

■ Video Clips
for Classroom Flips:
How, Where & Why?
28/2/2014

■ Video Conferencing
for Teaching
and Learning
20/3/2014

■ Practical
Uses
of Video
27/3/2014

VIDEO@POLYU Workshop Series

The arrival of broadband access and the invention of new technologies for compressing and streaming video over the internet, along with the increased affordability of sophisticated mobile devices, have combined to make it easier than ever to use video for teaching and learning.

Ian Brown

This series of workshops will look at how lectures can be made into effective videoclips, and how video can be used in a variety of ways to enhance and add flexibility to teaching and learning, including 'flipping' the classroom, building MOOCs, and enable the move to successful blended and online delivery of content.



Practical Uses of Video

VIDEO@POLYU
Workshop Series



- Intro
- Video Resources (commercial)
- Video Resources (making your own)
- Video for MOOCs
- Video@PolyU – a summary





Practical Uses of Video

2014 – a pivotal year for eLearning at PolyU:

BLACKBOARD UPGRADE

MOOCs

Flipped Classroom

VIDEO@POLYU
Workshop Series





Evolution of video

writing

printing press

radio

television

audio & **video**

PC

games consoles

internet

mobile devices



1 hour

9 minutes

80 seconds

60 seconds

23 seconds

18 seconds

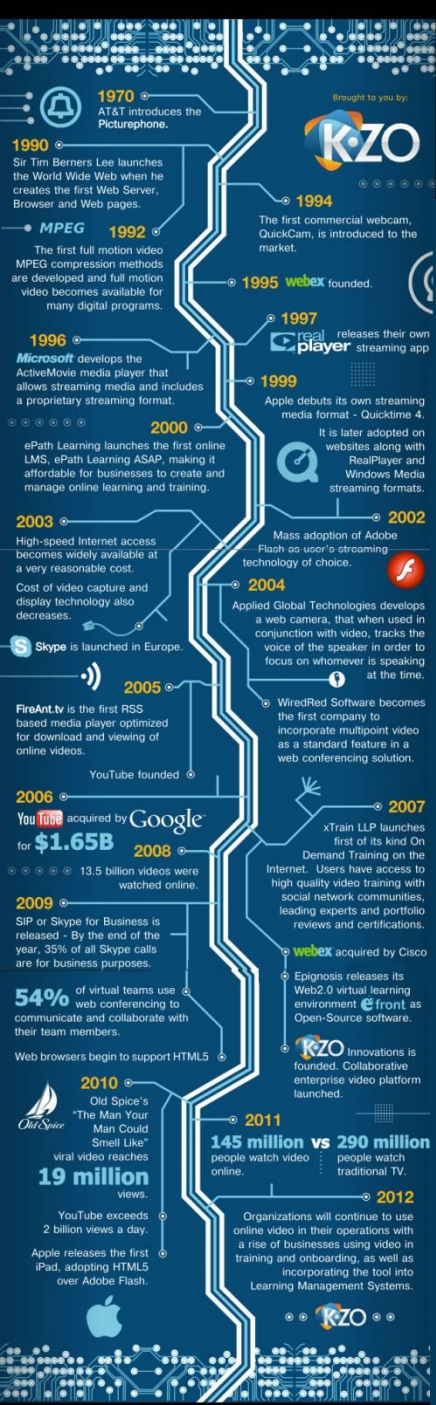
12 seconds

7 seconds

4 seconds

3000 years = 60 minutes

The Evolution of Business Video



- 1970 – the Picturephone
- 1990 – **www** launched
- 1992 – MPEG **compression**
- 1994 – **webcam** introduced
- 1995 – **webex**
- 1996 – **streaming** (MS)
- 1997 – real player streaming app
- 1999 – Quicktime (Apple)
- 2000 – **LMS**
- 2002 – mass adoption of **Flash**
- 2003 – **high-speed internet** access
- 2003 – **skype**
- 2004 – multipoint video in VC
- 2006 – **YouTube** acquired by Google
- 2010 – YouTube > **2 billion** views a day



Video Resources



- [PolyU Library](#)
- [YouTube](#) / [TeacherTube](#)
- [iTunes University](#)
- [Cosmo Learning](#)
- [MERLOT](#)
- [JOVE](#)
- [TUVA Project](#)



Activity

1. Have a look at
 - [Khan Academy](#)
 - [TEDEd](#)
2. Discuss your impressions – Useful?
Interesting? Relevant?
3. Can you think of any pros and cons for using these resources for T & L?

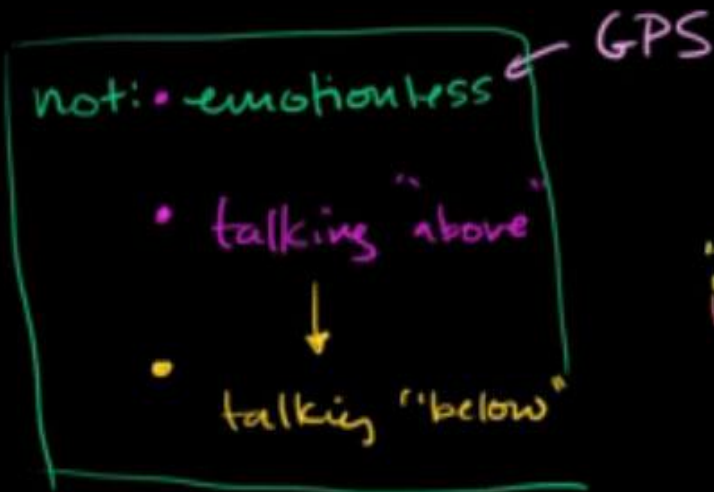


Video Resources

KSV

↳ Khan-style-videos

* conversational



* visuals / colors

↳ not too fancy

↳ hand-drawn

↳ more output

* Preparation

prepare your mind

u
u
u
speak from
mind/heart

no scripts





One man band production

1. Prepare your studio
 1. Location
 2. Computer with webcam and mic
 3. Microsoft Expression Encoder 4 SP2
(<http://www.microsoft.com/en-us/download/details.aspx?id=27870>)
2. Present and record
3. Edit and encode to WMV
4. Publish
 1. ITS streaming service
(https://wta2.polyu.edu.hk/video_services/)
 2. Youtube
(<http://www.youtube.com/>)






YouTube - Facts

The Massive YouTube Ecosystem


56 Countries 
56 countries post content in 61 languages

2nd Largest 
YouTube is the 2nd largest search engine, behind Google


60 Years 
More content is uploaded in 60 days than all 3 major U.S. Networks generated in the last 60 years

One Billion 
More than 1 billion unique users visit YouTube each month

100 Hours 
100 hours of video are uploaded every minute

17% 
17% of all Internet traffic flows through YouTube



One Billion 
One billion daily views come from mobile devices

Six Billion 
6 billion hours of video are watched monthly

Hundreds of Millions
YouTube is now being accessed from hundreds of millions of devices

25% Mobile 
25% of views, globally, are from mobile devices



YouTube - Creating your own video

It's easy, fun and quick!

1. Some examples: [Wordia](#)
2. Decide on your topic focus
3. Decide roles - who will speak & record
5. Record one-minute video (in groups)
6. Upload video to YouTube (edit title)
7. Open up [YouTube](#)
8. See yourself on YouTube



Value of YouTube

YouTube is part of a trend among Net Generation students to replace passive learning with active participation, where everyone has a voice, anyone can contribute, and the value lies less in the content itself than in the networks of learners that form around content and support one another in learning goals.

Educause LEARNING Initiative, www.educause.edu/eli, Sept. 2006



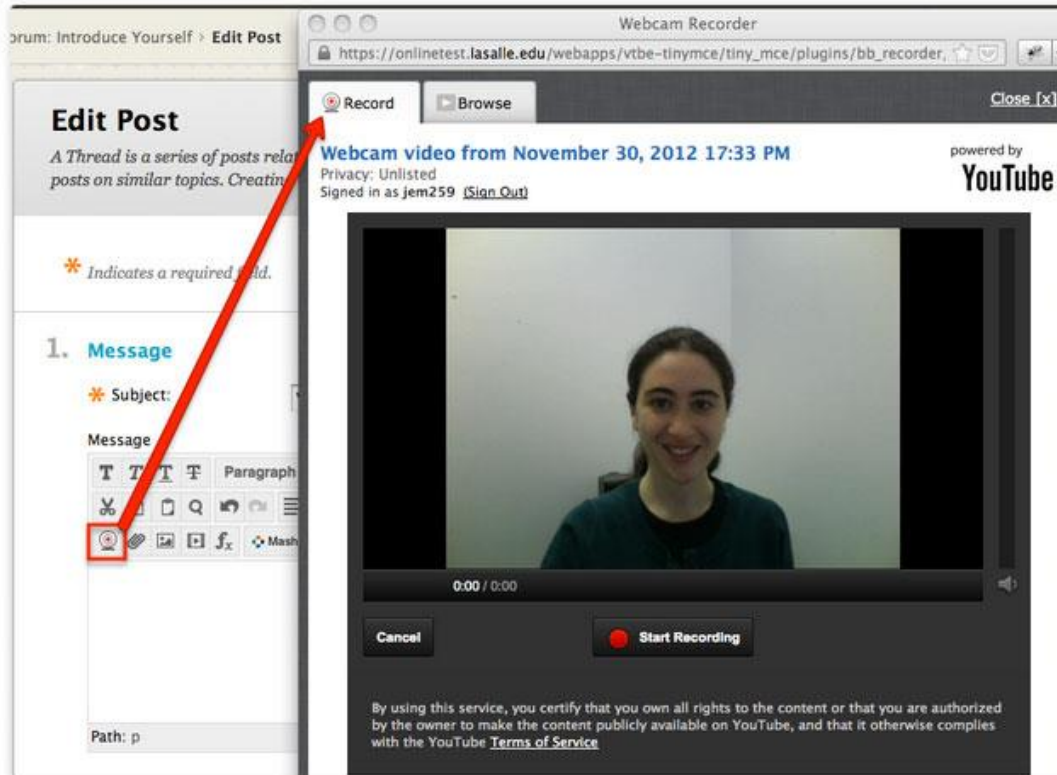
YouTube - Resources

- [YouTube Resources](#)
- [YouTube Annotations](#)
- [YouTube Tagging](#)



Video Everywhere in Blackboard

Recording Video Directly to Blackboard



This is an awesome new feature that makes it extremely easy for you and your students to quickly record and post video content anywhere in Blackboard. This feature is integrated with YouTube, so you will need to have a YouTube or Google account to record video. You'll also need a webcam. By default, your videos will only be accessible to your students (or those with a direct link to the video), so you won't have to worry that the videos will be publicly accessible.

If you want to get started right away, consider recording a short intro video welcoming new students to your class and letting them know what to expect on the first day!

Coming
soon to
PolyU



Activity

1. Have a look at the MOOC – “[How to Create an edX Course](#)”
2. Focus on the use of video
3. In groups come up with a list of **video guidelines for MOOCs**

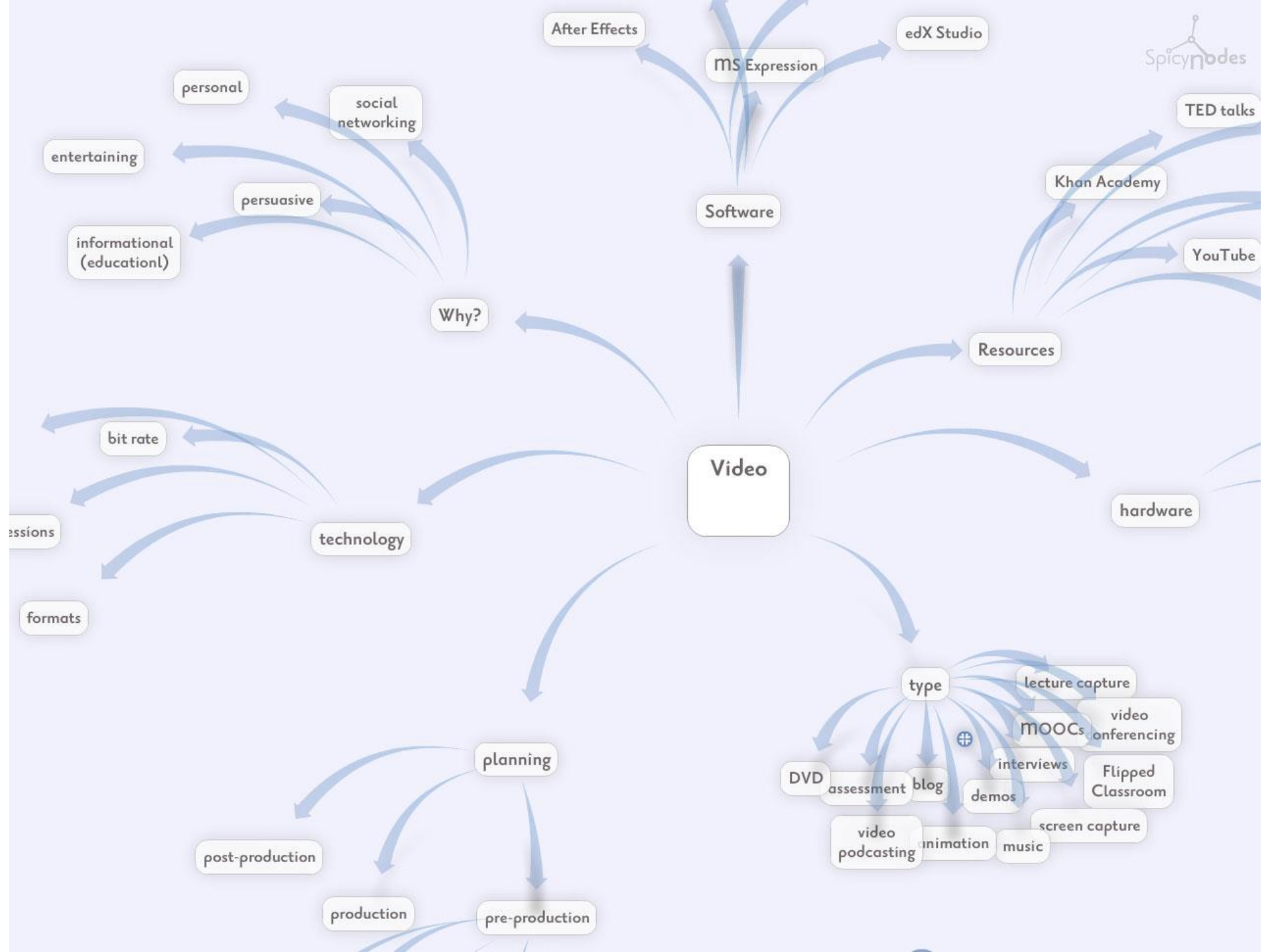


Video guidelines for MOOCs






- Keep videos short (3 – 7 minutes)
- Make videos conversational & “human”
- Use different presenters
- Make video components modular
- Make videos accessible for students with disabilities
- Think about your audience (1:1)
- Think about the best way to capture content (e.g. 2-stream)
- Make content visually interesting
- Make content cognitively interesting (related to learning)
- Build exercises around videos
- Post all videos to YouTube (and to backup site)
- edX video player supports .mp4, .ogg, .mpeg
- Use .srt files for captions
- Use high quality audio
- Use copyrighted material with proper licensing (if not available under Creative Commons)







SUMMARY: VC SURVEY

System	pros	cons	Notes/Comments
MS Lync 4 	<ul style="list-style-type: none"> -free -good integration with Office -can connect to 250+ users at same time -6 simultaneous videos -easy to use -has features necessary for online class -<u>powerpoint</u> compatibility 	<ul style="list-style-type: none"> -slowest (of the three) -difficult to set up -echo -too basic -will need online training -slow when dealing with large files -buffering concerns -installation of client software required 	<ul style="list-style-type: none"> - good that ITS is offering training -very interesting software -possible restrictions with different browser versions -potentially works better in an Office 365 environment
Adobe Connect 3 	<ul style="list-style-type: none"> -stable -browser-based -many useful features -cross-platform -good search function -interactive -ease of use -good password control -can filter background noise -breakout rooms -iPad app -record files -Flash + apps based -best interface & offline editing system 	<ul style="list-style-type: none"> -price -difficult to "pilot" -PolyU version is too old -feedback from <u>mic</u> -format & screen design not very attractive -harder to use (steep learning curve) -<u>netID</u> integration 	<ul style="list-style-type: none"> -Demo was not well conducted even though presenter was knowledgeable. -Best candidate if video recording is highest priority. -Should also consider its media server.
Bb Collaborate 6 	<ul style="list-style-type: none"> -integration with SS accounts -smooth -consistent re teaching @PolyU -more user friendly -full integration with Bb 	<ul style="list-style-type: none"> -live video -audio quality -lack of video clarity -no interactivity -echo -cost -simultaneous connection problems -clunky -java-based 	<ul style="list-style-type: none"> -Impressive. Stable -<u>ppt</u> presentation was redundant -not good presentation -Single sign-on experience with Bb

Video@PolyU

Please list the workshops you attended

Overall rating of your learning experience of the Video@PolyU series of workshops

- 1. Excellent
- 2. Good
- 3. Average
- 4. Fair
- 5. Poor

Overall rating on the usefulness of the Video@PolyU series of workshops to your teaching

- 1. Very useful
- 2. Useful
- 3. So-so
- 4. Less useful
- 5. Not useful

Which aspect of the workshops were most interesting to you in terms of things you might try with your courses?

Please suggest below any ideas for a follow-up to these workshops.

What facilities or training do we need at PolyU to increase the usage of video amongst staff and students?

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Video theme: Using video in teaching & learning

- Have you used video for teaching or learning?
How?
- Why use video?
- What are the benefits of video?
- How do students react to video?
- What would you like to try with video
and why?