**Video Lectures: Technologies and Best Practices**

**Preparation:** Plan so you can make the most of your videos.

- Segment (chunk) content into short and focused portions.
  - How short? < 10 min!
- Eliminate extras like music, intricate backgrounds, or flashy animations.
- Label sections of the video; add chapters.
- Use both audio/verbal and visual/pictorial representations to convey information.
- Write an outline or possibly a script.

**Pedagogy:** Create an environment for learning.

- Start with an attention getter (an interesting application, question, or link to daily life).
- Provide students with a list of guiding questions to consider or worksheet to complete while watching the video.
- Engage students with ‘Khan-style’ tutorials (instructor draws on a tablet and narrates).
- Add visual cues (arrows, different font color, etc.) to highlight key points.
- Integrate questions into the video. Can be self-assessment or graded.
  - Ask students to pause and answer questions or work through problems.
  - Embed multiple choice questions into the video.
- Couple the video to an assessment.
  - Create a task between videos.
  - Have students submit the answers as an assignment.
  - Make the video a part of a larger assignment.
  - Link to a quiz at the end of the video.
- End with a summary or review.

**Production:** Make a good recording.

- Pick your recording platform wisely. Research the options. Does BSU support it?
- Be yourself.
- Be conversational. (Engagement is higher with lecture style videos with a “talking head”.)
- Speak quickly with enthusiasm.
- Make the material feel like it is for your students in your class.
- Don’t expect perfection.
- Have the right tech tools:
  - A headset with a microphone.
  - Camera (Do you need a better camera than the one on your computer?)
- Additional peripherals and set up:
  - Quiet recording location
  - Lighting
  - Camera angles
  - Background (What is behind you?)
- Close caption the final product. Enables student to search for terms.

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Keep videos short. Engagement decreases with increasing video length.

Figure 2. Boxplots of engagement times in minutes (top) and normalized to each video’s length (bottom). In each box, the middle red bar is the median; the top and bottom blue bars are 25th and 75th percentiles, respectively. The median engagement time is at most 6 minutes.

From Guo et al.

References:


