Reasons to use a screencast

- **Visual content**
  Sometimes, showing is the best way to convey information. For training or demonstrating techniques performed on a computer or for explaining a concept which is not easily put into words, a screencast is an ideal way of showing what you want to show.

- **Oral content**
  Speaking something can often convey much more information than reading the same content. The human voice can encode shades of meaning and degrees of intensity which we can only approximate with words.

- **Directness**
  Watching a screencast is similar to sitting next to someone doing something on a computer while they talk you through the activity. This characteristic lends itself to…

- **Informality**
  Screencasts can have a very unscripted, informal quality which is particularly good for demonstrations. This, in turn, lends itself to…

- **Brevity**
  Screencasts can be as short as necessary, even under a minute for some purposes.

- **Consistency**
  As a learning object, a screencast is consistent. Every time it is watched it presents the same information: a hundred people can view it knowing that nothing has been inadvertently added or removed. Furthermore, one can watch it as often as one wishes, which is an example of…

- **Self-paced learning**
  A screencast can be watched in its entirety without a break, paused or repeated. The choice is the learner's. They can view it whenever and, in the case of mobile devices, wherever they wish.

- **Accessibility**
  The audiovisual nature of screencasts lends itself to enhanced accessibility. Captions or subtitles can assist those with aural impairment and audio description can be added for those with visual impairment. Subtitles can transform the screencast into a multilingual resource.

- **Speed of production**
  Unlike text documents, which can be very time consuming to prepare and proof, screencasts can be quickly recorded and delivered, particularly because of their…

- **Technical simplicity**
  Learning to create screencasts is a very quick and straightforward process. In a matter of minutes a novice can be creating useful resources. The use of templates can make this even simpler.

- **Addressing different learning modalities**
  Screencasting makes use of a combination of visual and auditory modalities, providing more than one channel for the learner to grasp complex information. For example, for those learners that struggle with literacy, the visual and auditory channels of a screencast provide a better method for understanding than text.

- **Facilitating learning design**
  Screencasts provide an engaging medium to learners and can form a structured path of activities, which includes opportunities for assessment. It can also contribute to deeper learning rather than learning by rote.