THE AIDS INSTITUTE

New Media & TechLink

A News Service of The AIDS Institute
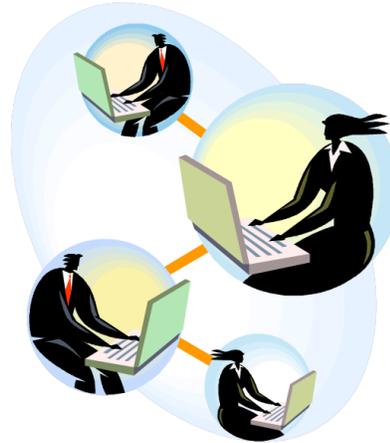
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Introduction   Volume 4

Dear Subscriber,

Welcome to the 4th edition of The AIDS Institute's **New Media & TechLink** - an E-newsletter developed out of our new media and technology strategy for "Reaching Aging Adults living with or at risk of HIV". We encourage you to read further and learn more about how The AIDS Institute is aligning with the Digital Government Strategy to ensure that the use of technology makes a real difference in people's lives. New media and technology has changed how we communicate, get and share information, and engage with each other both on and offline.

In this issue, you will learn about webcasts, web conferences, and webinars, podcasts and QR codes as presented during the New Media & Technology E-Learning Session #4. In addition, you will find new media and technology resources to increase your knowledge and skills as well as enhance your use of these tools and technologies.

Webcasts, Web Conferences, and Webinars

Webcasts, web conferences, and webinars

Webcasts, web conferences, and webinars are internet-based communication tools used to deliver information to a broad audience and to connect audiences with each other.
They are typically used for convenience and collaboration among users.

Webcasts

A webcast is a way of broadcasting audio and/or video over the internet. A webcast may either be distributed live or recorded, and may be a one-way presentation or presented interactively. You can host and/or participate from your own computer, and often can interact by phone or online through the webcasting program. It is very similar to television broadcasts. And, they are capable of reaching a tremendous amount of people. One important thing to keep in mind is that webcasts require an enormous amount of broadband width because the video streams as the conference/meeting is taking place.

Web conferences

Web conferences are used to conduct live meetings or presentations over the internet. In a web conference, you can sit at your own computer or device and connect to other participants via the internet.

Webinars

A webinar is a specific type of web conference. It is typically one-way, from the speaker(s) to the audience. A webinar can be collaborative and interactive and include online polling as well as question and answer sessions. In some cases, the presenter may speak over a standard telephone line and present information on the webinar screen. The audience can respond using their telephones or the features within the webinar system. For the most part, the speaker is simply disseminating the information to the audience.

Benefits of using webcasts, web conferences, and webinars to reach aging adults living with or at risk of HIV infection

For the purpose of reaching aging adults living with or at risk of HIV or providers who serve them, webcasts, web conferences and webinars are a convenient format in which to educate constituents and disseminate HIV/AIDS information domestically

and internationally. These tools can be used to host meetings with colleagues, conduct education sessions around HIV/AIDS topics, engage in discussions on current issues or concerns and be used to plan for HIV/AIDS related activities or events.

Webinars~Common tools
*[WebEx](#)
*[GoToWebinar/GoToMeeting](#)
*[ReadyTalk](#)

The above services usually require a paid subscription

Webinars~Free tools
There are several different free software webinar programs:

1) [MeetingBurner](#)
2) [AnyMeeting](#)
3) [Free Web Meeting](#)
4) [BigBlueButton](#)
5) [TokBox](#)
6) [ooVoo](#)
7) [Google+ Hangouts](#)

Podcasts

Podcasts
Podcasts are audio or video files that you can listen to or watch on your computer or mobile device. They are often free, short, and part of a series. You can subscribe to receive new podcasts automatically and stream or download them from a website or a variety of podcast directories such as [iTunes](#), [Podbean](#), or [SoundCloud](#).

Who is using Podcasts?
According to AIDS.gov:

*17% of monthly online users reported viewing video podcasts only;

*31% reported to listening to audio only; and
*52% reported viewing and listening to both video and audio within a given month.
*29% of Americans above the age of 12 have listened to an audio podcast; and
*26% of Americans above the age of 12 have viewed a video podcast.
*45 millions consumers use iTunes each month for an average of 1 hour and 11 minutes.

Benefits of using podcasts to reach aging adults living with or at risk of HIV infection

Podcasts can be an easy and inexpensive way to provide information to your target audience(s). They also offer an alternative to reach aging adults living with or at risk of HIV. The following are benefits to using podcasts:

*Educating target audiences about HIV prevention, testing, treatment, and research

*Sharing information through interviews with scientists, healthcare professionals, policymakers, and people living with HIV

*Providing information about national HIV/AIDS awareness days

QR Codes

QR Codes

QR stands for quick response. QR codes appear in a number of places. The QR codes are programmed to hold specific information about places and things.
"QR" codes store information in the form of a two-dimensional square barcode. QR codes direct users to mobile websites or videos, store text or contact information, call a phone number, and/or send text messages and emails.

People interact with QR codes by scanning the barcode with their mobile phone camera with an app. A QR reader application is needed to detect the QR code. You can download a QR reader application to your smartphone through a mobile application store. It is possible to track when, where, and how many people are scanning QR codes with Google Analytics, Bit.ly, and other

services.

Why QR Codes?
To engage and draw the attention of adults over 50 living with or at risk of HIV, the QR codes can be designed using a variety of shapes, colors, and themes.

Benefits of QR Codes for aging adults living with HIV or at risk of HIV infection
QR codes can be used for aging adults concerning HIV to link detailed information on a number of topics, provide point of contacts for immediate download, and promote local, regional or national events. Organizations have the freedom to create their own unique QR code.

E-Learning Trainings

The following links are from the previous E-learning (EL) training sessions:

Download the presentation from E-learning session #1

Download the presentation from E-learning session #2

Download the presentation from E-learning session #3

Poll Survey

Thank you for participating and providing feedback in the New Media and Technology Survey. Your feedback helped support The AIDS Institute in identifying topics and relevant content for the E-learning sessions and the New Media & Techlink E-Newsletter.
We hope you found the information and resources useful and increase individual usage of these new media tools and technologies.

Resources

AIDS.gov
AIDS.gov-New Media

Best free webinar software
http://www.freshtechtips.com/2012/01/9-best-free-webinar-software-for.html

QR code generator
http://www.the-qrcode-generator.com/

Featured New Media & Technology User

The QR Code to the right is AIDS.gov's HIV/AIDS Prevention & Services Provider locator which helps users locate nearby HIV/AIDS clinics.

The QR Code to the left is for The AIDS Institute's National HIV/AIDS and Aging Awareness Day.

Newsletter Feedback

Please let us know what you think of our New Media & Techlink E-newsletter. Please send your feedback to: Media@TheAIDSinstitute.org.

Sincerely,

Michael Ruppal, Executive Director
The AIDS Institute