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
Tried on both …

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
From the Desktop

Live streaming a la mode …

Clever Networking Thing

Obtain Stream Key and send to FBL

Open Broadcast Studio
From the Desktop

Benefits …

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