

Online Video

How It Changes & Enhances the Way We Learn!

Laurie Burruss is. . .

- **ALWAYS:** A storyteller, recently a digital storyteller
- **NOW:** Sr. Director of Education at Lynda.com Online Training Library©
<http://www.lynda.com> laurie@lynda.com
- **THEN:** 22 years @Professor in Design at Pasadena City College teaching Interactive Multimedia Design
- **AND ALSO:** 11 years as Director of the Pasadena City College Center serving the state of California as a regional resource for collaboration between education, industry, and the community.



Pre-K 4 yrs old

yay

awe

wow

the aha

EXPLOSION

huge amounts of custom-developed online content

NEED

large volumes of content needed for self-paced, online delivery

RESOURCES

internal, limited, insufficient resources (content & dollars) to carry out their e-learning visions

EXPERIENCE

increasingly sophisticated learners demand more dynamic & interactive, rich learning content

What is out there right now?

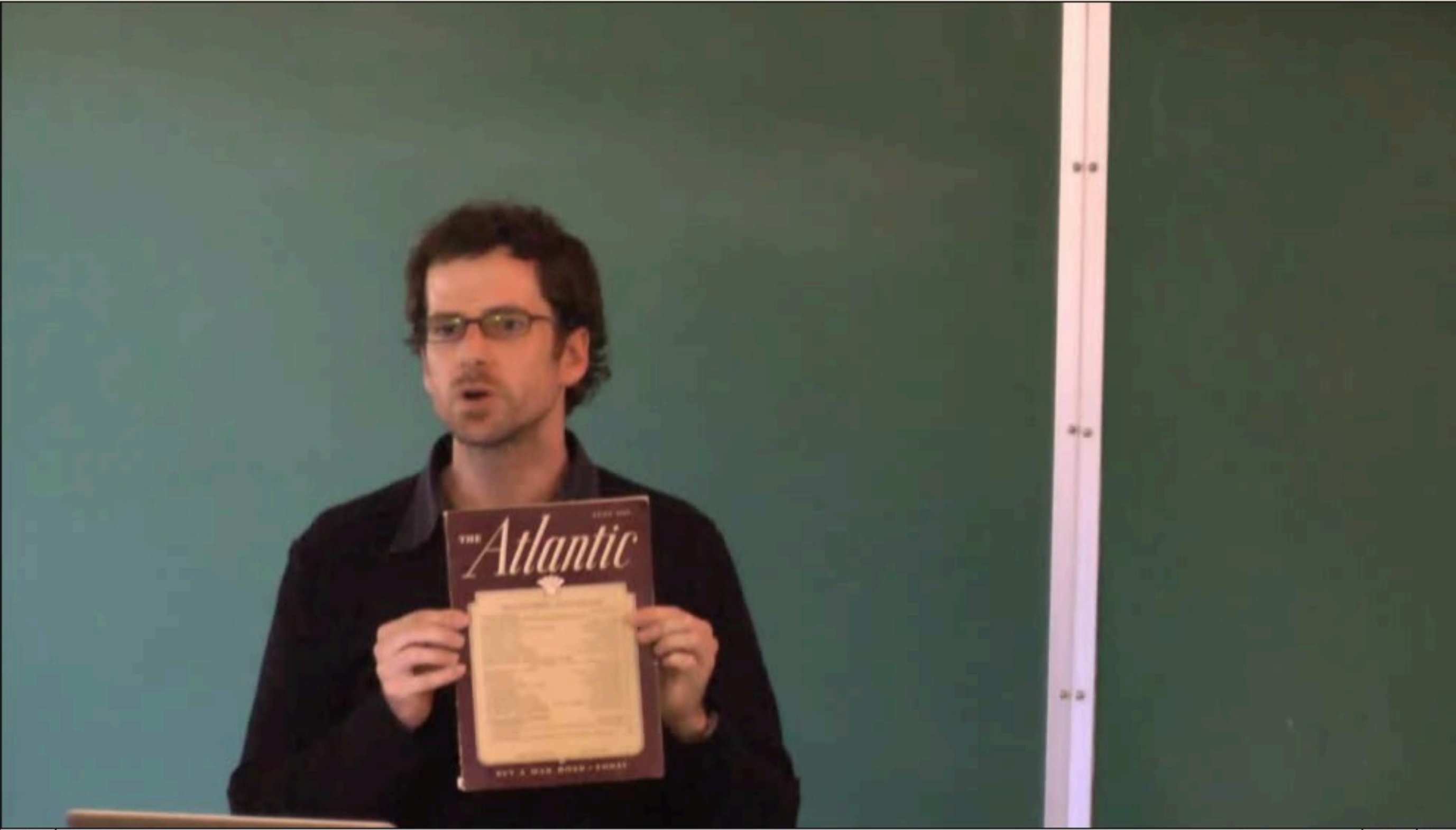
learning with online video

3 case studies

OpenClassroom: Stanford

Introduction to Human-Computer Interaction Design

History of HCI, Part 1
Introduction to Human-Computer Interaction Design Lecture 1 of 43



0:19 / 8:17

< PREVIOUS Go to Video: NEXT >

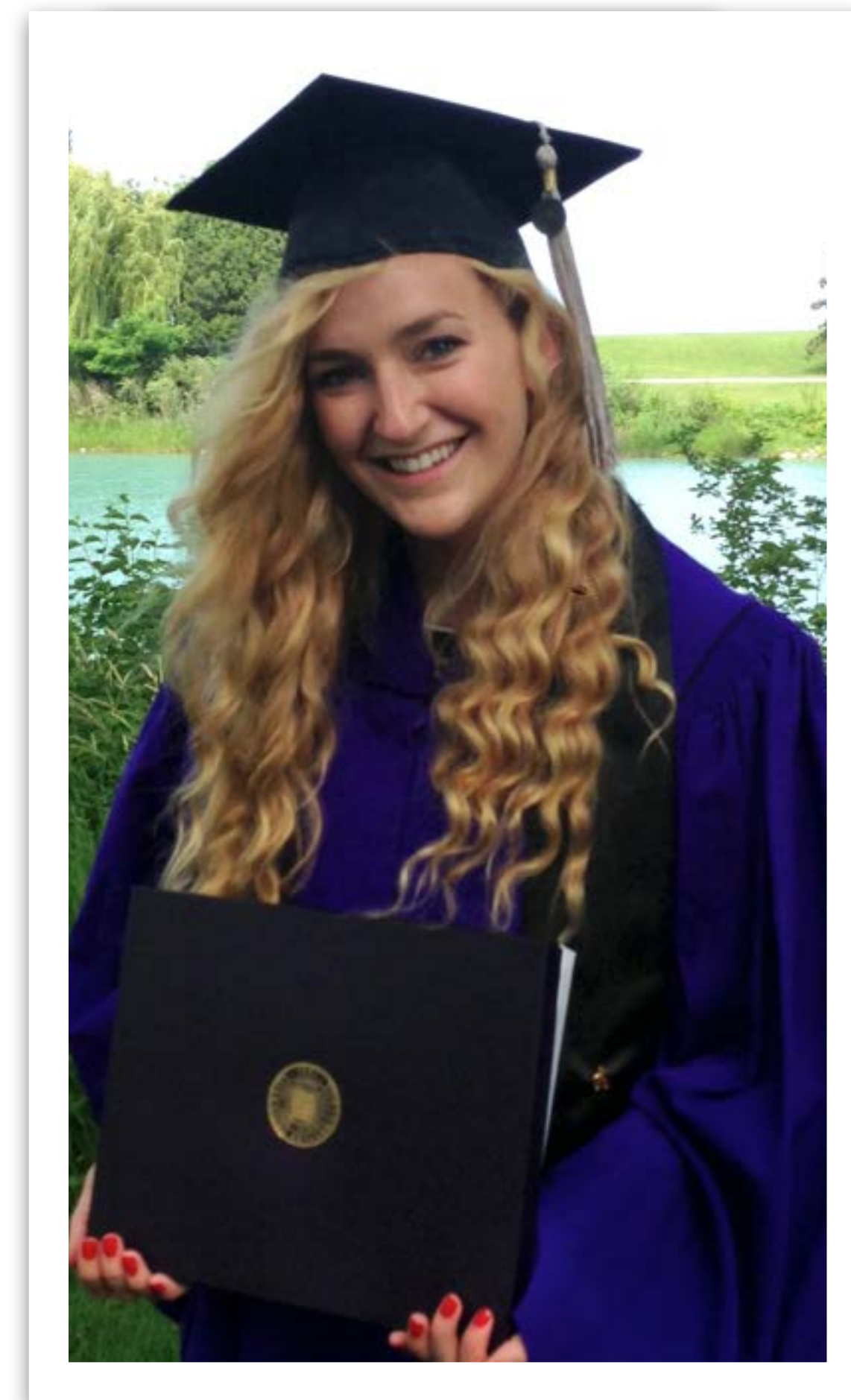
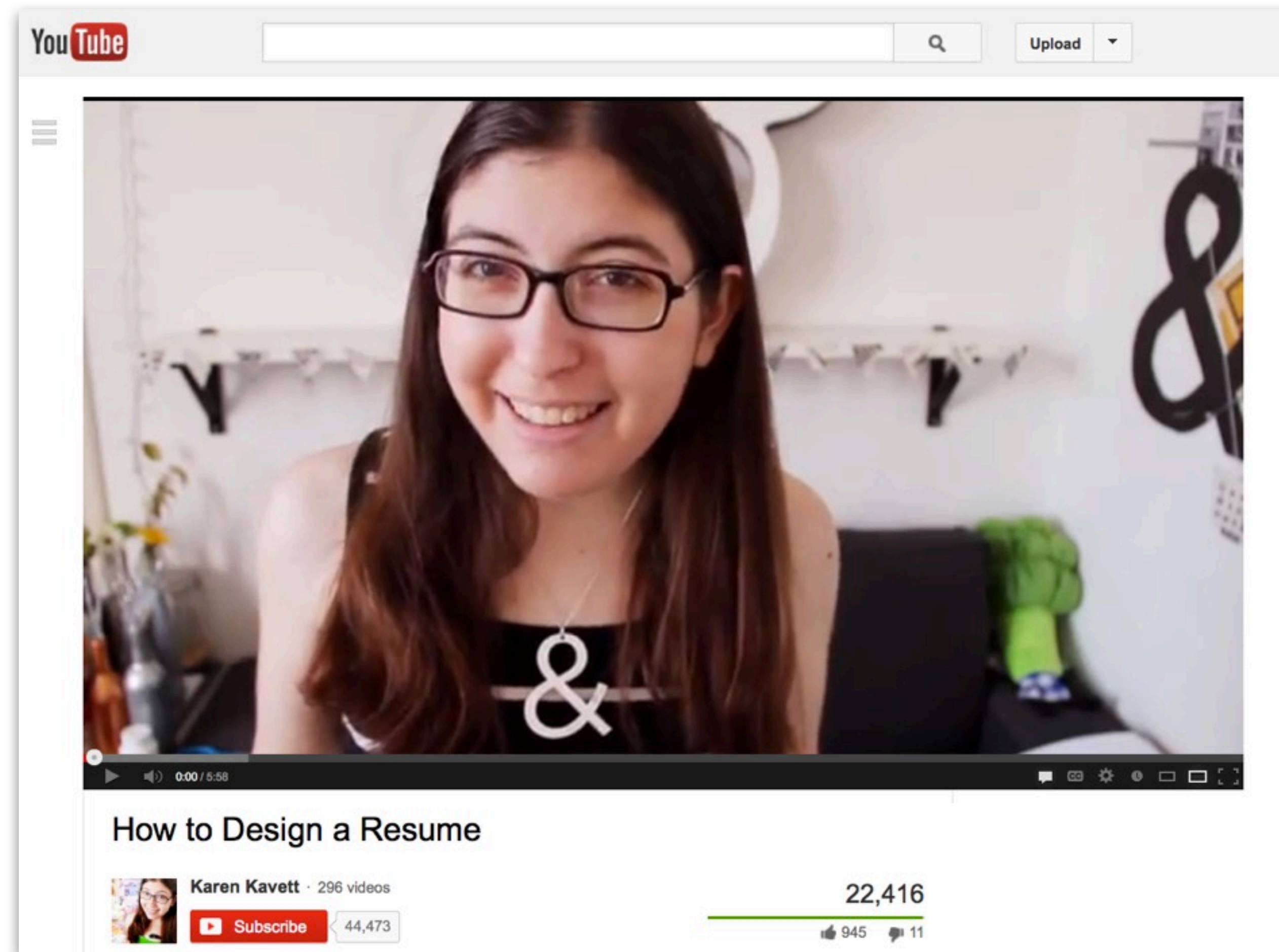


Introduction

History of HCI (I)

Target Audience: Gen M Training

Karen, Katie & a Job



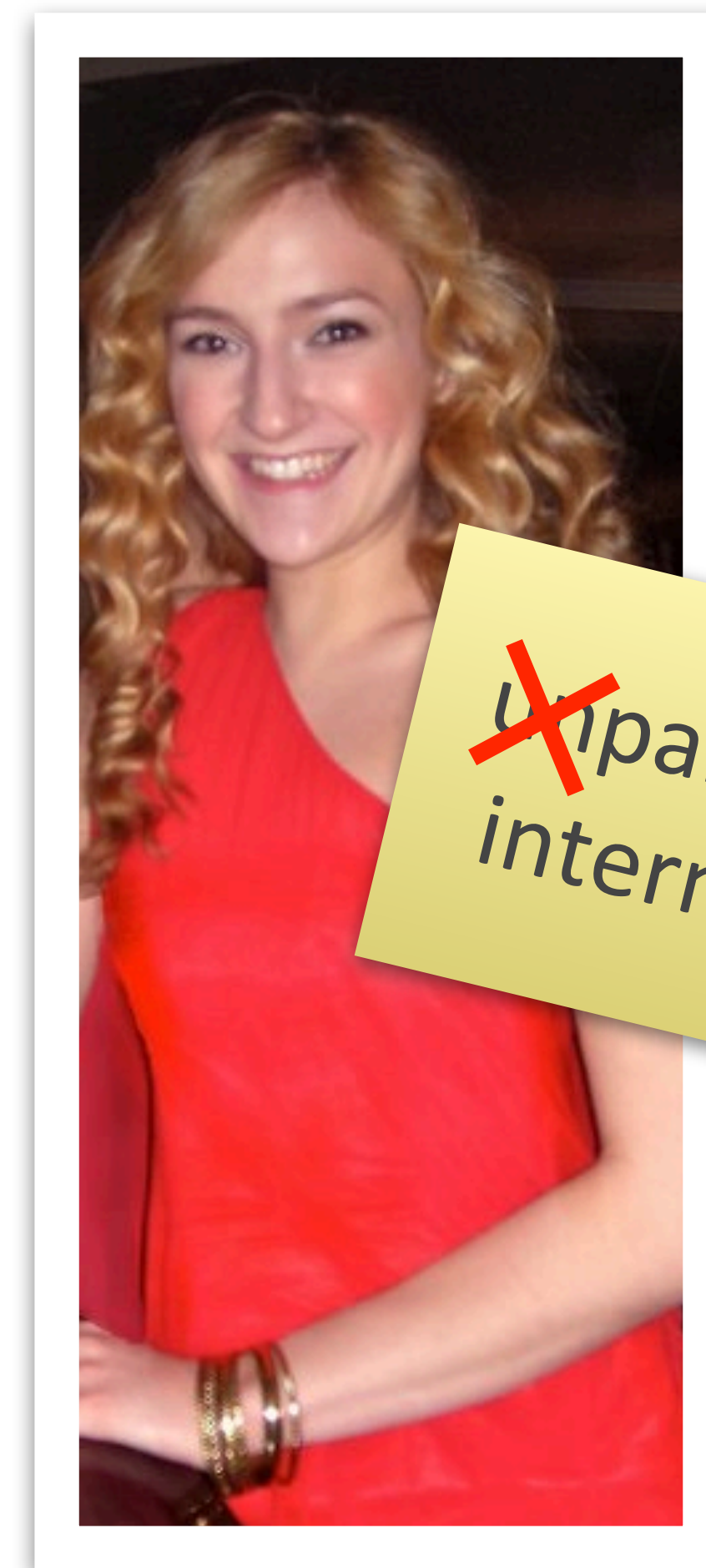
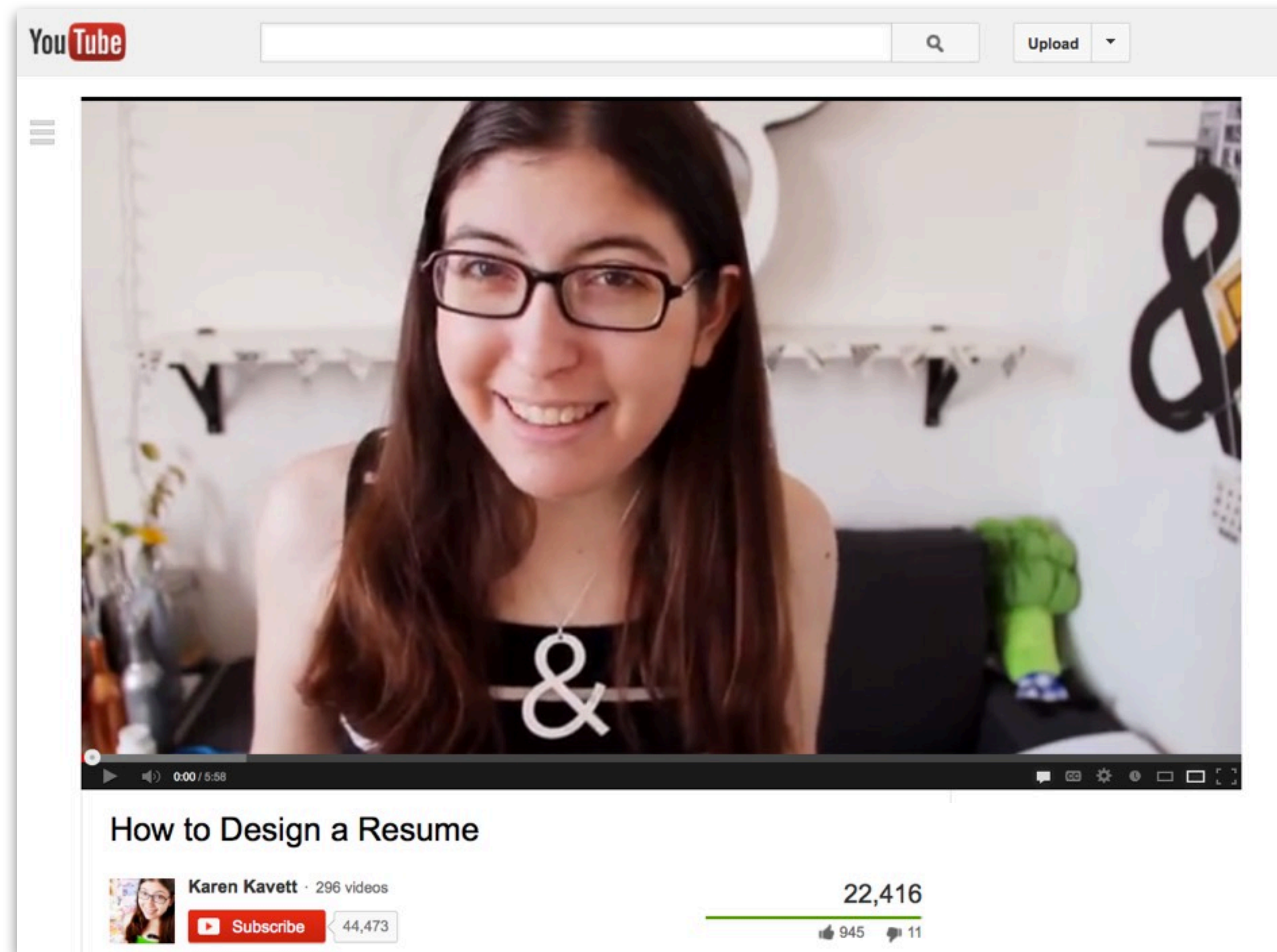
<http://karekavett.com/blog/1526/how-to-design-a-resume.php>

<http://www.youtube.com/watch?v=gKl-aGY6TrI#t=345>

<http://karekavett.com/resume.pdf>

Target Audience: Gen M Training

Karen, Katie & a Job



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<http://www.youtube.com/watch?v=gKl-aGY6TrI#t=345>

<http://karenkavett.com/resume.pdf>

instant feedback



harmonyelodypress 7 months ago

THANK YOU! I'm in the "2013 finally getting a job" category and have spent the last month working on my website portfolio (done next week I hope!). Next thing to do will be re-vamping my resume and this video gave me some great tips as well as some confidence in the information I already have on my resume. So perfect for where I'm at right now.



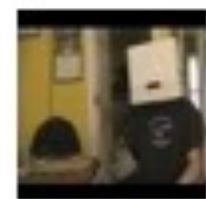
amorithelania 7 months ago

Your 6 min video went over more information on resumes than my 2 years at college, this was so helpful! Now off to InDesign to fix up some things on my resume.



Arden Kilzer 7 months ago

This video could not have come at a more perfect time! I'm graduating in June and need to start looking for real-person jobs.



IJethrobot 6 months ago

Hey Karen-- my wife and I just had a resume designing party, and we used your video as one of the main events! Thanks for providing your resumes as examples and for all the tips. :)

Reply · 20  



What do we know?

MULTISENSORY INTEGRATION

How does the brain work?

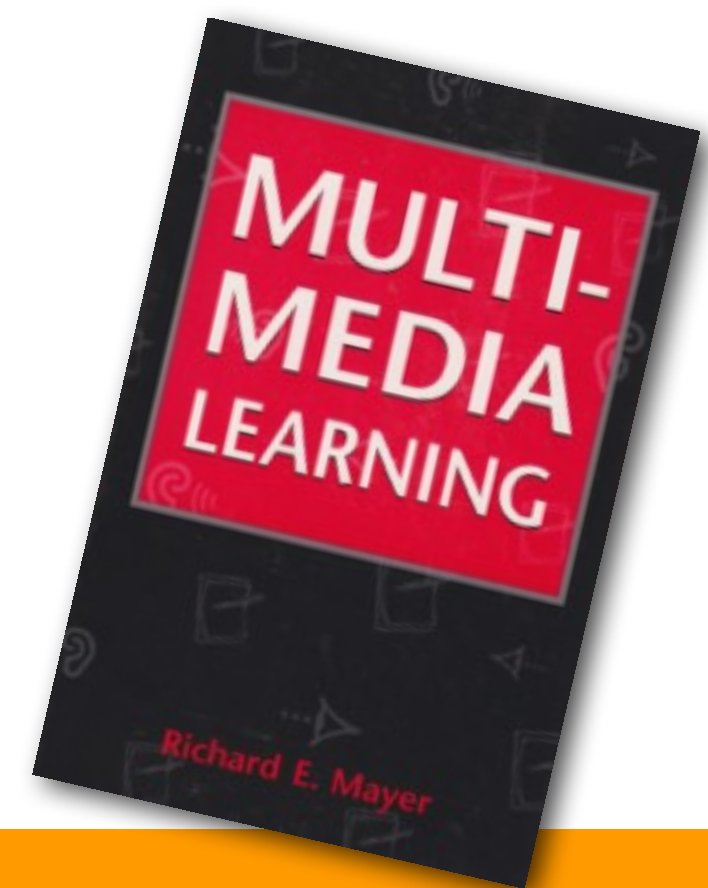
Our senses evolved to work together—vision influencing hearing, for example—which means that we learn best if we stimulate several senses at once.

p.219, Brain Rules, John Medina

Rules for Multimedia Presentation

- **Multimedia principle** - Students learn better from words & pictures rather than words alone.
- **Temporal contiguity principle** - Students learn better when corresponding words & pictures are presented simultaneously.
- **Spatial contiguity principle** - Students learn better when corresponding words & pictures are presented near to each other rather than far.
- **Coherence principle** - Students learn better when extraneous material is excluded rather than included.
- **Modality principle** - Students learn better from animation & narration than from animation & on-screen text.

<http://www.amazon.com/Multimedia-Learning-Richard-E-Mayer/dp/0521514126>



Multimedia Learning, Richard E. Mayer

Meaning, Quality, Value, Curation



<http://www.lynda.com/Digital-Photography-tutorials/foundations-of-photography-exposure/71923-2.html>

Meaning, Quality, Value, Curation

60 sec



"The power of the moving image in communicating complex information to students."

SENSORY DESIGN:

- Association
- Interpretation
- Integration
- Elaboration
- Engagement

All to make the senses work together!

BEST PRACTICES:

- ➔ The BIG IDEA followed by granular details
- ➔ Information presented by a subject matter expert
- ➔ Context offered
- ➔ Meaning with "real world" experiences
- ➔ Timing, tempo, chunks of learning
- ➔ Animation with narration
- ➔ Repetition of the concept "exposure" in many different ways
- ➔ *Design elearning for more . . .*

<http://www.lynda.com/Digital-Photography-tutorials/foundations-of-photography-exposure/71923-2.html>

learning **better**

learning differently

What are current “best practices”?

▶ **Bite-sized:** short, to-the-point, searchable

 **Browse the library**

 Find courses, authors, and more...

Search

▶ **Audio:** Teacher's voice "speaks" to the student - no attention wandering.



▶ **Video:** Visual images, motion graphics, animations create engaged, memorable, emotional, narrative.

The screenshot shows a search interface with the following elements:

- Search Bar:** Contains the text "airplay" and a "Search" button.
- Navigation:** Includes a "Back to videos" button and tabs for "Course details", "Transcript", and "FAQs".
- Results:** A list of 9 results in video titles and transcripts. The first result is "Projecting from an iPad".
- Annotations:** Red circles and arrows highlight specific text in the first result and the transcript section.

Highlighted Text in Results:

- Search bar: "airplay"
- Result snippet: "... Make sure you enable **AirPlay** on the Apple TV before you start"

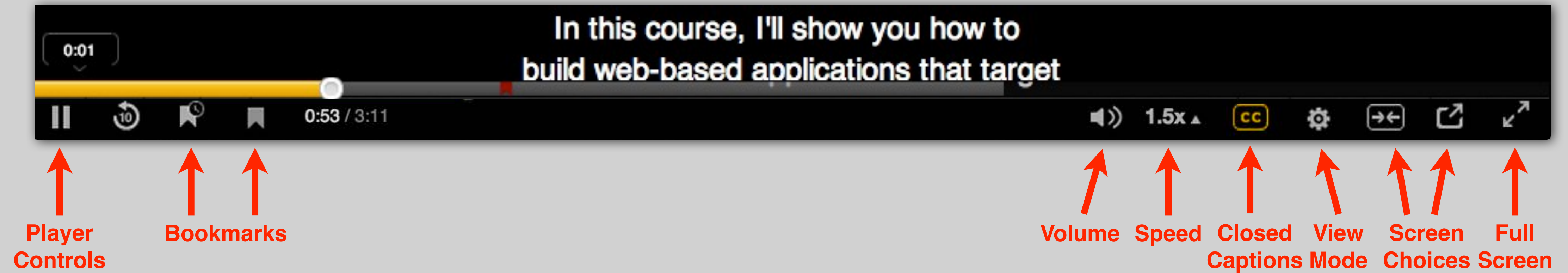
Highlighted Text in Transcript:

Tap the icon to mirror anything being shown on the device. Make sure you enable AirPlay on the Apple TV before you start. For setting up HDMI projection, you will need the Apple TV. An HDMI cable, an HDMI TV or projector, and a WiFi network. The iPad and Apple TV device must be connected to the same wireless network. The wireless network must be multi-cast-enabled. The Apple TV must be connected to the projector's HDMI port by an HDMI cable.

▶ **Transcripts:**
Learn the words & vocabulary; text tracks provide time-coded metadata. Enhanced search-ability.

▶ **Repetition & Failure:** Watching a video repetitively or as much as needed to get it; no failure - as many chances as the learner needs or wants.

▶ **No tests, no stress:** Anonymous learning makes it safe to “not know” something, allows vulnerability to transform into confidence.



▶ **Control:** Player controls offer speed, viewing size, choice of form factors & devices, whole or partial videos; whole or partial courses according to need, subjects or choices.

<http://www.lynda.com/player/popup?lpk4=79343&playChapter=False>

Click on movie player to set these preferences

▼ Introduction	3m 12s
🔖 Welcome	👁 1m 13s
🔖 Using the iPad in the classroom	👁 1m 29s
🔖 Using the exercise files	👁 30s
▼ 1. Getting Ready for an iPad Classroom	50m 48s
🔖 Rationale for the iPad classroom	👁 8m 30s
🔖 Checklist for deploying iPads in the classroom	👁 4m 20s
🔖 Exploring common device ownership models	👁 7m 29s
🔖 Using iPads with a learning management system (LMS)	👁 8m 45s
🔖 Creating a classroom LMS with Wikispaces	👁 15m 36s
🔖 Creating and subscribing to a classroom calendar	👁 6m 8s
▼ 2. Setting Up the iPad Classroom	37m 41s
🔖 Managing iPads in your classroom	👁 3m 43s
🔖 Downloading apps for the iPad	4m 8s
🔖 Setting up the master sync with Apple Configurator	8m 38s
🔖 Exploring further resources in the iTunes Store	5m 48s
🔖 Setting up the essential apps	8m 5s
🔖 First day "demo" in the iPad classroom	7m 19s
▼ 3. Getting Things In and Out of the iPad	18m 56s
🔖 Projecting from an iPad	👁 4m 51s
🔖 Printing with AirPrint	👁 2m 27s

▶ **Simplicity:**
Ease of use;
simple
straightforward
access to
information, no
manual
necessary.

▶ **Choice:** No “right or wrong” way to view a movie; no left to right or top to bottom; searchable/retrievable video clips selection allows the learner to determine the order. Lots of variety - lots of classes and teachers.



▶ **Time & Location:**
Anytime, anywhere
learning no longer linked
to the static/stationary
classroom or office.
Mobile or online.



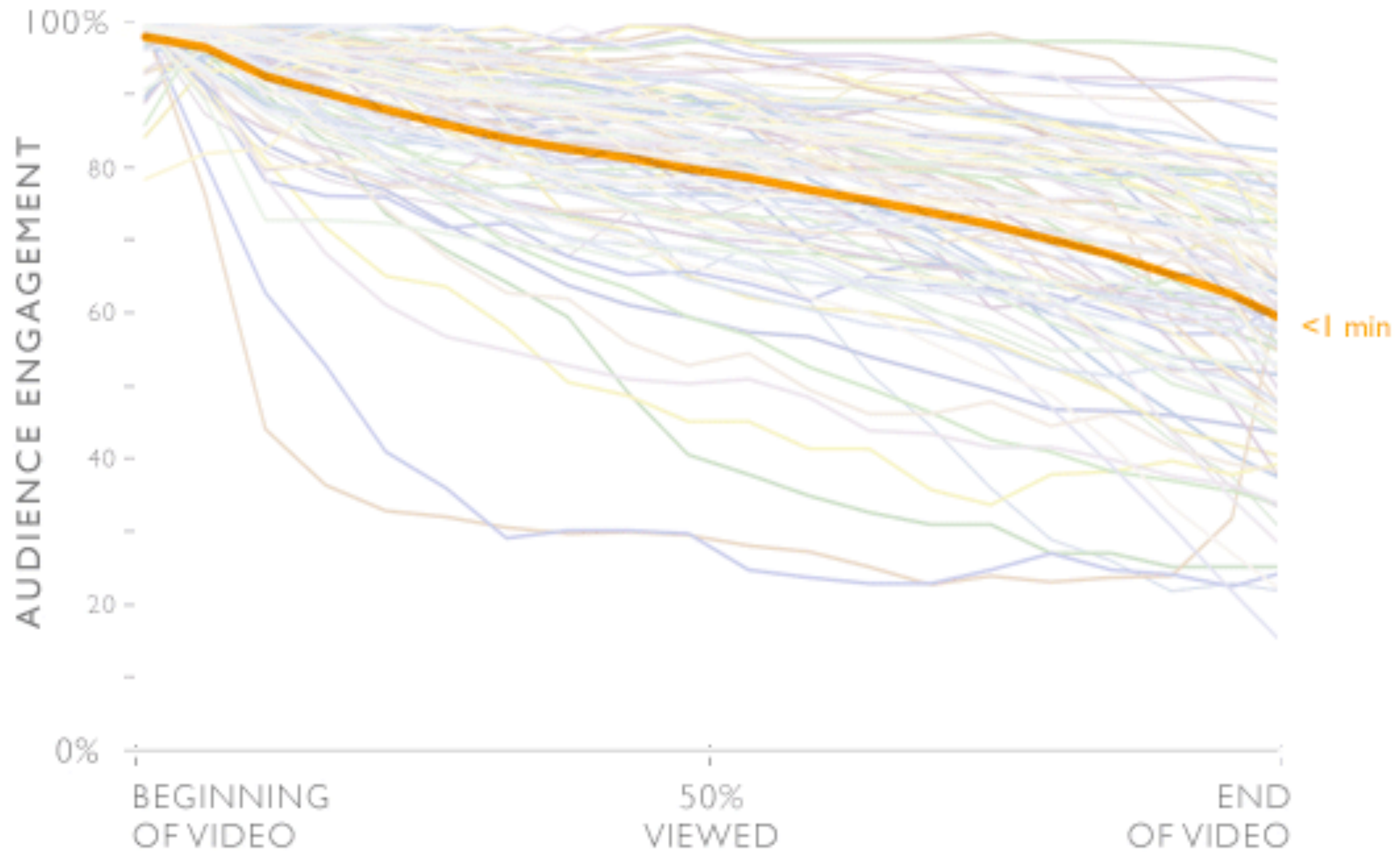
▶ **Synchronous**
versus
Asynchronous:
Asynchronous
learning means
freedom from
boredom - choice

▶ **Engagement**

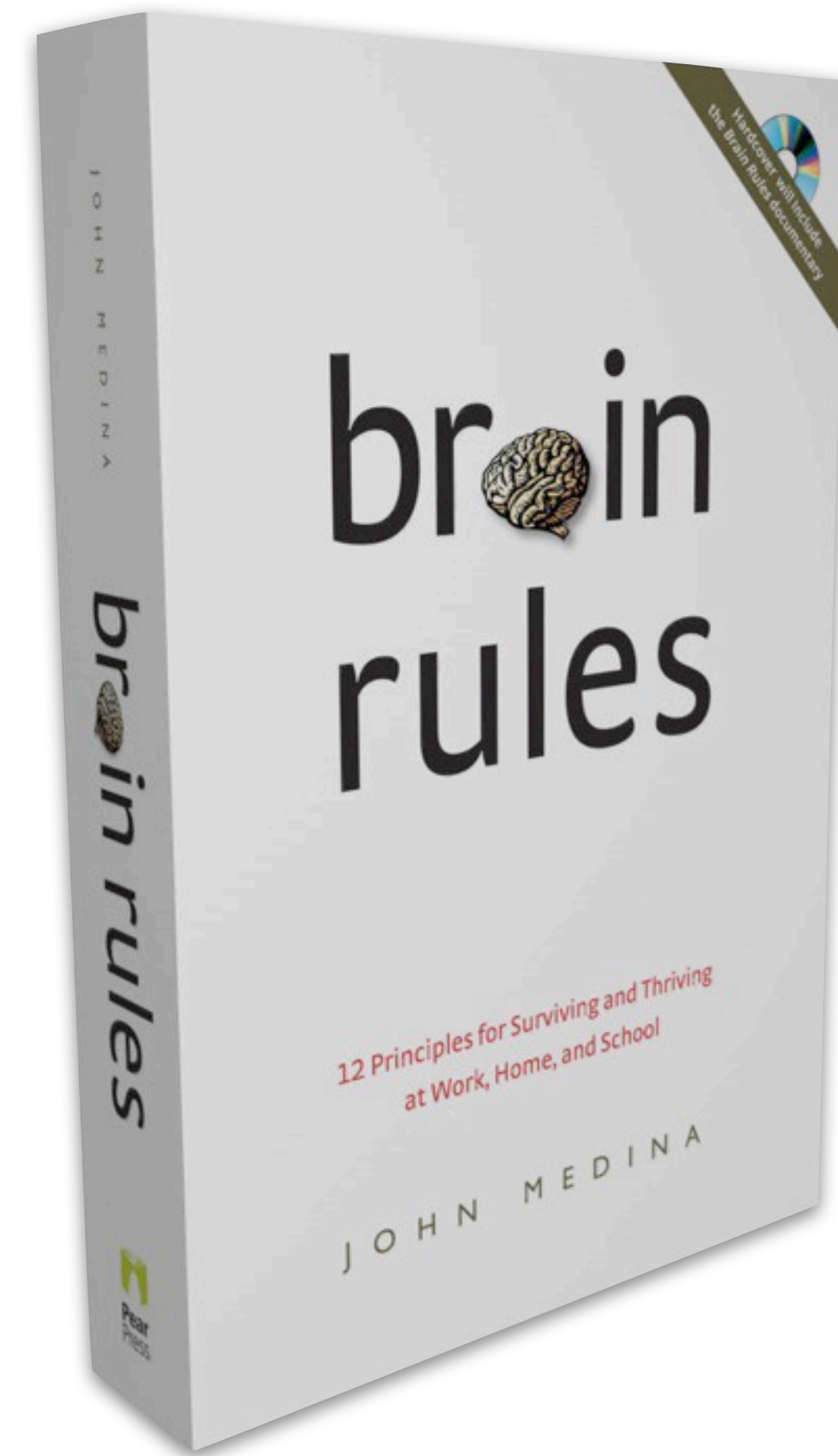
After 10 minutes attention drops.
Our movies are 4 - 7 minutes each
covering 1 key concept.



WISTIA VIDEO ANALYTICS: LENGTH MATTERS



HOW WE LEARN:



BRAIN RULES



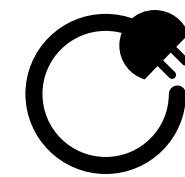
exercise

Rule #1: Exercise boosts brain power.



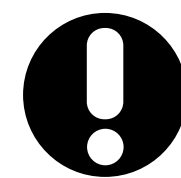
survival

Rule #2: The human brain evolved, too.



wiring

Rule #3: Every brain is wired differently.



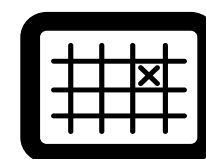
attention

Rule #4: We don't pay attention to boring things.



short-term memory

Rule #5: Repeat to remember.



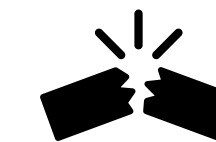
long-term memory

Rule #6: Remember to repeat.



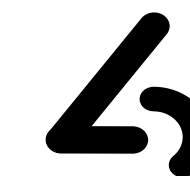
sleep

Rule #7: Sleep well, think well.



stress

Rule #8: Stressed brains don't learn the same way.



sensory integration

Rule #9: Stimulate more of the senses.



vision

Rule #10: Vision trumps all other senses.



gender

Rule #11: Male and female brains are different.



exploration

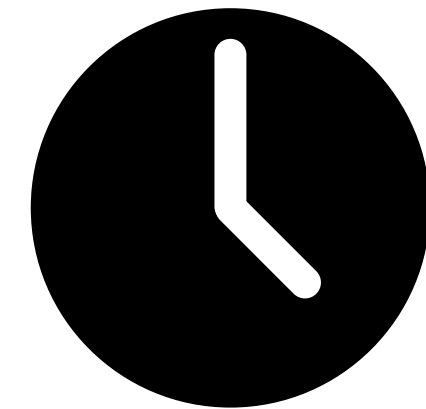
Rule #12: We are powerful and natural explorers.

BRAIN RULES

 attention

Rule #4: We don't pay attention to boring things.

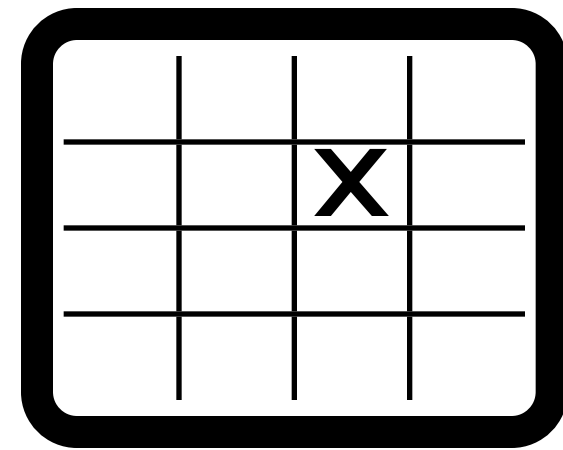
BRAIN RULES



short-term memory

Rule #5: Repeat to remember.

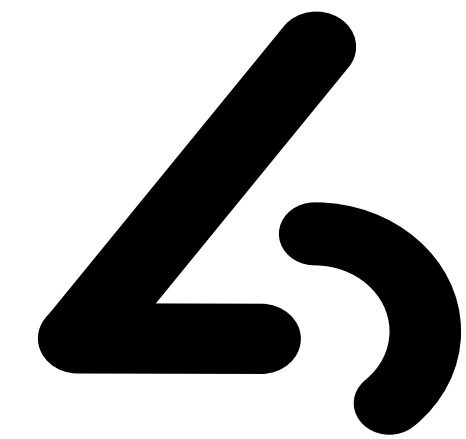
BRAIN RULES



long-term memory

Rule #6: Remember to repeat.

BRAIN RULES



sensory integration

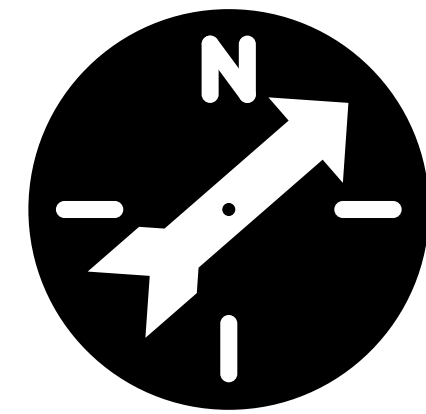
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BRAIN RULES



Rule #10: Vision trumps all other senses.

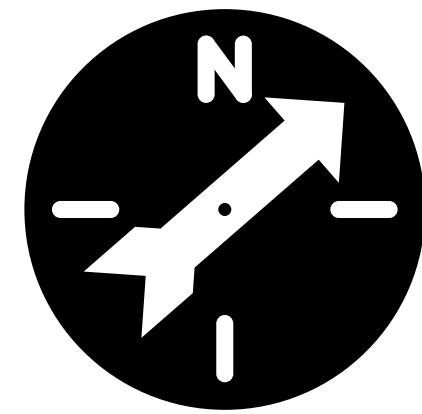
BRAIN RULES



exploration

Rule #12: We are powerful and natural explorers.

BRAIN RULES



exploration

Rule #12: We are powerful and natural explorers.

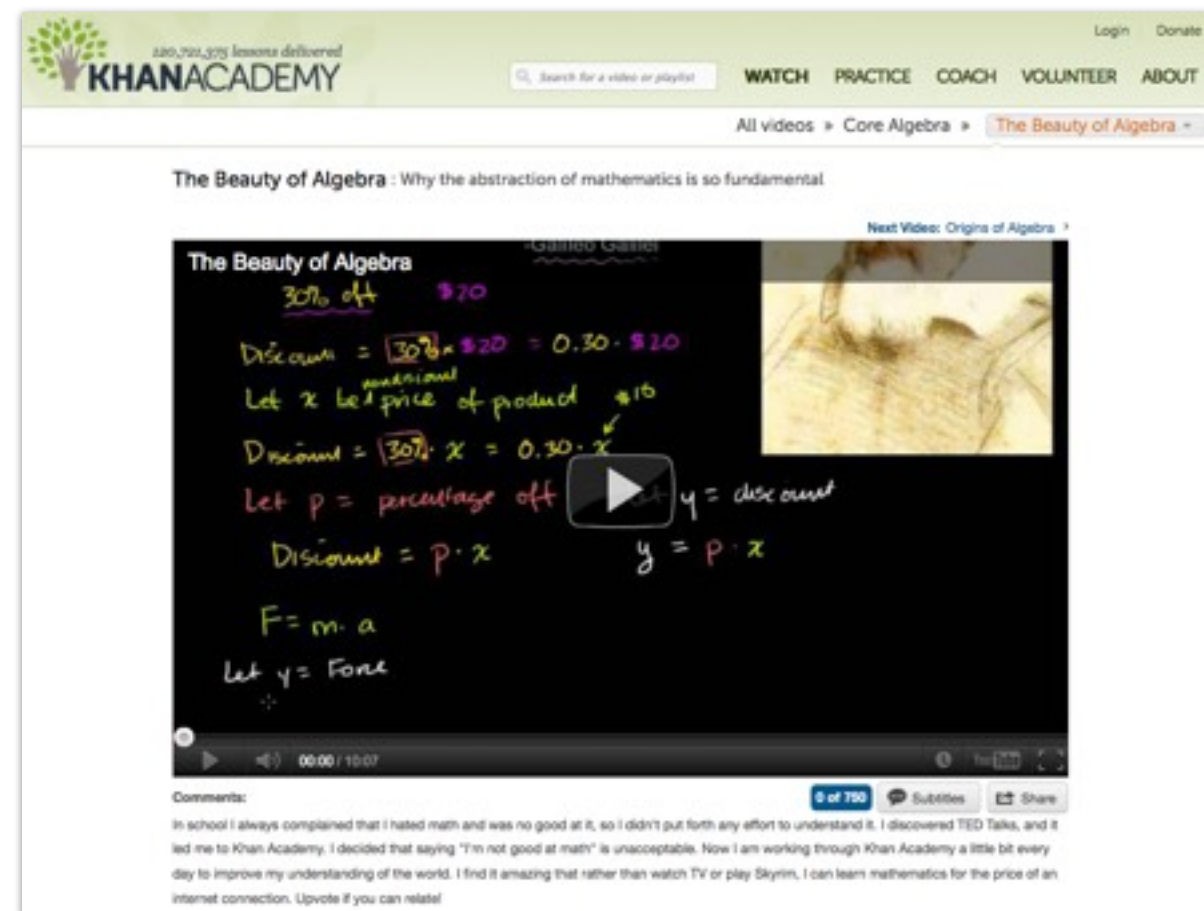
[Experts'] knowledge is not simply a list of facts and formulas that are relevant. . .their knowledge is organized around core concepts and 'big ideas' that guide their thinking about the domains.

How People Learn, John Bransford

*We are natural explorers.
The tendency is so strong, it is capable of turning us into lifelong learners. . .*

BRAIN RULES, John Medina, p. 264

EXPLORERS



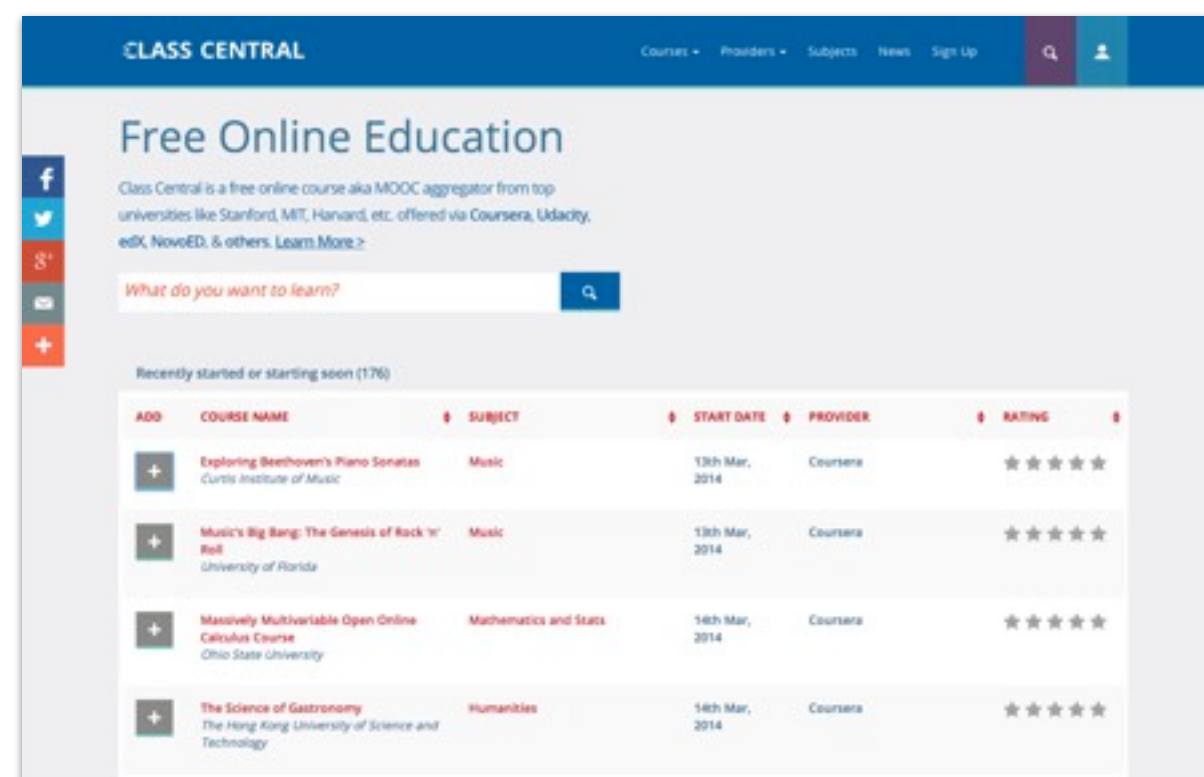
Sal Kahn, The Kahn Academy [FREE]



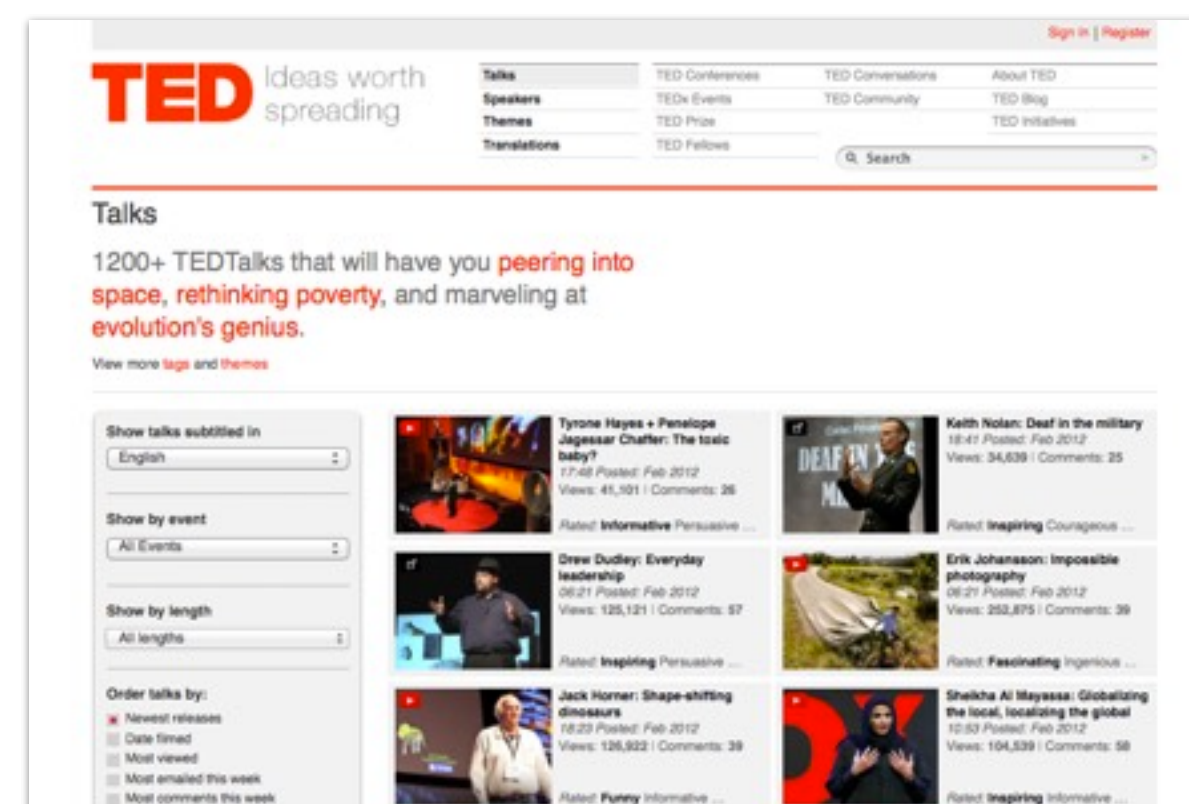
USC [archiving the BEST storytellers]



MIT > TechTV [library + annotation]



Class Central: MOOC aggregator



TED Talks [bite-size, world-class + FREE]



Direct TV [Netflix - anywhere, anytime video]

Online Video: Anyone can do it and they are!

EXPLORERS



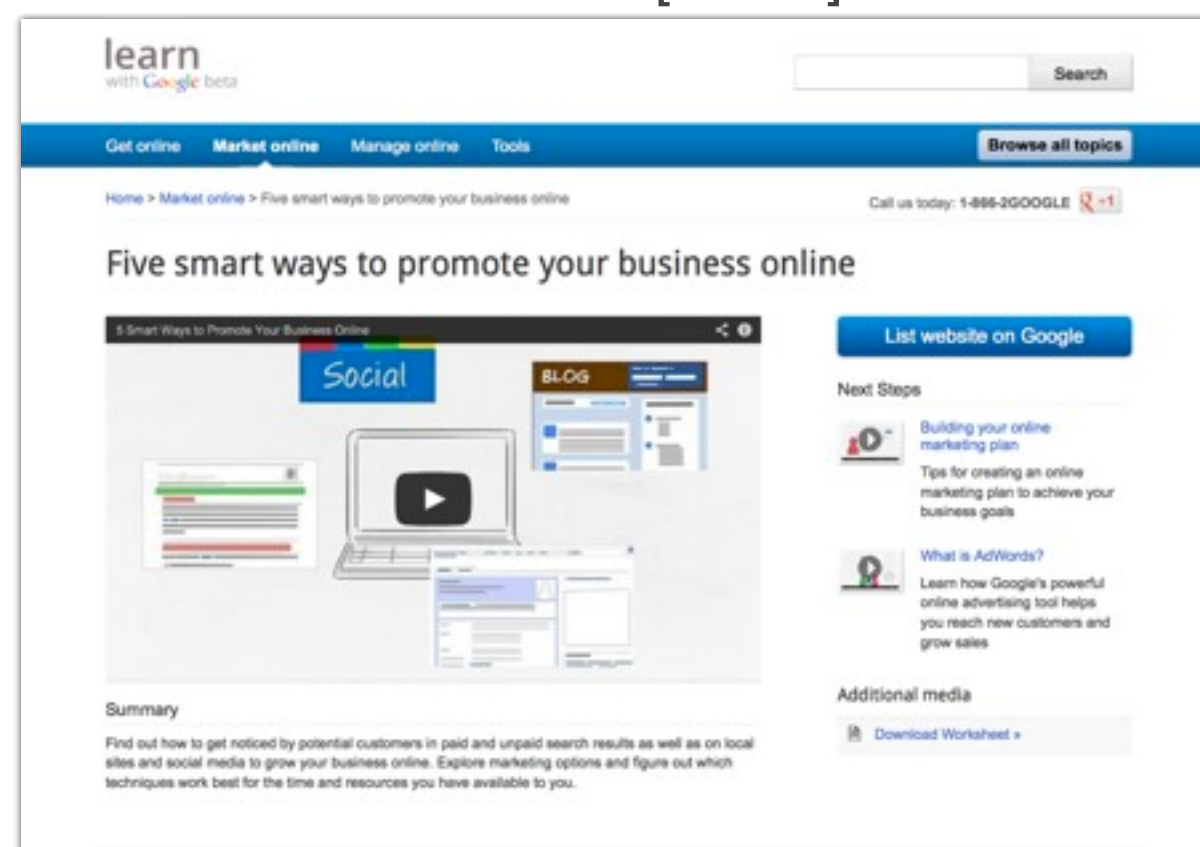
Stanford's Entrepreneurship eCorner [FREE]



udemy.com [FREE - \$\$\$]
Online Courses from the World's Experts



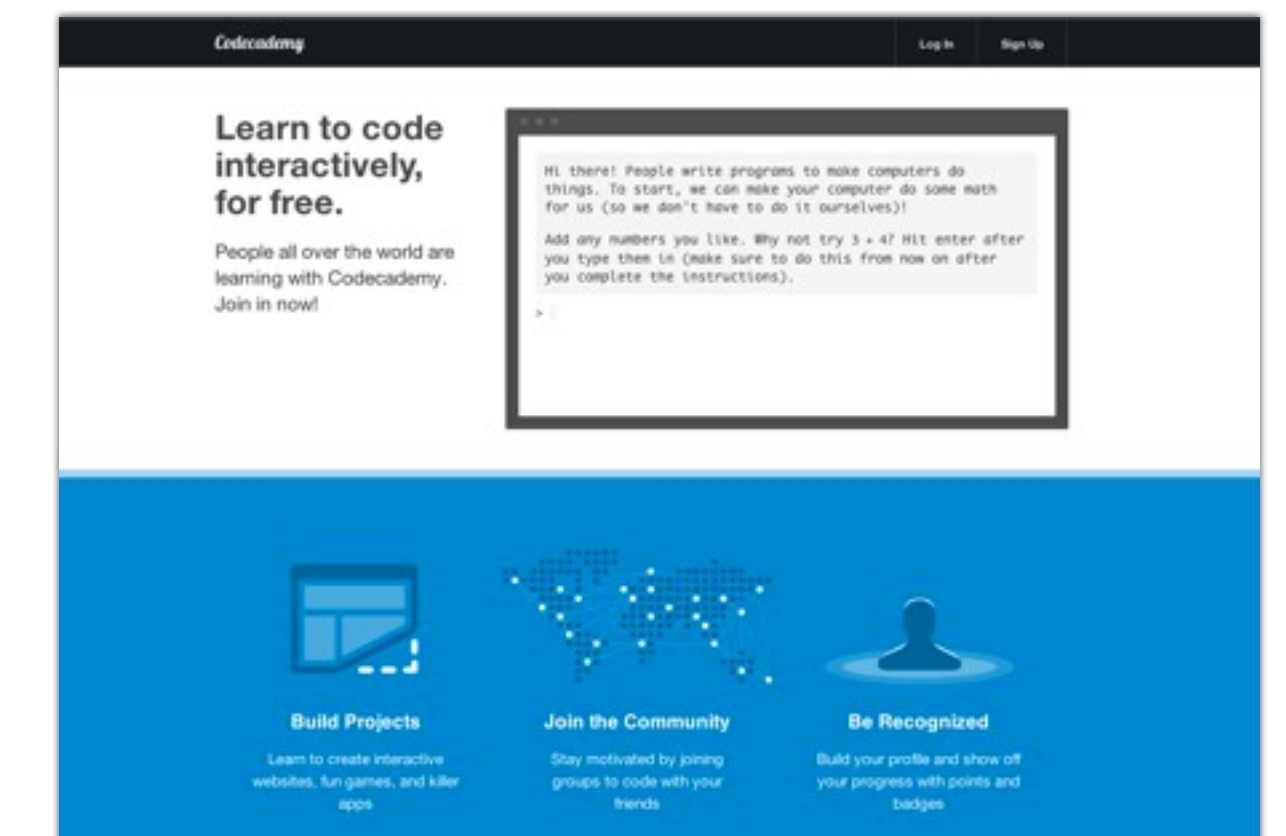
vimeo.com | video school [FREE]



Google's Learn - Promoting a business online [FREE]



pluralsight: hardcore dev and IT training



CodeAcademy.com | Learn to code!

Online Video: Anyone can do it and they are!

EXPLORERS

Video in the Classroom BEST PRACTICES

OYO: On-Your-Own Learning

the SPACE
between OYO learning
and face-to-face [F2F]

- Custom Editable Shareable Playlists
- Annotated lessons to accompany online video tutorials, projects, & researched URLs
- Textbook replacement



the **benefits**

@work, @school || face 2 face

- **MENTOR**, not teach tools
- **TEACH** the Big Ideas instead of drills and rote teaching
- **COMMUNICATE & COLLABORATE**
- **CHALLENGE** students to think on their own
- **ENGAGE** the learner with critical thinking & thought leadership

O.Y.O. || on your own

- **DISCOVER** what you want to learn
- **FIND** their passion
- **DEVELOP** skills at their own pace on their own time
- **BUILD** confidence
- **EMPOWER** learners to take back learning

*If you don't know something, **you can learn it!***

no single answer



+



Continued **exploration** in . . .

the opening moment

attention & engagement

multi-sensory experiences

overall increase in retention

repetitive information

stabilized memory

tempo & pacing

timed intervals

empathy

emotions effect motivation

context-dependent

relation to other parts of a learning environment

individualized learning

instructor, competencies, & learning gaps to fill

for the love of learning



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Education Innovation Advisor

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bonus

the **hurdles**

10 common problems

10 common **nightmares**

Top 10 Worst Features of Online Videos

This Is Some Important Point

- ✓ One amazing fact that you didn't realize
- ✓ Another amazing fact that maybe you knew
- ✓ A third fact that you might have know, but didn't realize was relevant
- ✓ And, of course, a fourth fact that needs to be stated because you can't just say it and expect them to remember
- ✓ And a fifth point, just for luck
- ✓ Oh, and did I mention point #6 too?
- ✓ And there's an important conclusion too

PowerPoint with Voiceover Audio

Why not SlideShare.net? or a PDF?



All About Me

Blah, blah, blah about me for 5 minutes+



Lecture Capture

Unedited, audio & room distractions, too long. . .



Green-screen Overuse

Little talking/walking elves - hopping & pointing across the screen



You don't keep a to-do list?

I'm a spontaneous kind of guy!



Inauthentic Simulation

Supposedly "real world" simulations with "actors;" quickly looks dated. . .

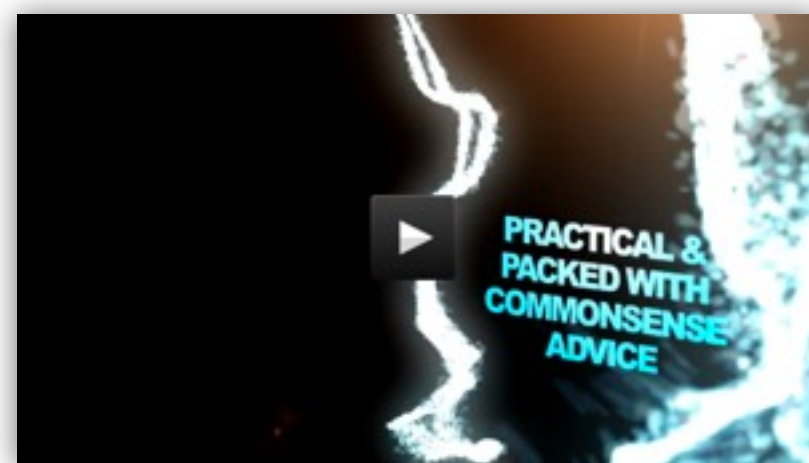


(fire siren . . .)
Don't live in NYC! It's too dangerous!



TMI Too much info/too long

Not professional - jokes, personal info overload, 15 min - 1 hr+ long. . .



CINEMA, it's not!

Opening credits or intro too long & irrelevant; player not set up for stop, play, rewind for learner



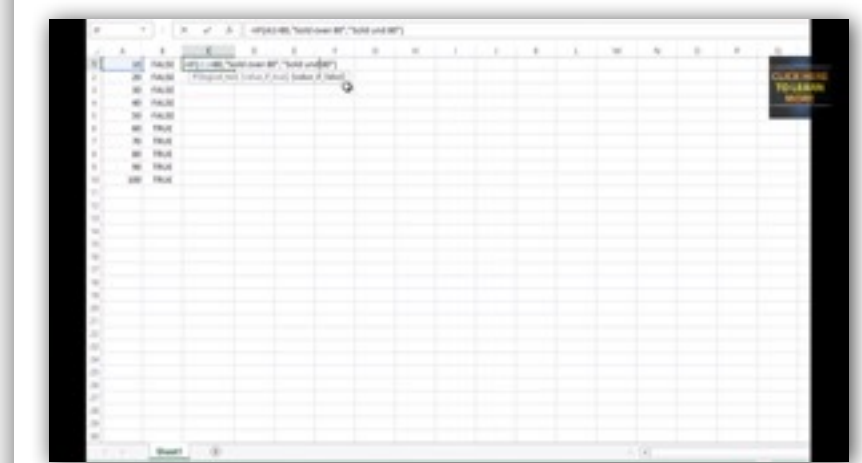
Jane Fonda Workout Audio Track

Music or bad audio track that distracts & disenchants - ambient noises - not teacher voice



Talking Head Boring Delivery

Too slow, monotone, reading script, no passion. . .Zzzzzz!




Unreadable screen

Screen capture image too small, complex screen - user loses way



If you can check any of the above boxes - *rethink, redesign, reinvent!*

Continue watch



Sway
Create and share interactive reports, presentations, personal blogs, and more.

Sway Essential Training

54%
36m 48s remaining

Recommended



Drawing Vector Graphics: Isometric Illustration

- 3D + Animation
- Audio + Music
- Business
- CAD
- Design
- Developer
- Education + Elearning
- IT
- Marketing
- Photography
- Video
- Web

Topics

- Educational Technology
- Elearning
- Higher Education
- Instructional Design
- K-12 Education
- LMS
- Student Tools
- Teacher Professional Development
- Teacher Tools

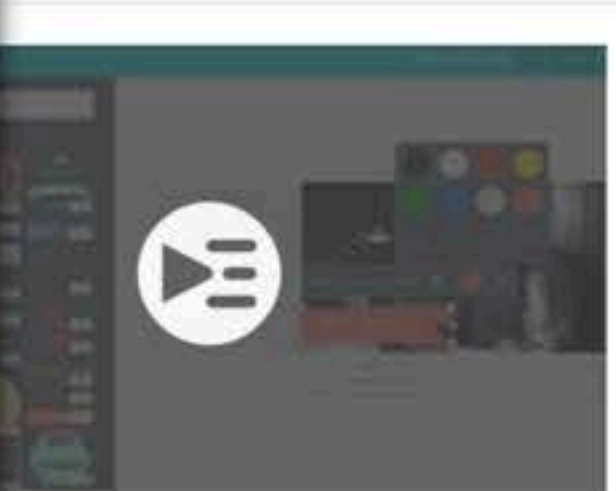
Resources

Articles from our experts

Software

- Blackboard
- Captivate
- Excel
- Google Apps
- iBooks Author
- Moodle
- Office
- PowerPoint
- Prezi

[See All](#)



Canvas LMS UCDA_10_2015

Bootstrap 3 Essential Training

Foundations of Video: Cameras and Shooting

iMovie for iOS Essential Training

Building M with the P Command