Notice of the Final Oral Examination
for the Degree of Master of Science

of

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BA (University of Victoria, 2012)

“Code, Camera, Action! An Exploration of YouTube Screencasts”

Department of Computer Science

Monday April 20, 2015
9:00 A.M.
Engineering and Computer Science Building
Room 468

Supervisory Committee:
Dr. Margaret-Anne Storey, Department of Computer Science, University of Victoria (Supervisor)
Dr. Yvonne Coady, Department of Computer Science, UVic (Member)

External Examiner:
Dr. Marian Petre, Department of Math, The Open University

Chair of Oral Examination:
Dr. Erin Kelly, Department of English, UVic

Dr. David Capson, Dean, Faculty of Graduate Studies
Abstract

Developers live and work in a social ecosystem. They use tools such as Twitter and GitHub to collaborate with each other and follow thought leaders. They use Stack Overflow to find and answer questions. The effects of many social media platforms on software development have previously been explored in the literature. What has not been explored is the use of YouTube by developers. YouTube is one of the largest video sharing platforms on the Internet. In this work, we take a first look at "screencasts" or videos of software hosted on YouTube for developers. We also look at how screencasts are used to share software development knowledge and interview developers who have created screencasts to situate these knowledge artifacts in among social processes. From our study we put develop a theory describing the techniques used by developers in screencasts. We also discuss YouTube's role in the social developer ecosystem, and present a list of best practices for future screencast creators. This thesis lays the groundwork for future studies exploring how screencasts can play a role in sharing software development knowledge.