



SIX INNOVATIVE WAYS TO INCORPORATE VIDEO INTO YOUR INSTRUCTION

2024 TASS VIRTUAL CONFERENCE

ROBERT MCWILLIAMS

PROFILE

- Over 20 years' experience working in post-secondary
- Past positions include TRIO Data Specialist, Network Administrator, Academic Advisor, Instructional Designer, Grant Project Coordinator, Adjunct and Full Time Instructor.
- Experience teaching twelve collegiate courses over five disciplines including MTH, OAD, CIS, ORI and PSY.



- Statistics on Video
- Six Ways to Incorporate Video into your instruction
- Software Tools
- Hardware Tools
- Comments & Questions





VIDEO USAGE STATISTICS 01

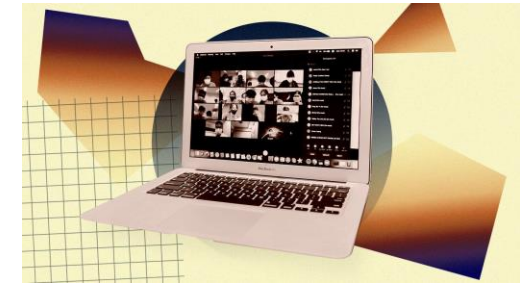
CAMPUS TECHNOLOGY 1/28/22

- Nearly 75% said that video engages their students more than text-based content, and students are more likely to interact with course materials when video is used.
- 94% felt that video increases student satisfaction as well as student performance.
- 97% of education professionals agreed that video is essential to students' academic experience

VIDEO USAGE STATISTICS 02

TECHSMITH, 2022

- 83% of respondents prefer watching video to accessing information or instructional content via text or audio.
- Respondents prefer videos between five and 19 minutes long.
- Only 11% of viewers listed poor video quality as the main reason they stopped watching.
 - *Good content trumps perfect production*
- Despite changes in how and where people work, much of the 2021 data were consistent with our 2018 data.

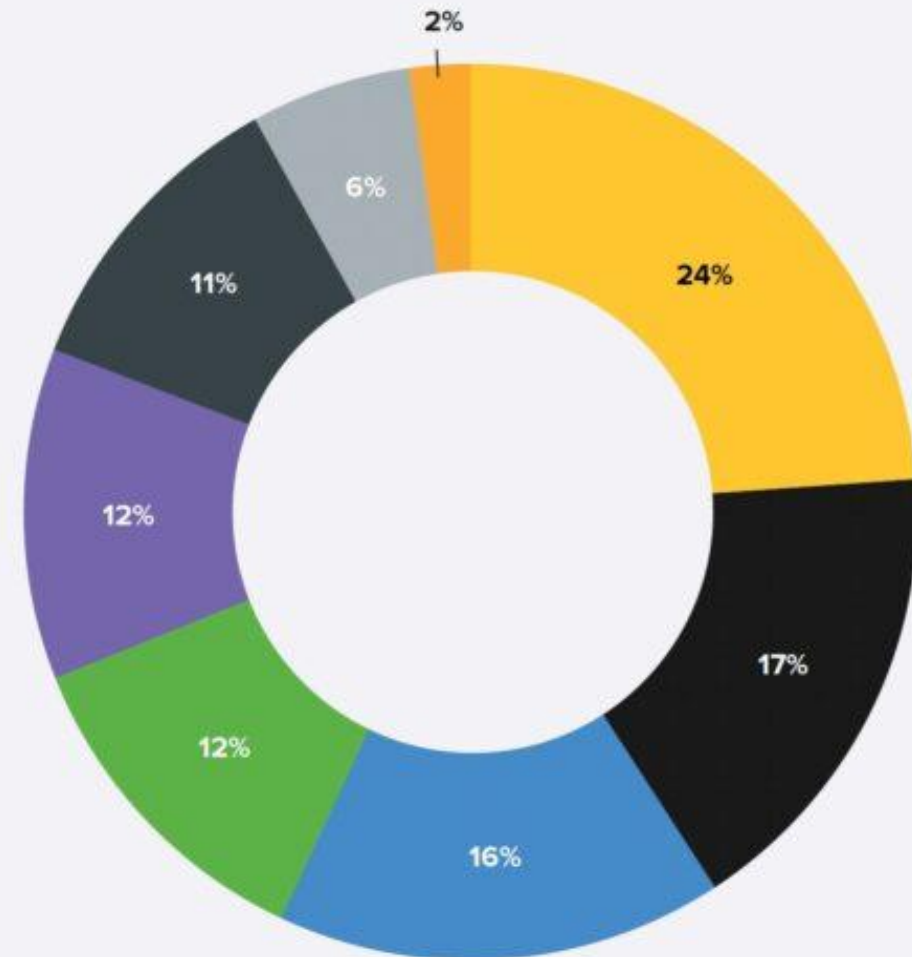


Reasons why people stop watching videos

Q:

Think of the most recent time you stopped watching an instructional or informational video before it was over. Why did you stop watching that video?

- I received the information I needed
- I was not getting the information I expected
- I was bored/it wasn't interesting
- I got distracted by the other work tasks
- It didn't cover the right topic
- The quality was poor
- Not working in the office and getting distracted by at-home influences
- Other (please describe)



n=914

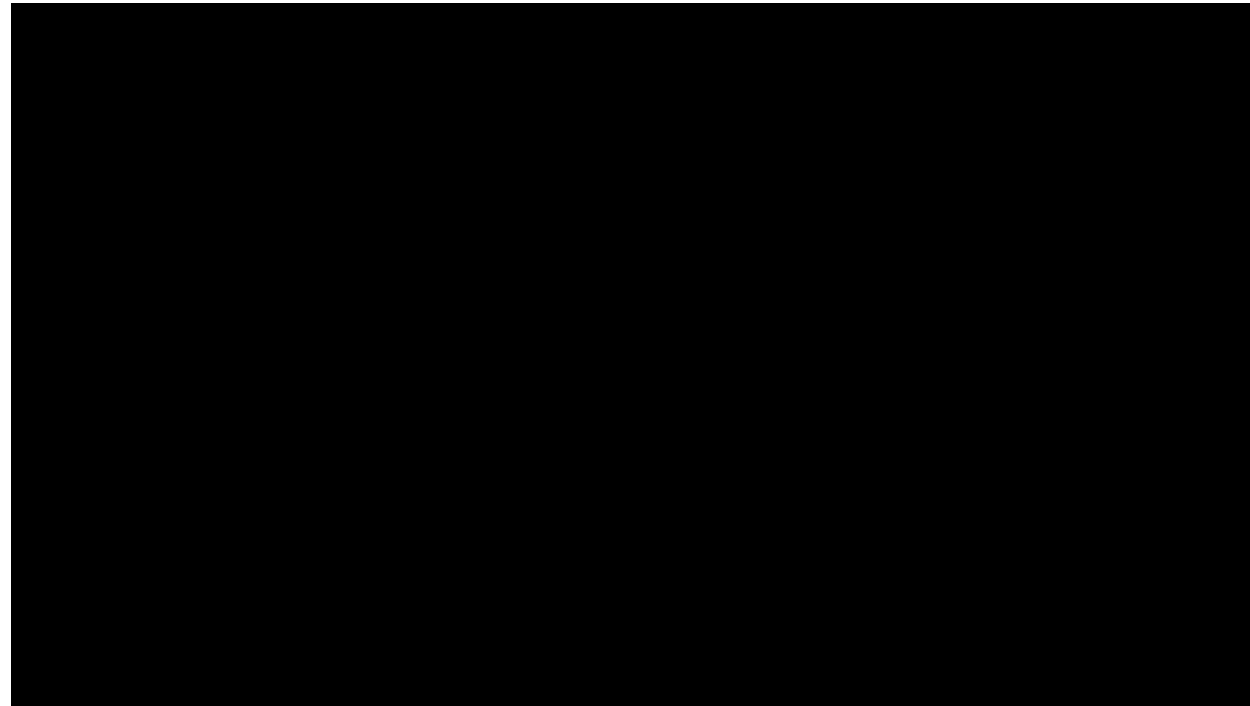


VIDEO USAGE STATISTICS 04

- As videos lengthened, however, student engagement dropped, such that the median engagement time with 9- to 12-minute videos was ~50%, and the median engagement time with 12- to 40-minute videos was ~20%. In fact, the maximum median engagement time for a video of any length was 6 minutes.
 - <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5132380/#:~:text=As%20videos%20lengthened%2C%20however%2C%20student,any%20length%20was%206%20minutes>
- In fact, **83% of people prefer watching videos to accessing instructional or informational content via text or audio.**
- The big question is no longer “Should I create a video?”
- ***Instead, we need to be asking “How do I create videos that are effective and that get watched?”***
 - <https://www.techsmith.com/blog/video-statistics/>

1. WELCOME VIDEO

- Create a video to introduce yourself to your students.



[HTTPS://YOUTU.BE/BNXVO5NR8A0](https://youtu.be/BNXVO5NR8A0)

2. VIDEOS BEFORE CLASS:

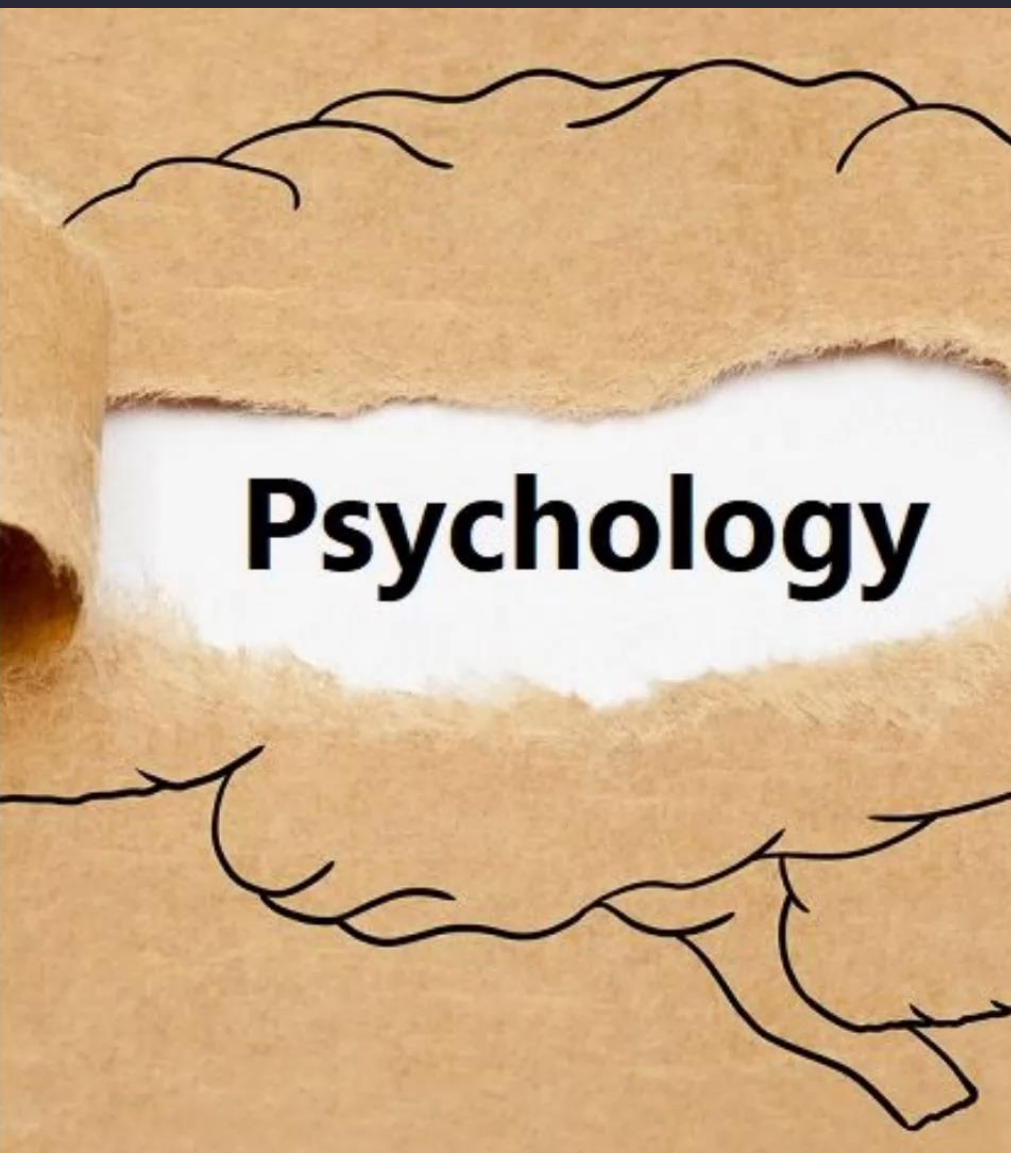
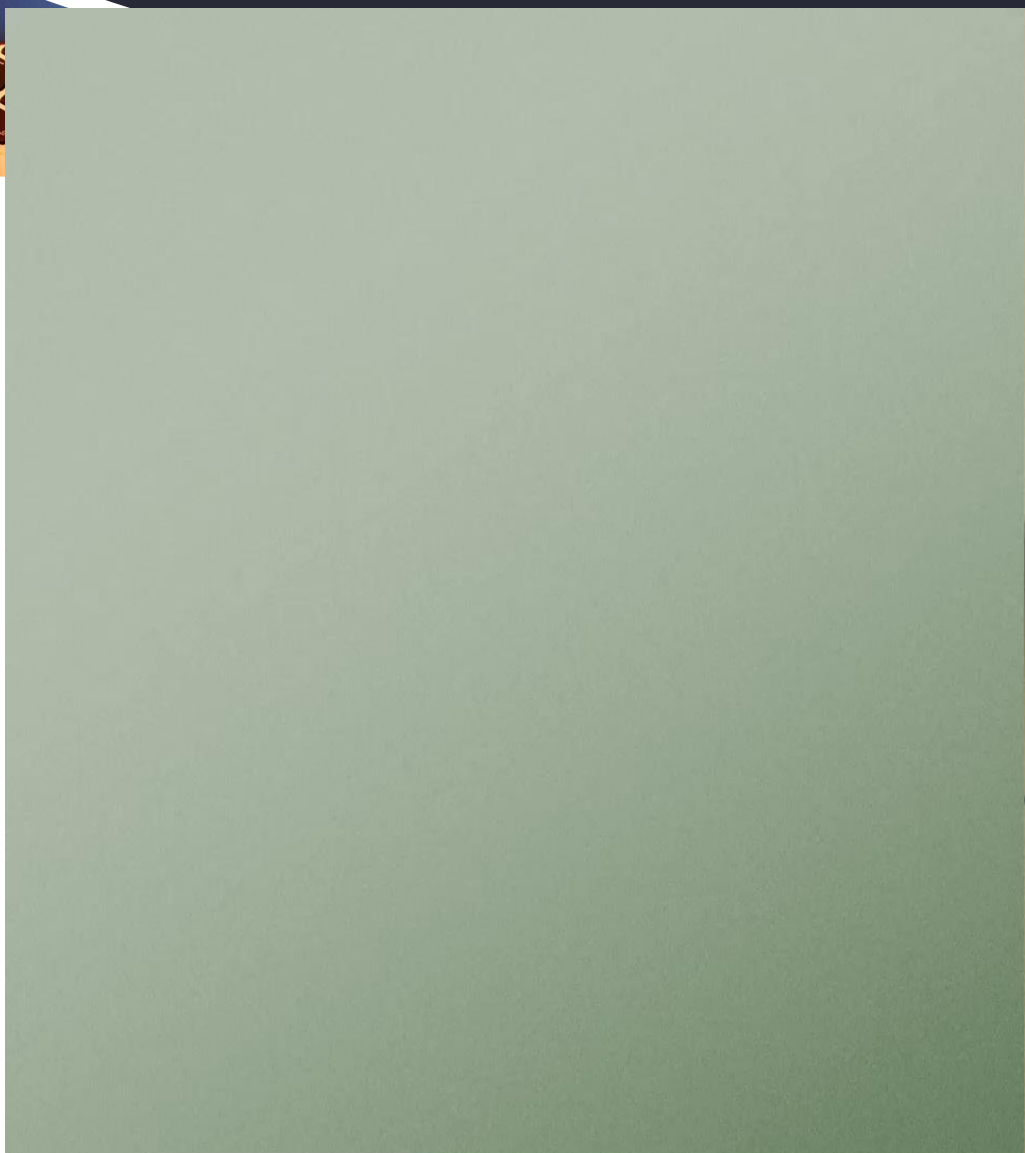
- Create video that gives insight about what is about to be discussed, your department, etc.

A Short List of Famous People who
attended a Community College



Compiled by Robert McWilliams | © 2021-2023

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=BUHKQK9Y3QI](https://www.youtube.com/watch?v=BUHKQK9Y3QI)



<https://youtu.be/wAwMhge2de0>

3. INTERACTIVE VIDEO QUIZZES:

- Create interactive video quizzes that pause at certain points, presenting learners with questions related to the content. This approach reinforces learning and encourages active participation.




HOME / ELEARNING DESIGN AND DEVELOPMENT / Integrate Quizzes Into Videos To Ensure Active Learning

Integrate Quizzes Into Videos To Ensure Active Learning

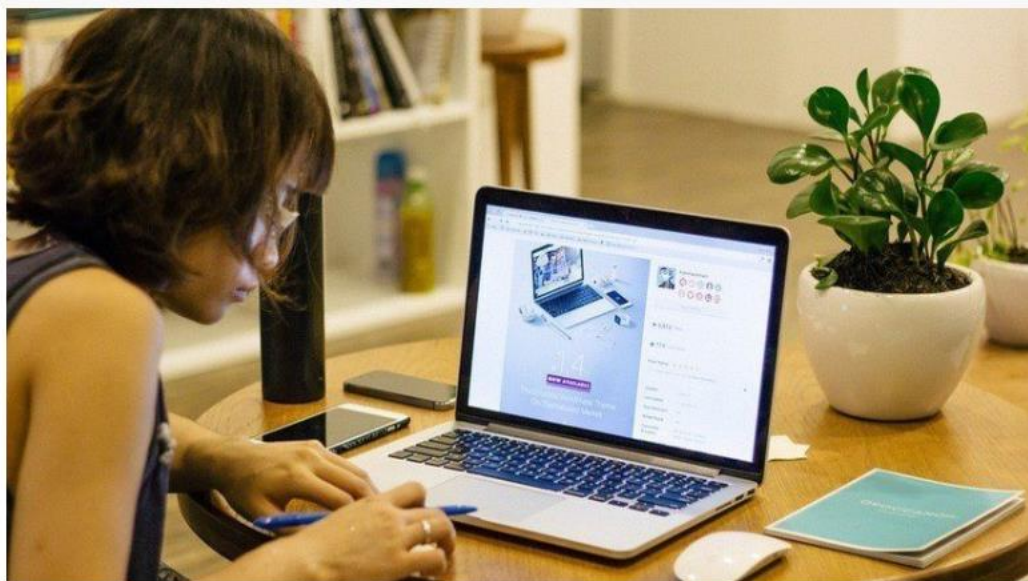
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4. VIDEO CASE STUDIES:

- Use video case studies to present real-world scenarios and challenges. Ask learners to analyze the situations and propose solutions, fostering critical thinking and problem-solving skills.
- Psychology Analysis



5. MICRO-LEARNING VIDEOS:

- Create short, focused video snippets covering specific concepts or skills. Micro-learning videos are easily digestible and can be used as just-in-time resources.
- <https://youtu.be/JKnnNzOu6l4>



ABRAHAM MASLOW (1908-1970)

HUMANISTIC-EXISTENTIAL PARADIGM
SELF-ACTUALIZATION THEORY



Today we're going to discuss
Abraham Maslow.

<https://youtu.be/JKnnNzOu6l4>

6. PERSONALIZED ASSESSMENT/FEEDBACK VIDEOS:

- Provide personalized feedback to learners using video recordings. This approach adds a personal touch and helps learners better understand their strengths and areas for improvement.



Paper View

In order for me to conduct an experiment on the effects of taking a new drug based on the amount of pain an individual experiences, I would first need to create a controlled environment for studying both, the IV and DV. The independent variable (IV) would be the administration of the new drug based on two groups, one who receives a placebo and one who will receive the treatment drug. The group taking the placebo will still be notified that they're being given the drug in order to maintain the double-blind nature of the experiment. My dependent variable (DV) would be the study for the amount of pain experienced by all participants in both my treatment and control study groups.

All of my participants would be randomly assigned to either IV group in order to minimize any bias based off their presumed pain tolerances, and then their baseline pain tolerances would be recorded before administering the drug. After the drug is then administered to experimental group and the control group, we'd test their pain tolerances once again, but this time increasing at varying levels. Finally, this will allow me to evaluate how well the drug reduces pain and it ensures validity that the drug is effective.

Play Media Comment



00:03 00:19 1.00x

Submitted: Sep 15, 2023 at 9:22am

Word Count: 206 words

Submitted Files: (click to load)

Assessment

Grade out of 20

20

View Rubric

Exam Essay Question Rubric (1)

Criteria	Ratings
Number of Sentences view longer description	Full Marks (A) Six sentences or more 5 / 5 pts
Organization & Logic	Expert Level (A) Logically accurately answers the question. 15 / 15 pts
Total Points: 20	

Comments for this Attempt



Download Submission Comments

Robert McWilliams, Oct 3, 2023 at 3:07pm

SOFTWARE THAT I USE

- Installed:
 - [Swivl](#)
 - ScreenCast-O-Matic (Now [Screen Pal](#) but also in Canvas as Studio)
 - [OBS Studio](#)
 - [Camo](#)
 - [Prezi Video](#)
- Web-based:
 - <https://webcamera.io/>
 - <https://www.cam-recorder.com/> *
 - <https://streamyard.com/>



HARDWARE THAT I USE

- [Swivl](#)
- Ipad
- iPhone
- dSLR/Camcorder (& stand)
- Lights (& stand)
- [Wireless HDMI connector](#)
- [HDMI to USB](#)
- [Lightning Adapter to HDMI](#)
- [HDMI Recorder](#)
- [Video Switcher](#)



COMMENTS & QUESTIONS



CONNECT WITH ME!

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