Supplemental Materials

How Can I Make My Video Lectures Effective and Engaging?

Presented by:

B. Jean Mandernach, PhD

Executive Director, Center for Innovation in Research and Teaching, Grand Canyon University

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.

MAGNA

_____

Tricks for Capturing Your Students' Attention

Briggs, S. (2014). The science of attention: How to capture and hold the attention of easily distracted students. *Open Colleges.* Cited from: http://www.opencolleges.edu.au/informed/features/30-tricks-for-capturing-students-attention/

Recommendations adapted for the creation of video lectures in the online classroom:

1. **Change the level and tone of your voice.**
   Often just changing the level and tone of your voice – perhaps by lowering or raising it slightly – will bring students back from a zone-out session.
2. **Use props or visuals.**
   Presenting a striking picture related to your topic is sure to get all eyes on you.
3. **Make a startling statement or give a quote.**
   Share a surprising statement or quote related to the content.
4. **Pose a challenging question.**
   Pose a basic comprehension question related to the reading.
5. **Choose relevant examples.**
   Know your students and relate content to them. You don't have to reach every student on an individual level; just try to use examples and scenarios most of them might encounter on a regular basis.
6. **Teach at the right level of difficulty.**
   Material that is too hard or too difficult can result in student inattention.
7. **Use humor.**
   Nothing wins attention like a good joke.
8. **Plan carefully and fully; make the plan apparent to students.**
   Students will lose focus if the objectives and plan for the lesson are not clear to them.
9. **Introduce change and surprise.**
   Human beings quickly become habituated to the status quo. When something in our environment shifts, however, we start paying attention again.
10. **Stress relevance and concreteness.**
    The human mind can't handle too much abstraction. Bring your ideas down to earth by explaining how they connect to your listeners' lives, and by embedding sensory details.
11. **Tell stories.**
    Researchers who study human cognition say that stories are "psychologically privileged" — that is, our minds treat them differently than other kinds of information. We understand them better, remember them more accurately, and we find them more engaging to listen to in the first place. Embed stories into your lectures to capture attention.

_____

Video Lecture Checklist

Relevant	
	Does the video target a single concept?
	Is the purpose and relevance of the video clear to students?
	Is the most important information front-loaded in the video?
Engaging	
	Is the material interesting?
	Do you vary the tone, level and speed of speech?
	Did you integrate a question, quote, story or prop to capture students' attention?
Scope	
	How will the clip be used in the online course?
	What portion of the clip is most relevant?
	What directives or supplements are necessary to effectively meet learning objectives?
Personalized	
	Did you talk in a conversational manner using one-to-one language?
	Did you look at the camera while talking?
	Did you integrate social conventions and ask questions?
Quality	
	Is this video less than 10 minutes?
	Are the audio and video clear?
	Did you provide transcripts for the video?

_____

Helpful Technologies for Creating Video Lectures

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

_____

Questions for Further Discussion

1. When should you create your own video lectures and when should you use videos from the Internet?
2. What disciplinary differences exist in the value of video lectures?
3. How does the nature of online learning change how you structure and deliver a lecture?
4. What can you do to increase student viewing rates of your online videos?
5. Have you found any techniques or strategies to be particularly valuable when creating video lectures?
6. What technology do you find most user-friendly for creating and disseminating video lectures? Why?
7. Are there circumstances in which chunking your video lecture would be ineffective? Explain.
8. What strategies do you use to humanize and personalize your video lectures?
9. How do your students respond to your classroom lectures? How can you replicate this experience online?
10. What knowledge, skills or abilities do you need to create effective video lecturs?

Resource Materials

- Adapting PowerPoint Lectures for Online Delivery: Best Practices; https://www.facultyfocus.com/articles/online-education/adapting-powerpoint-lectures-for-online-delivery-best-practices/
- Best Practices for Using Video in Online Learning; https://topkit.org/developing/tools-techniques-strategies/best-practices-for-using-video-in-online-learning/
- Creating Effective Educational Videos; https://www.ou.edu/cas/online/academic-technology/creating-effective-video
- How to Make Video Lectures: 9 Best Practices; https://mytechclassroom.com/how-to-make-video-lectures/
- 6 Tips for Creating Engaging Video Lectures That Students Will Actually Watch; https://teaching.temple.edu/edvice-exchange/2016/03/6-tips-creating-engaging-video-lectures-students-will-actually-watch
- Tips for Recording Lectures from Home; https://oit.colorado.edu/covid-19-resources/academic-technology-resources/tips-recording-lectures-home
- 5 Easy Tips for Improving Your Lecture Recordings; https://www.panopto.com/blog/5-easy-tips-improving-lecture-recording/
- 7 Technical Tips for Creating Video Lectures; https://elearningbrothers.com/blog/7-technical-tips-for-creating-video-lectures/
- Transitioning to Online Lectures; https://uwaterloo.ca/centre-for-teaching-excellence/teaching-resources/teaching-tips/teaching-tips-educational-technologies/transitioning-online-lectures
- Best Practices for Creating Online Course Recordings; https://www.youtube.com/watch?v=jKYuXVfSDPw