Screen capture technology in Politics and IR:

**Fun for lectures, empowering for students**

**Overview:**
- The new generation of students demand greater flexibility in terms of the pace and place of learning and the delivery of information in a highly visual medium.
- Students often don’t read key information in departmental handbooks, module outlines, essay feedback, lecture notes or simply don’t retain this information and access it when they need it.
- All of this key information, and more, can be communicated to students in a way that they are much more likely to engage with and come back to time and time again.

**Screen capture technology:**
- Free or low cost software like Camtasia allows us to engage in a highly visual, fun and creative process which can offer ‘quick fixes’, allow staff to work more efficiently and adds to the student experience.
- I have produced a suite of innovative bite sized screencasts on
  - key political concepts
  - key study support issues such as essay and dissertation writing
  - key pastoral support issues like the extenuating circumstances system
- But I didn’t stop there. I went on to use screen capture technology to produce:
  - real time video essay feedback
  - promotional screencasts
  - staff development and training screencasts

**Impact**
- This has sparked a very considerable and highly positive response from students and staff across the University.
- The suite of 10 study support and university information screencasts have recorded over 1,800 views by Reading students since September 2013.
- The skeletal ‘Looking deeply at Essay Marking Criteria’ screencast (pictured here) has been particularly popular.
- The video feedback pilot received an overwhelmingly positive response on student survey data. 85% have requested video feedback rather than written feedback on their next essay.
- This suite is expected to have an impact on student performance this year as well as NSS assessment, feedback and satisfaction responses.
- Fifteen other departments within the University have requested further information on the use of this technology.
- This project has attracted 24 month funding to allow expansion across the University.

**Summary**
- The use of screen capture technology to communicate key information to both students and staff in an innovative and visual way has been extremely well received.
- There is high demand to increase the use of this technology as a fundamental strand of the University’s approach to Technology-Enhanced Learning.

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