Periscope vs Facebook Live – it isn’t a grudge match

Conference or Workshop Item

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Version: Supplementary Material

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Periscope vs Facebook Live – it isn’t a grudge match

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Life-changing Learning
So what are they?
A quick guide for the hopeful!
Live Streaming …

Real time shiny video stuff being broadcast live onto the Interweb – courtesy of Facebook and Twitter
So who are we?

And would you care?
@OUCisco

Using Social Media to leak our teaching onto the Interweb!

Reaching around 2100+ participants via social media with a community of 400 students
Now for the Cunning Plan!

Cue Blackadder analogy!
Well Actually it was Plan A

Not so much Blackadder any more
Plan A

Use a mobile phone

- Stick phone in front of screen and say clever things
- Show/Tell/Describe/Do
- No longer than 10 mins
Livestreaming (1)

- Run a set of microteaching sessions
- Covering
  - IP addressing
  - Subnetting
  - RIPv2
  - OSPF Areas
  - Access Control Lists
Livestreaming (2) … via Periscope

- Pre tweet event
- Run on given subjects
- Tried for weekly as well as whole week
- Views ranged from 20-60 – up to 100 follow up views
- This was when periscopes lasted for 24 hours
Livestreaming (3) … via FBL

- Pre announce
- Ran weekly and whole week
- Used same topics as Periscope
- Found live viewers ranged from 59 to 191, with up to 300+ follow up per video
Then it was Plan B

Less Blackadder any more
Live streaming a la mode …

From the Desktop

Clever Networking Thing

Obtain Stream Key and send to FBL

Open Broadcast Studio
Benefits …

- You can create scenes and transitions
- Plan desktop according to need
- Can be recorded
- Enjoys the same persistence
- Open Broadcast Studio
- Able to add (multiple camera feeds)
So what …

Thoughts and conclusions
Winners and Losers

Affordances

- **Twitter**
  - Solved their persistence issue – now available for > 24 Hours
  - However – the impact is often short lived – there is no site/page/group presence to curate historic outputs and direct those who did not attend live session
  - Mobile preference (is this a con or a pro?)

- **Facebook**
  - Has enjoyed persistence from the outset – easy to curate and users can find old content
  - Old content easy to reuse, abuse
  - Easy to link to Twitter
  - More souls using FB – works on desktop and mobile
  - Can connect full broadcasting services
  - Desktop broadcasting
Winners and Losers

Audience participation

• **Twitter**
  - Need to pre tweet
  - Spike followed by rapid drop off

• **Facebook**
  - Create an event, invite and announce
  - Schedule posts
  - Saves content
  - Evidence shows that it is reaching a wider audience over a prolonged period
  - Easier to reuse/promote older content
What Next?

If at all!
So much interest, so little time!

- Create a series of reusable videos
- Add slowly over time
- Keep it to single topic, single discipline
- Avoid saying wibble
Any Questions

As you can see, I had a bet on with a colleague that I would dare to include Blackadder in my presentation.