The pedagogy behind creating effective videos

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Today we will cover...

- Literature on effective videos
- Design Principles
- Storytelling
- Roles of videos in courses
- Scaffolds around videos
- Q&A
What makes a video EFFECTIVE?
Segmenting: Keep it short!

Segmenting: Keep it short!

35% Mind Wandering

52% Mind Wandering

1 hour lecture

71% answered correct

52% answered correct

Segmenting: Keep it short!
Segmenting: Keep it short!

One Learning Objective per video
Pacing:

• Adjust to Learning Objectives

• Does Speaking Rate matter?

• Encourage students to self-regulate

• Use cuts in “post-processing”?
Personalization Principle

• Include your face?

• Conversational Tone


Multimedia Principle:

Rectangle!

VS

Multimedia Principle:

Cognitive Load:

- Intrinsic Load
- Extrinsic Load
- Germane Load

Question for Audience:
What can we do to lower extrinsic load?

Reduce load by...

• Sequencing
• Weeding
• Signalling

Reduce load by...

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Reduce load by...

- Sequencing
- Weeding
- Signalling
- **Pretraining**
Reduce load by...

- Sequencing
- Weeding
- Signalling
- Pretraining
- Synchronization

Storytelling

- Fact 1
- *and*
- Fact 1
- *and*
- Fact 1
Storytelling

Fact 1

but

Fact 1

therefore

Fact 1
Storytelling

- Hook
- "but"
- Tension
- "therefore"
- Resolution
What makes a video EFFECTIVE?
QUESTIONS
PAUSE AND PONDER
What Role do Videos Play in Courses?
Asynchronous Vs Synchronous Vs Blended
Breakout Room Prompt:

What surrounds a video in Brightspace to increase engagement?
Daily Module:

- Text Overview
- Learning Objectives
- Prerequisite Resources
- Pre-video pondering

Video

- Post-video pondering
- DESMOS/Geogebra
- Other resources
- Discussion Forum Prompt
- Formative assessment
Collaboration:

- Students
- Instructors
- TAs
THANK YOU!!

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Video on Trefor’s Tech: bit.ly/trefortech