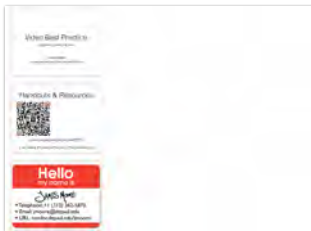


Video Best Practice

Educational videos that work

James Moore
condor.depaul.edu/jmoore/uwdtl2016/

Handouts & Resources



condor.depaul.edu/jmoore/uwdtl2016/

(I will repeat this slide at the end of the presentation)

Hello
my name is

JAMES MOORE

- Telephone: +1 (312) 362-5870
- Email: jmoore@depaul.edu
- URL: condor.depaul.edu/jmoore/

This Is How I Roll

I will talk fast (as if chased by the devil)
To leave plenty of time for Q&A
But you can ask questions along the way



tl;dr

Slightly facetious answer

Learning to ride a bike

The Steepest Hill In Bath

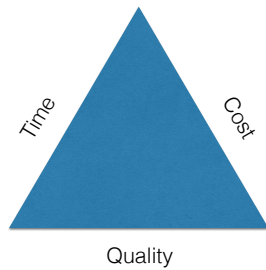




Educational Video



Triple Constraint



Quick + Cheap = Low Quality

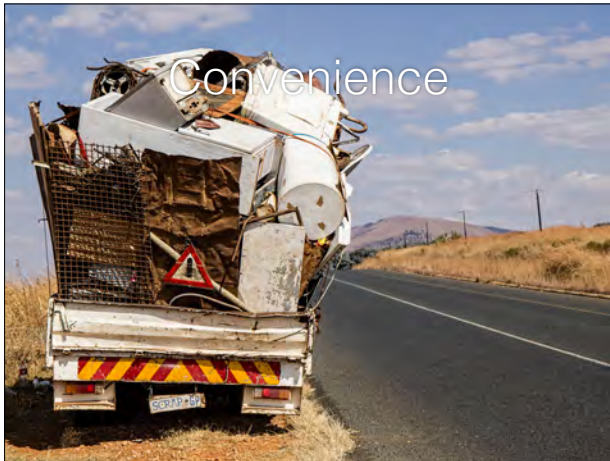
Quick + Quality = Expensive

Quality + Cheap = Slow



I Don't Want To Sell You The Lie







Skip Lectures



Guided Path

Is Leaning More Convenient?



Five

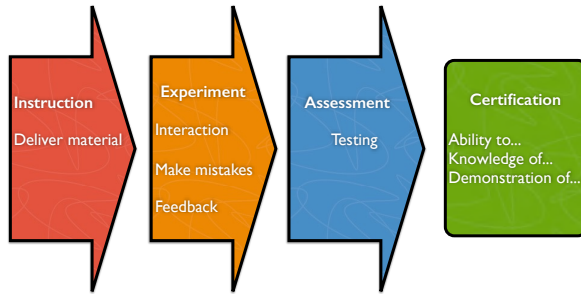
1. Design
2. Recording
3. Editing
4. Distribution
5. Review





1: Design

Backward Design



Learning Objectives



Questions

Why Am I Doing This?



Does it exist already?





Who Does This Disadvantage?



Process Four Ideas

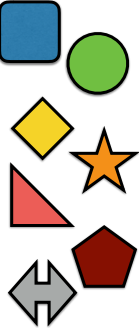
Absence of evidence does not constitute evidence of absence

Correlation does not imply causation




The whole is greater than the part

For every natural number, there exists a unique natural number that is its successor

Seven Items



Short / Focussed / Activity



Research



12 Principles

- | | |
|-----------------------|-------------------|
| 1.Coherence | 7.Pre-training |
| 2.Signalling | 8.Modality |
| 3.Redundancy | 9.Personalization |
| 4.Spatial Contiguity | 10.Voice |
| 5.Temporal Contiguity | 11.Embodiment |
| 6.Segmenting | 12.Image |

1: Coherence

Remove unnecessary text, images, and sounds

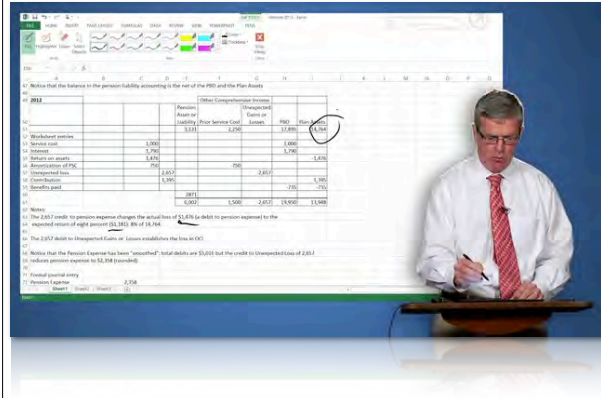






Too Much Information

Abstracted Video



2: Signalling

Students learn better if you call attention to important material

Signaling Examples

- Outline
- Headings
- Highlighting
- Arrows and laser-pointer
- Spotlight

3: Redundancy

Students learn better from images and narration alone, than images, narration, and onscreen text

3: Redundancy



Students learn better from images and narration alone, than images, narration, and onscreen text

3: Redundancy



Possible Exception



4: Spatial Contiguity

Students learn better when corresponding words and pictures are near each other

Spatial Contiguity



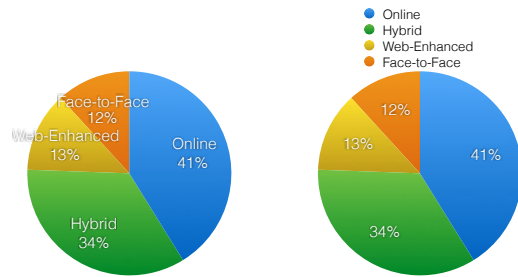
Spatial Contiguity

Vs.



Spatial Contiguity

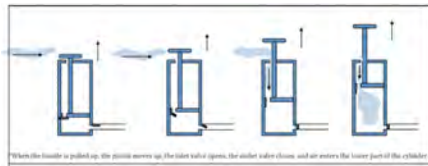
Spatial Contiguity



5: Temporal Contiguity

Students learn better when corresponding words and pictures are presented simultaneously

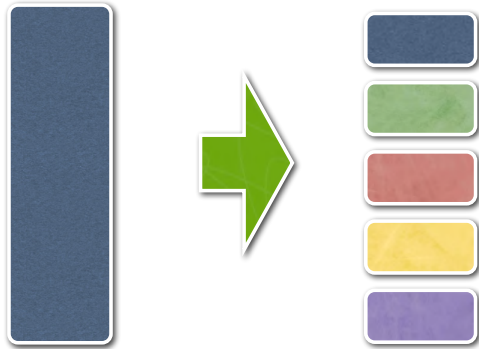
Temporal Contiguity



6: Segmenting

Students learn better with user-paced segments, than a long video

Chunked



Avoid Numbering



7: Pre-training

Students learn better from multimedia when they have learned the names & characteristics of the main concept already

Pre-training



Brake Shoe



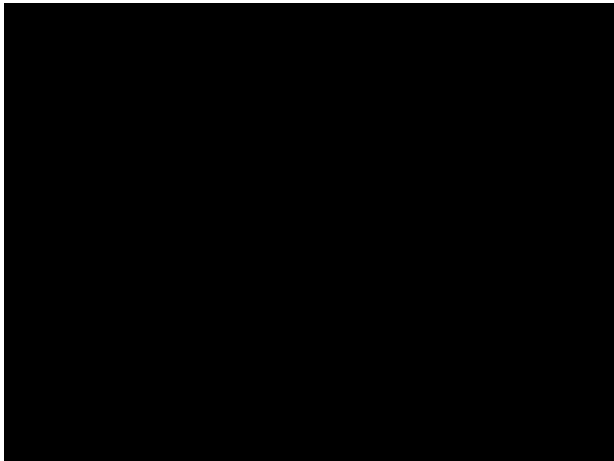
Piston

Introduction

Review

Quiz

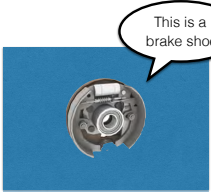
Video




8: Modality

Students learn better from graphics and narration than from animation and on-screen text

Modality



Vs



Better

Worse

9: Personalization

Students learn better when the narration
is conversational rather than formal

Personalization



10: Voice

Students learn better when the narration
is human rather than a machine voice

Voice

Hello, my name is James Moore and I will be your instructor.

Computer narration is harder to understand

11: Embodiment

Students learn better when there is human gestures, eye contact and facial expressions

Eye Contact



Mike Miller, DePaul Professor

12: Image

Students do not necessarily learn better
when the speaker's image is there

Personalization



Fade out speaker's image after introductions

Script

Measure twice, cut once



Teach Act



2: Recording



Panic

Not Always On Screen

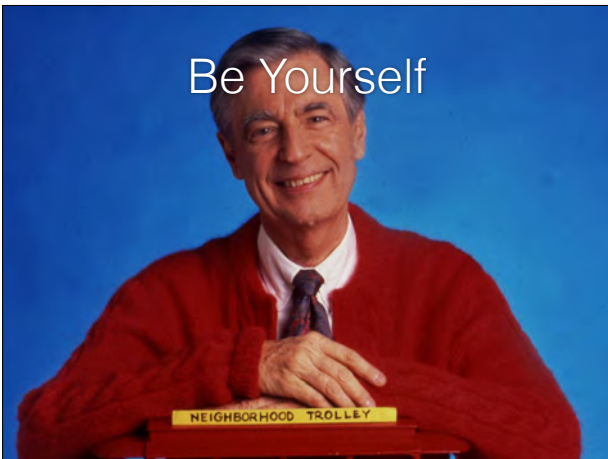


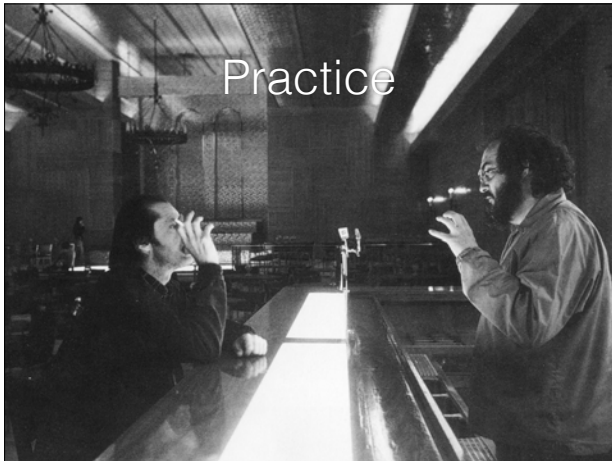
Content

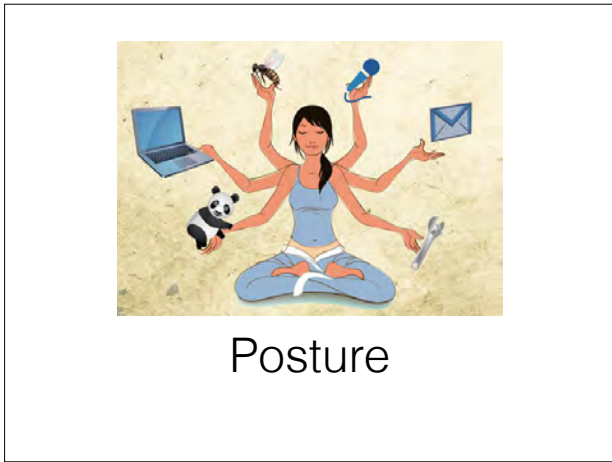
Social Presence

facebook

Be Yourself









What to wear



Audio





Quiet

Landscape vs Portrait





How To
Record Video
On A
Cellphone Camera



Step 1. Turn your phone sideways
Step 2. You're done.



3: Editing



*"Editing is where movies are made or broken.
Many a film has been saved and many a film has
been ruined in the editing room."*

Joe Dante

Chopping



Metadata

- Title
- Date
- Keywords
- Creator
- Review Date





4: Distribution

Environment



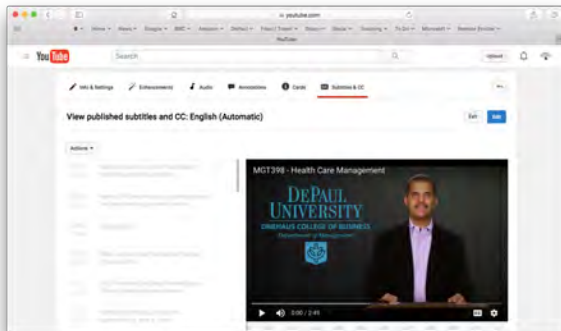
Transcript / Subtitles

Leia:
"I love you"

Han
"I know"



YouTube



Multiple Formats

Download

- Takes time to save
- Mobile
- Sharable
- Avoid copyrighted content
- Downloadable can be better with slow Internet connection

Streamed

- Streaming
- Plays instantly
- Tethered
- Harder to copy
- Use for copyrighted content

No Flash / HTML5 Instead

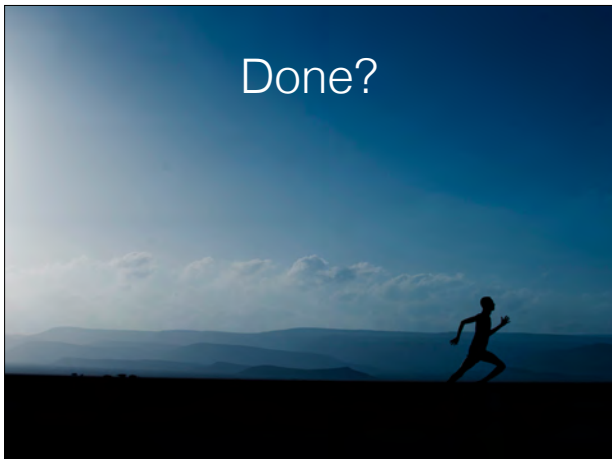


Context



5: Review

Done?





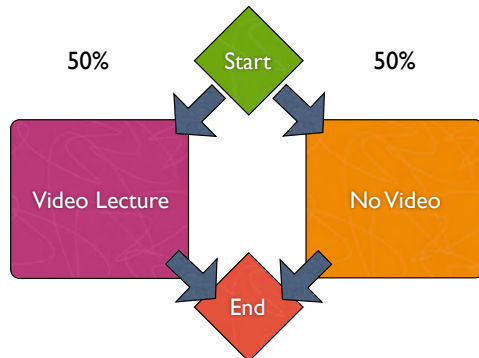
Analytics



Surveys



Tests





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