Can Google Glass be a tool for journalists?
Can Google Glass be an EFFECTIVE tool for journalists?
Our expectations

• Revolutionize journalism
• New cell phone?
• Problems because it's so new
• How practical
Tools in use
Video list

1. Art show: Marni Gallery show
2. True/False: Man on the street
3. True/False: Volunteers
4. True/False: Local business
5. True/False: Jubilee
6. Breaking news: Snowstorm
7. Breaking news: Fire alarm
8. Mini-doc/Feature: Student stylist
9. Mini-doc/Feature: Turkey hunting
Pay attention to…

- Lighting
- Audio
- Stableness
- Perspective
Event Coverage

Art show: Marni Gable Gallery

https://www.youtube.com/watch?v=nIHw9v64EtE
T/F Spreadsheet
Event Coverage

True/False: Man on the street

https://www.youtube.com/watch?v=UmzdBNf2I_Y
Event Coverage

True/False: Volunteer

https://www.youtube.com/watch?v=PSXM-C6DfNg
Event Coverage
True/False: Local Business
https://www.youtube.com/watch?v=Fg1AiYBRLCw
Event Coverage

True/False: Jubilee

https://www.youtube.com/watch?v=HGlTRJtwMi4
Snowstorm

Road conditions are still not good. Drive slow and be safe. #throughglass

Snow day in Columbia, Missouri. #throughglass
What happens when you wait to dig your car out after a long snow storm? This... #throughglass
Breaking News/Weather

Fire alarm

Breaking News
#ThroughGlass
Mini-doc/Feature
Student stylist

https://www.youtube.com/watch?v=a-DFrZNBU6g
Mini-doc/Feature

Turkey hunting

https://www.youtube.com/watch?v=780fGd_CpR0
How to gather content
Means of distribution

RJIGlass+
@RJIGlass

RJI Glass
rjiglass.wordpress.com
Failures

- Short battery life
- Crazy apps
- Delay in uploading
- Poor audio quality
Solutions

• Bring a mobile charger
• Remove the app
• Connect to Final Cut to get the media
• Record the audio separately
Success

• Storage
• Video quality
• First-person perspective
• Easy to use, carry and wear
What we could have done differently, if given the chance

- Partnering with media station
- Record audio separately
- Take time to explain and demonstrate the Glass to subject
So, is it an effective tool?

It depends

• Perspective
• Quality
• What you are covering
Recommendations for general media

- Use it with other devices
- Training
- Should have a Google Glass kit
- Develop own Google Glass apps
- Social media plan for Google Glass
  - #throughGlass
Bye Glass