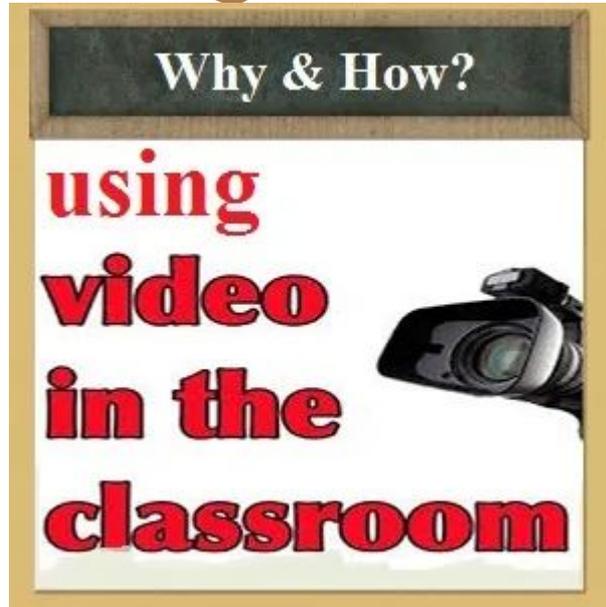


Using Video/Media in the Classroom



Best Practices & Resources

Slide Deck →

https://docs.google.com/presentation/d/1E9HeTpewslhJ_CUjyuJzRlj9oHS0lluv723zb6rZHxw/edit?usp=sharing



Sign-In and Certificate Request

https://docs.google.com/forms/d/e/1FAIpQLSew6i7qcvhkNW4YfE9kd2zw256vR5yw4O1MsCLaepXa52Ezg/viewform?usp=sf_link

Be sure to take a copy of the links for tools being discussed



Edutopia

New teachers often struggle to find ways to amplify their curriculum. Video clips can be a great tool to assist students in gaining that deeper understanding of content. It's important to be mindful of how often and how much we use video—it's important to have a clear purpose for using that film, documentary, or news clip.

Students **learn best when they take in information via multiple modalities**—through reading, drawing, listening to the teacher's oral explanations, and viewing visual media.

Source: <https://www.edutopia.org/article/using-video-content-amplify-learning/> - - 03/18/2019

Power of Video and Imagery

The online advertising company ([WordStream](#)) has a great piece about the power of video.

Standout statistic: when people watch a video they retain 95% of the message compared to just 10% when reading it in text.

Source:

<https://www.geteduca.com/blog/video-in-early-learning/>

POWER OF VIDEO

66%

of digital video viewers took action after seeing an ad

2X

more likely to tell others about an ad than image or text ads

25%

purchased a product after seeing a video ad

and

74%

of those did so in the past month

32%

invited others to watch while viewing a digital video ad

80%

of respondents had an emotional reaction while watching an ad

Video can be so...“quotable”

“Online videos have impacted me. They usually have an impact if they reveal something thought provoking or show me how to do something that I have been working on.”

Male, 25-34

“You can learn about new products very quickly and it’s easy to share the information with all my friends.”

Female, 35-49

About YuMe

YuMe is a leading provider of global audience technologies, curating relationships between brand advertisers and consumers of premium video content across a growing range of connected devices. Combining data-driven technologies with deep insight into audience behavior, YuMe offers brand advertisers end-to-end marketing software that establishes greater brand resonance with engaged consumers. It is the evolution of brand advertising for an ever-expanding video ecosystem.

YuMe commissioned Vision Critical and surveyed over 1,000 consumers of digital video to understand how video and video ads affect their daily lives.

YuMe

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Ways to Use Video

Quick Links

1. Use Video To Introduce New Topics
 2. Video as Pre-Lesson Preparation
 3. Variety in Learning Materials
 4. Videos for Expanded Experience
 5. Videos Allow for Different Rates of Learning
 6. Videos for Learning Remotely
 7. Video Can Encourage Responsive Learning
 8. Gamification Aids Engagement
 9. Video for Learning Social Skills
 10. Developing Cultural Awareness
 11. Student-Created Content
 12. Video as an Opening to Future Possibilities
- Final Thoughts on Video for Learning

6 best practices for effectively using video in the classroom

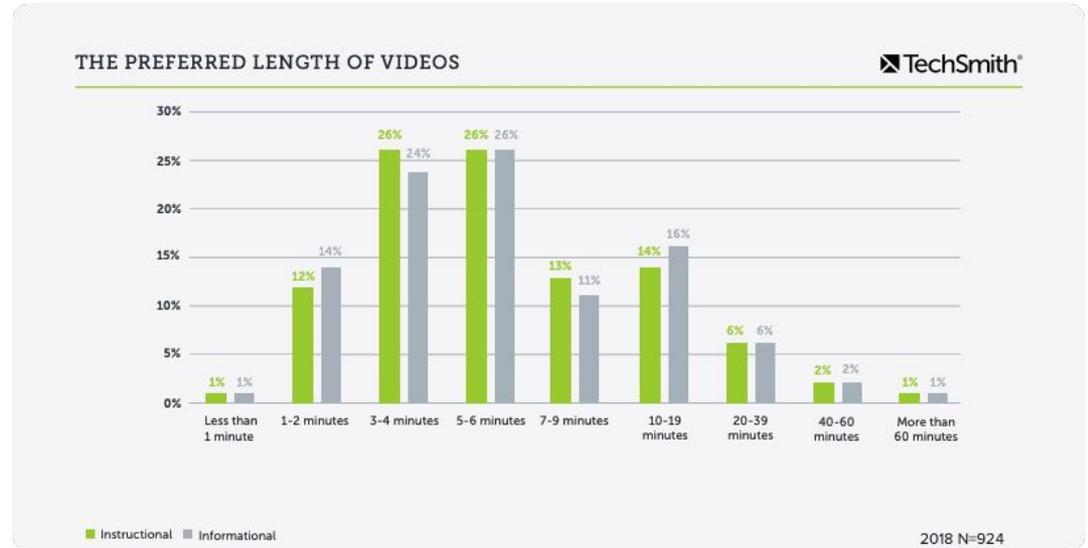
- Choose videos that align with each subject.
- Hold students accountable so they pay attention.
- Provide students ample time to write notes.
- Keep closed captioning on (and offer transcripts)
- Make video a regular part of the classroom.
- Try to limit the reach or scope of each video session.

How long should classroom videos be?

Short, bite-sized videos: Short videos of 2-5 minutes can be compelling for quick, focused lessons on specific topics. This allows students to quickly review essential information and move on to the next topic.

Medium-length videos: For more complex or in-depth lessons, 10-15 minutes can be more effective.

Question:
Student Age and Length?



Early Childhood

Technology is a tool to facilitate learning, used appropriately, it can have remarkable effects in early childhood education.



Especially in EC Learning, Video must be an Active not a Passive activity.

Video is more effective when adults and peers interact or co-view with young children to increase engagement.

- Age 0-2 should not watch media alone.
- Age 12-24 months can learn from videos if parents/teachers co-view with them.

Chrome Extension

Youtube Notetaking with Screenshots, Timestamps and more

LunaNote - Free personal time stamping and note taking online service

<https://lunanotes.io/>

LunaNotes allows you to capture, annotate, timestamp and remember details from videos.

Example to work with - <https://www.youtube.com/watch?v=LEL1m91odvY>

AI Video Summarizers

ClipNote YouTube Summarizer - <https://clipnote.ai/>

ScreenApp IO - <https://screenapp.io/>

WordTune Chrome Extension -
<https://www.wordtune.com/uar/video-summarization>

Focus on the Key Elements

- Keep it short
- Focus on the key elements
- Set Start/Stop points

TOOL - Vibby to create highlight reel and mashup videos.

<https://www.vibby.com/>

Media Breaker - Remix Video

- Mix Video - <https://mixvoip.video/>
- MixVideo Tool - in notes - MediaBreaker - Give students an authentic reason to watch and understand videos by having them remix a video using MediaBreaker. Remixing requires students to understand the material deeply, and MediaBreaker encourages students to add critical, socially engaged context.
- iMovie - Apple
- [Microsoft Clipchamp](#) comes preinstalled on Windows 11 - free with Office 365
- Canva - includes video mixing
- Adobe Express - Free tools
- FlexClip - online collaborate
- WeVideo – Best for Templates
- Movie Maker Online is a great solution. Simply go to the site, drag and drop your video clips, and start editing.
- OBS Studio is a free and open-source, cross-platform screencasting and streaming app. It is available for Windows, macOS, Linux distributions, and BSD.

EdPuzzle

Allows teachers to select a video and customize it by editing, cropping, recording their own audio, and adding quiz questions directly to the video stream. EdPuzzle also allows for instructors to track, monitor, and grade students engagement with the videos created.

EdPuzzle integrates directly with Google Classroom, offers links to use with any system, can create screencasts as well.

How-to with examples from New EdTech Classroom

<https://www.youtube.com/watch?v=8I0fV0djfJA&t>

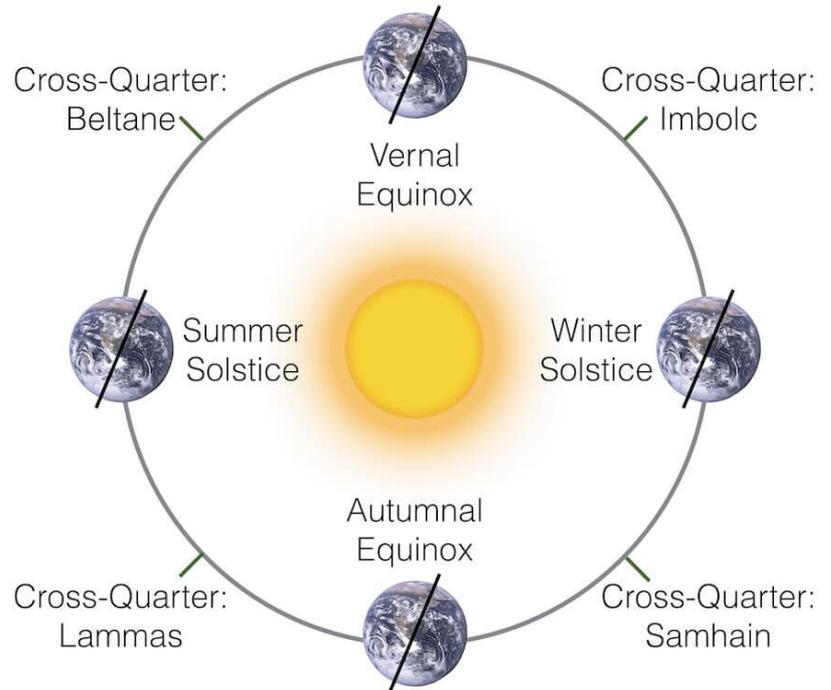
History & Science behind Halloween

Will use EdPuzzle to embed quiz questions directly at proper points in the YouTube video, assign to students and have graded.

Can trace origins of Halloween to Samhain, a Celtic harvest festival marking the beginning of winter during pre-Christian times.

History of Halloween

YouTube: <https://www.youtube.com/watch?v=UyOgOa440I4>



NEW Google Classroom feature for YouTube Video

Google Classroom Education Plus Version (not in Free Fundamentals version)

As of fall 2023 offer embedding questions into YouTube video, assigning to students, grading, and recording to gradebook all within the Classroom System

How-to example - <https://www.youtube.com/watch?v=go8qow9l6cM>

Video Ant - Free tool for Video Collaboration/Discussion

- University of Minnesota - College of Education
- Use VideoAnt to add annotations, or comments, to web-hosted videos.
 - Video Ant Farm - web-based video annotation tool for mobile and desktop devices.
- Works for individual, group, or classroom discussions
- Works synchronously or asynchronously with links to embed into course management systems.
<https://ant.umn.edu/> – does require Google account to login
-
- **Example - Alan November - What is the Value of a Teacher?**
 - VideoAnt classroom version with timestamps, notes, questions, comments
 - <https://ant.umn.edu/kemgshqzzo>
 - Public YouTube link
 - <https://www.yout-ube.com/watch?v=BN4c0EqY61o>

Questions/Discussion/Ideas

Video - find, create, use screencast

Podcasts - how is audio the same and how different?

Closed Captioning - CC (or enable voice to text)

Generate Full “searchable” Transcript

