Tips on Using Video to Document Knowledge of Subject Matter Experts

Joanne Price, Knowledge Capture Services
VIDEO CAPTURE OF SUBJECT MATTER EXPERTS: THREE KEY CONSIDERATIONS

1. EXPERTS’ KNOWLEDGE
   • Knowledge is Organized Around Key Concepts
   • Knowledge is Context-Sensitive
   • Knowledge is Distributed

2. NOVICES’ NEEDS
   • Understand Key Concepts
   • Understand Applicability
   • Cognitive Overload & Review

3. KNOWLEDGE TRANSFER
   • Connection to Prior Knowledge
   • Understanding vs Memorization
   • Over-Conditionalized Knowledge
VIDEO CAPTURE OF SUBJECT MATTER EXPERTS (SMEs): LESSONS LEARNED

COLLABORATE DURING PLANNING

✓ Meet with SME and Other Key Staff to Identify Scope of Capture
✓ Consider Best Capture Locations

STRUCTURE BUT DON’T CONSTRAIN

✓ Use General Outline for Scope of Shooting
✓ Do Not Script the Presentation
✓ Have Another SME Present During Shooting
✓ Emphasize Ease of “Retake” Procedure

INTEGRATE WITH OTHER RESOURCES

✓ How Resources Will Be Accessed?
✓ Connections Possible to Other Resources?
QUESTIONS?

CONTACT ME FOR MORE INFORMATION

j.price@KnowledgeCaptureServices.com