their library. Five Weeks to a Social Library will take place between February 12 and March 17, 2007 and is limited to 40 participants (these participants have already been chosen). However, course content will be freely viewable by interested parties and all live Webcasts will be archived for



Learning 2.0



Expanding Minds, Empowering Individuals, Enriching the Community

Learning 2.0

Welcome to the **original Learning 2.0 Program**. This site was created to support [PLCMC's](#) Learning 2.0 Program; a discovery learning program designed to encourage staff to explore new technologies and reward them for doing [23 Things](#). Since the program's launched, it has fostered Learning 2.0 programs all over the world. If you are interested in duplicating or modifying this program for your organization, please see Program Notes on [About Page](#) and contact Helene Blowers for information.

About the Learning 2.0 Project:

[Staff Prizes](#) [FAQs for Staff](#) [News & Program Notes*](#)

This blog has been set-up as part of [PLCMC's](#) Learning 2.0 project to encourage staff to experiment and learn about the new and emerging technologies that are reshaping the context of information on the Internet today. The objectives of this program are to:

- encourage exploration of Web 2.0 and new technologies by PLCMC staff.
- provide staff with new tools (that are freely available on the Internet) to better support PLCMC's mission: *Expanding minds, Empowering individuals and Enriching our community.*

Home

[The 23 Things](#)

[The Participants](#)

Learning 2.0 @ ...

Here is a listing of other libraries doing Learning 2.0:

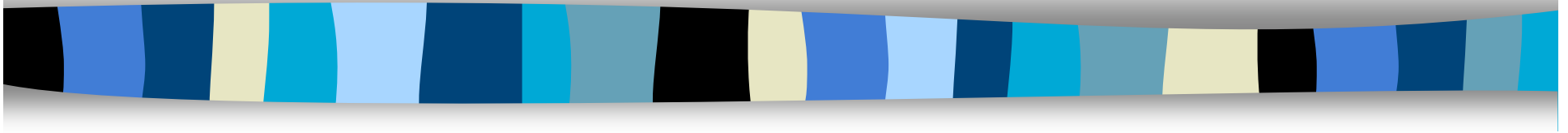
[Spring into Learning 2.0 @](#)



Conclusion

- Time and space shifting dramatically extend the reach of library instruction
- Web 2.0 tools can enable a more convenient, interactive learning experience

Thank you



Michele Mizejewski
Electronic Services Librarian
Redwood City Library
mmizejewski@redwoodcity.org