The power of video for colleges
Who remembers this?
Do you use video in the classroom or as part of a flipped model or in any other way? If so can you share any issues using video to support learning activities?

#edtech #elearning #edutwitter

Yes 71%

No 29%

146 votes · Final results

3:26 PM · Nov 23, 2019 · Twitter for iPhone
1. The average teen watches 68 videos every day
2. Information consumed via video is retained at a 60% higher rate than text
3. 80% of Internet users can recall a video ad they have seen in the last 30 days
4. 400 hours of video are uploaded to YouTube every minute
Children in the UK (aged 5 to 15) now spend around 20 minutes more online, in a typical day, than they do in front of a TV set...

Just over two hours online, and a little under two hours watching TV

YouTube remains children’s primary online destination, with 80% having used it.

Nearly half (49%) of children, and a third (32%) of preschoolers aged 3-4, now watch subscription on-demand services such as Netflix, Amazon Prime Video and Now TV.
Video is only becoming more powerful

- By 2022, online videos will make up more than 82% of all consumer internet traffic — 15 times higher than it was in 2017
- In 2021, it would take an individual more than 5 million years to watch the amount of video that will cross global IP networks each month
- The amount of VoD traffic in 2021 will be equivalent to 7.2 billion DVDs per month
90% of consumers are watching video content over the internet

Consumers have seemingly settled into their video service portfolios, having curated a selection of services that meets their content needs

As enticing new players enter the market and content libraries become more fragmented, consumers must prioritize and strategically manage their video service portfolios to ensure access to the content they want, or to even know what is available to them
The question for consumers is no longer “How do I watch?”, but “What do I keep and what do I cut?"
THE CASE FOR VIDEO IN EDUCATION...

**BRING THE OUTSIDE IN**

Video brings the outside world into the classroom. Whether using video content for awesome case studies or using Skype to communicate with classes around the world, the opportunities are authentic and huge.

**FLIPPED LEARNING**

Flipped learning is an established teaching and learning activity with some efficacy (EEF 2019, +1 month’s additional progress) which utilises video as a means of learning input to support classroom activities focusing upon feedback and intervention.

**PROVIDES STIMULUS**

Videos are information-rich, relevant, can include interactive elements and provide opportunities for academic activities such as summarising, paraphrasing, spotting keywords and more. Watching video also gives learners the opportunity to see concrete examples and concepts in context. No teacher time is wasted and supports asynchronous learning and teaching.

**CASE STUDIES**

High quality video case studies are the staple of many subjects in schools such as Business, Economics, Design Technology and more. Historical video footage is also key in many Humanities subjects. Research states that using concrete examples to supplement content that is more conceptual in nature can make the ideas easier to understand and remember.
What ‘types’ of video for colleges?
Broadcast TV
Making the Most of Your ERA Licence
The ERA Licence supports the education sector by making it easy for educators to exploit the full potential of broadcast resources in the classroom.

TV and radio can be used to:

- ignite creativity in students of all abilities
- explain and bring to life challenging concepts
- allow learners to visually engage with course content in a real-world context
- engage learners with concepts before undertaking tasks directly
- make real the possibilities of employment in their desired industries
Under the ERA Licence, you can:

• record, copy and retain TV and radio broadcasts belonging to our Members for non-commercial, educational uses;
• digitise pre-1989 analogue recordings;
• embed whole programmes or clips into your resources;
• use our Members’ on demand services (e.g. BBC iPlayer, All4, etc.) and/or third-party services such as ClickView, Box of Broadcasts and Planet eStream to show programmes and clips to students
Can I use YouTube under the ERA Licence?
In general, materials accessed via YouTube are not supported by the ERA Licence. The Terms and Conditions of YouTube refer to ‘personal use only’ and this does not extend to use in educational establishments. The exceptions to this are the YouTube channels maintained by the BBC. Material from these dedicated channels can be used for educational use by educational establishments holding an ERA Licence.

Can I use Netflix under the ERA Licence?
Netflix and similar platforms are streaming services for private and personal use and therefore not covered by an ERA Licence. Use of such services is governed by their individual terms and conditions.

Does the ERA Licence cover the copying of pre-recorded or bought DVDs?
No. The copying of commercially-produced, pre-recorded CDs, DVDs, videos and audio tapes is not authorised by the ERA Licence.
Inspiring and engaging students...

Willmot et al (2012) showed there is strong evidence digital video can motivate students, and this led to improved academic performance.

- Helps secure quality planning and resources, having confidence in the curriculum content
- Independent learning
- Assisting with mastery learning: In some cases, video can be as good as an instructor in communicating facts or demonstrating procedures to assist in mastery learning where a student can view complex clinical or mechanical procedures as many times as they need to
- Use to introduce or consolidate topics
- Facilitating thinking and problem solving
- Can used to support catch up where learners have been absent
- Can support flip classroom model
Engineering Solutions

ENGINEERING

Testing Solutions

The testing, evaluation and refinement stage is an integral part of the engineering design process. This video investigates three real-world projects requiring different testing methods, uncovering why testing is crucial to achieve finished products that fit the brief. Engineering students will... Show more

Impactful Materials

A critical aspect of design is the selection of materials to make a product. Physical and chemical properties, cost and availability, and social, ethical and environmental impacts of materials are all important considerations. This video explores criteria for selecting the best materials for engineering projects... Show more

Designing Engineered Solutions

Engineers can face many design challenges when undertaking a project. Identifying problems is the crucial first step in the process of designing solutions. This video looks at some unique challenges and the approaches that real-world companies take to tackle them in these exciting case studies... Show more
ENGLISH/LITERACY RESISTS

Sentence Structure
Anxiety

- Short Focused Videos with additional resources
- TV Content – clips from TV content / documentaries
- News Articles – bring in up to the minute content, hot topics or discussion points
- Deepen topic knowledge or understanding with associated content
- Addition of BLC Content
Leverage your educators and experts
Engagement

Lessons derived from research on multimedia instruction and MOOCs

For effective educational content be mindful of:

- Short
- Conversational
- Pace and enthusiasm

Preliminary edX video engagement findings

Median time spent watching videos (minutes)

Analysis by Phillip Guo (pg@cs.rochester.edu)
Cognitive load

Important (in the design & implementation) to prompt working memory to accept, process, and send to long-term memory only the most crucial information by…

- Matching Modality
- Segmenting
- Weeding
- Signalling
Features that promote active learning

To help students get the most out of an educational video, it’s important to provide tools to help them process the information and to monitor their own understanding.

- Use guiding questions
- Interactives that give student’s control
- Flipped approaches
More than just video