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 Digital Media Center serving the state of California as a regional resource for collaboration between education, industry, and the community.
increasingly sophisticated learners demand more dynamic & interactive, rich learning content

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

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

huge amounts of custom-developed online content

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
Introduction

History of HCI (I)
Target Audience: Gen M Training

Karen, Katie & a Job

http://karenkavett.com/blog/1526/how-to-design-a-resume.php
http://www.youtube.com/watch?v=gKl-aGY6TrI#t=345
http://karenkavett.com/resume.pdf
Target Audience: Gen M Training

Karen, Katie & a Job

http://karenkavett.com/blog/1526/how-to-design-a-resume.php
http://www.youtube.com/watch?v=gKl-aGY6TtI#t=345
http://karenkavett.com/resume.pdf
instant feedback

harmonymelodypress 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 (due next week I hope!). Next thing to do will be revamping 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.

amorithinania 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.

Ljethrobot 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. :)
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.

Meaning, Quality, Value, Curation

ENGAGED DISCOVERY
designing learning experiences

➡ WHAT
the challenge & presentation type

➡ WHO
the presenter(s) & targeted participants

➡ WHY
the strategy that “sells” the proposal

➡ OBJECTIVE
PROJECT APPROVAL

➡ TONE
domain expertise - practice & mastery

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

SENSORY DESIGN:
- Association
- Interpretation
- Integration
- Elaboration
- Engagement

All to make multiple 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 “presentation types” in many different ways
- Infographic visualizations for abstract ideas


Running a Design Business: Presentation Skills, Petrula Vrontikis
learning better
learning differently
What are current “best practices”? 
Bite-sized: short, to-the-point, searchable
Audio: Teacher's voice "speaks" to the student - no attention wandering.
**Video:** Visual images, motion graphics, animations create engaged, memorable, emotional, narrative.
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.
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

http://wistia.com/blog/does-length-matter-it-does-for-video-2k12-edition/
HOW WE LEARN:

http://www.brainrules.net/
| Rule #1: Exercise boosts brain power. | Rule #2: The human brain evolved, too. |
| Rule #3: Every brain is wired differently. | Rule #4: We don’t pay attention to boring things. |
| Rule #5: Repeat to remember. | Rule #6: Remember to repeat. |
| Rule #7: Sleep well, think well. | Rule #8: Stressed brains don’t learn the same way. |
| Rule #9: Stimulate more of the senses. | Rule #10: Vision trumps all other senses. |
| Rule #11: Male and female brains are different. | Rule #12: We are powerful and natural explorers. |
Rule #4: We don’t pay attention to boring things.
short-term memory

Rule #5: Repeat to remember.
Rule #6: Remember to repeat.

long-term memory
sensory integration

Rule #9: Stimulate more of the senses.
vision

Rule #10: Vision trumps all other senses.
exploration

Rule #12: We are powerful and natural explorers.
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

Rule #1:
Exercise boosts brain power.

Rule #2:
The human brain evolved, too.

Rule #3:
Every brain is wired differently.

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

Rule #5:
Repeat to remember.

Rule #6:
Remember to repeat.

Rule #7:
Sleep well, think well.

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

Rule #9:
Stimulate more of the senses.

Rule #10:
Vision trumps all other senses.

Rule #11:
Male and female brains are different.

Rule #12:
We are powerful and natural explorers.

Online Video: Anyone can do it and they are!

Sal Kahn, The Kahn Academy [FREE]

USC [archiving the BEST storytellers]

Class Central: MOOC aggregator

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

Direct TV [Netflix - anywhere, anytime video]
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]

pluralisght: 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
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 . . .
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

Laurie Burruss
Education Innovation Advisor
lynda.com
laurie@lynda.com
bonus
the hurdles
10 common problems
10 common nightmares
Top 10 Worst Features of Online Videos

- 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

- Inauthentic Simulation
  Supposedly “real world” simulations with “actors” quickly looks dated...

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

- 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!

- TMI
  Too much info/too long
  Not professional - jokes, personal info overload, 15 min - 1 hr+ long...

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