# Magna 20 Minute Mentor

## Note-taking Guide

# How Can I Make My Video Lectures Effective and Engaging?

Presented by:

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B. Jean Mandernach is an active presenter and consultant in the field of online education. She explores strategies for integrating efficient online instruction in a manner that maximizes student learning, satisfaction, and engagement. In addition, she has interests in the development of effective faculty evaluation models, perception of online degrees, data analytics, and faculty workload considerations.

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# How Can I Make My Video Lectures Effective and Engaging?

**Presenter**

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# Online is different…

| Face-to-Face | Online |
|---|---|
| • Social environment<br>• Captive audience<br>• Location-bound<br>• Time-defined learning experience | • Isolated environment<br>• Click-to-find audience<br>• Topic-bound<br>• Expectation-defined learning experience |

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# "Click-and-Go" Learning

If instructional supplements aren't relevant, interesting, and efficient… students *click* and *go*.
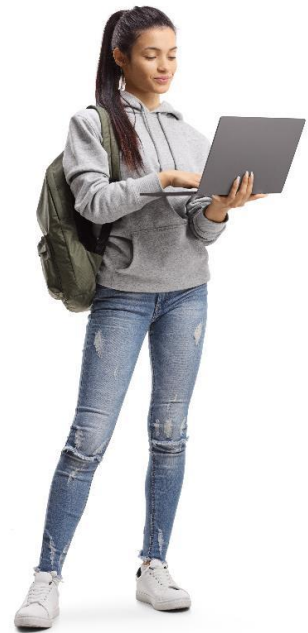
## Value of Video Lectures:

- Increase student understanding
- Foster a personal connection
- Promote active engagement
- Humanize the online classroom

## But…

There is no value in a video that students don't watch

# Why would a student watch this video?

Make the lecture worth watching

# Chunk Your Content

## Focus

- Target a specific concept, theory or purpose
- Design learning objects

## Keep it short

- 7-10 minute

# Front-Load Information

**Start with most important information**

- Emphasize "must-know" content

**Emphasize purpose**

- Clearly state value and relevance

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# Humanize the Video

**Be yourself**

- Avoid perfection
- Humanize and personalize

**Integrate social conventions**

- Talk as if in a one-to-one conversation

**Look at the camera**

# Make It Interesting

**Engage your audience**

- Tell stories, provide examples, ask questions

**Inject novelty**

- Use props or visuals; create visual interest

**Create excitement**

- Change the level and tone of your voice

**Grab attention**

- Make a startling statement or give a quote
- Include a challenging or thought-provoking question

# Ensure Technical Quality

**Use quality audio and video**

- Prioritize audio

**Provide transcripts**

- Create post-video transcripts

# Video Presentation Technologies

| | |
|---|---|
| **Video** | • YouTube; www.youtube.com<br>• Loom; https://www.loom.com/ |
| **Customize Online Videos** | • EdPuzzle; https://edpuzzle.com<br>• PlayPosit; https://go.playposit.com/ |
| **Presentation** | • PearDeck; https://www.peardeck.com/ |
| **Screencast** | • Loom; https://www.loom.com/<br>• Screencast-o-matic; www.screencast-o-matic.com |

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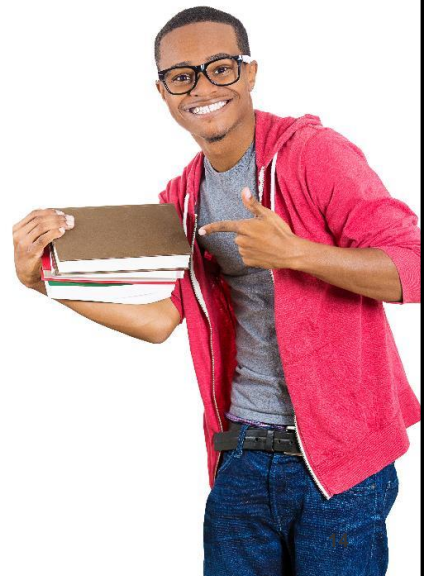# Design a Learning Experience

**Provide context**

• Avoid isolated learning objects

**Connect information**

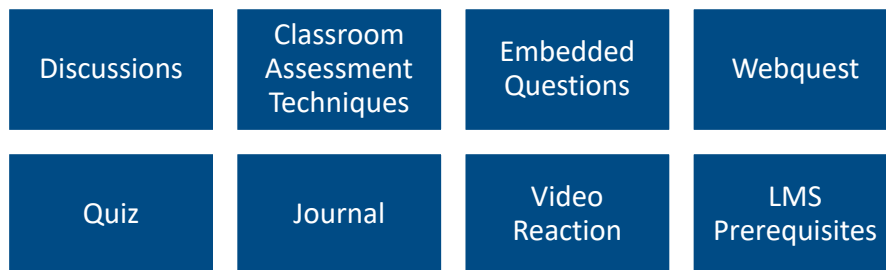• Relate to other topics, assignments or activities
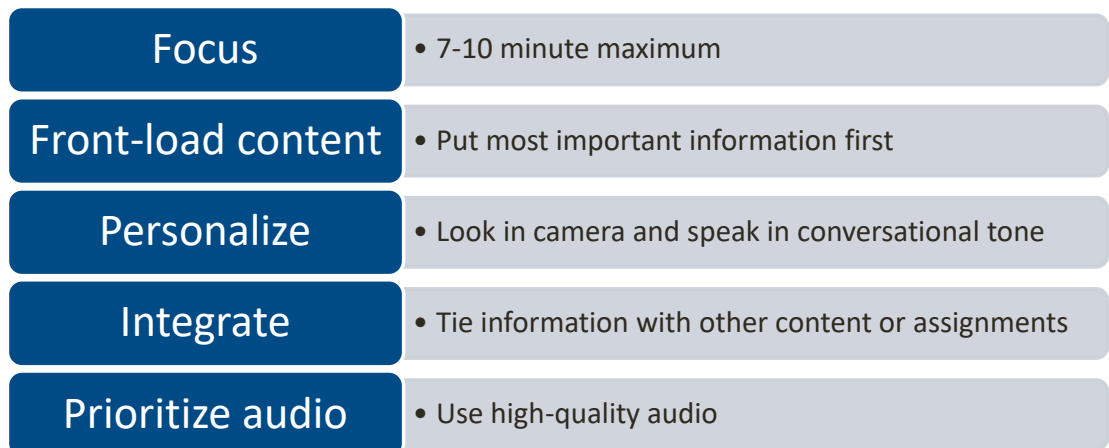
**Ensure ongoing access**

• Allow for review

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# Motivate and Monitor

Design learning activities that motivate and monitor use of video lectures

| Discussions | Classroom Assessment Techniques | Embedded Questions | Webquest |
|---|---|---|---|
| Quiz | Journal | Video Reaction | LMS Prerequisites |

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# Video Lecture Essentials

| Focus | • 7-10 minute maximum |
|---|---|
| Front-load content | • Put most important information first |
| Personalize | • Look in camera and speak in conversational tone |
| Integrate | • Tie information with other content or assignments |
| Prioritize audio | • Use high-quality audio |

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Thank you!

Tell us what you think:

https://www.surveymonkey.com/r/engaging-video-lectures