

# Technology Integration Practical Solutions

## Engaging Videos

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### Introduction

In this guide, we will look at tools and ideas for making videos more engaging in online, hybrid, web-enhanced, and remote delivery modalities.

The use of video, whether it is a voice-over narrated PowerPoint created by you, a video created in your in-office or in-home “video studio”, or a video posted for public consumption on the internet, is a somewhat quick and easy way to deliver content to students.

### Preferred Learning Methods

When using a video, we many times expect the student to take notes and then answer questions or somehow respond to what they have just been taught following the video.

***It is important to note that not all students thrive or learn best in a virtual (online, hybrid, remote) modality.***

Think about it, if everyone learned the same way, we would only need one delivery method. This guide will discuss ideas of how to boost student engagement in videos.

### Longer Isn't Better

A multitude of analytics data has been studied measuring the engagement of viewers measured over time. Generally, the analytics reveal the following trends:

Duration	Engagement of Viewers
0 Minutes to 2 Minutes	Steady (Around 70%)
2 Minutes to 7 Minutes	Decreasing (Loss of 4% / Minute – Around 50%)
7 Minutes to 12 Minutes	Steady (Around 50%)
12 Minutes and Beyond	Decreasing (Rate Varies Based on Content)

As such, you will typically have better engagement with multiple videos that are shorter and single-concept than a longer single video covering multiple concepts.

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### Consider This: Panopto Quizzes

Panopto is a web-based video-hosting platform that UNT has contract with to house videos for online access. Panopto allows for quiz questions to be displayed inside a video during playback allowing for the viewer to interact with the video. The basic concept is that the video will automatically pause at a set point, present a question to the viewer, and the proceed once the question has been answered. Questions can be setup to provide feedback based on the answer choice of the viewer.



Using quiz questions inside of Panopto can be used to gauge understanding and synthesis of the presented information but can also be used to highlight key concepts for students who are not accustomed to video-based learning.

Quizzes in Panopto can easily be integrated into the gradebook in Canvas, if desired.

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### Examples of Use:

Following are 2 examples of use for Panopto Quizzes for engaging videos:

### Key Concepts

Here is an excerpt of the transcript from a video from a Computer Science instructor:

Teacher:	(Gesturing to PowerPoint on Screen) To output literal text onto the screen, we will use <code>System.out.print("Hello World");</code> . Please take note that this will display the literal text enclosed inside the quotation marks on the screen.
Quiz:	<p>&lt;&lt;VIDEO PAUSE&gt;&gt;</p> <p><b>Quiz Question 1:</b> What will display on the screen when the following code excerpt is run?</p> <pre>System.out.print("I "); System.out.print("Like "); System.out.print("Programming");</pre> <p><b>Quiz Question 1 Answer Choices:</b></p> <ul style="list-style-type: none"><li>(a) I Like Programming</li><li>(b) ILikeProgramming</li><li>(c) "I " "Like " "Programming"</li><li>(d) I Like Programming</li></ul> <p>&lt;&lt;RESUME VIDEO AFTER ANSWER&gt;&gt;</p>
Teacher:	If you selected "A", you're right. Since we used <code>print</code> and not <code>println</code> , all of the text will be displayed on a single line. Also, since there was a space following <code>I</code> and another following <code>Like</code> , the final output would be "I Like Programming" as a single phrase.

### General Understanding

An English Literature instructor is reading "The Raven" by Edgar Allen Poe and is asking questions of students during the reading to gauge their level of understanding. Here is an excerpt of the video transcript:

Teacher:	(Reading to Camera from Book) Once upon a midnight dreary, while I pondered, weak and weary, Over many a quaint and curious volume of forgotten lore— While I nodded, nearly napping, suddenly there came a tapping, As of some one gently rapping, rapping at my chamber door. "Tis some visitor," I muttered, "tapping at my chamber door— Only this and nothing more."
Quiz:	<p>&lt;&lt;VIDEO PAUSE&gt;&gt;</p> <p><b>Quiz Question 1:</b> What was the narrator doing in the opening of the poem?</p> <p><b>Quiz Question 1 Answer Choices:</b></p> <ul style="list-style-type: none"><li>(a) Falling asleep while reading a book</li><li>(b) Listening to a gentle rapper outside</li><li>(c) Trying to remember something he had forgotten</li><li>(d) Falling asleep while writing a book</li></ul> <p>&lt;&lt;RESUME VIDEO AFTER ANSWER&gt;&gt;</p>

### Information – Panopto Quiz Questions:

**URL:** <https://unt.hosted.panopto.com>

**Used by:** K-12, Undergrad, Graduate, Enterprise/Business

**Price:** N/A (Provided by UNT)

**Ease of Use:** Easy

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### *Training Resources – Panopto Quiz Questions:*

- [Video: Creating a Webcam Video in Panopto](#) (UNT Dallas DLIT Created)
- [Video: Creating a Narrated PowerPoint Video in Panopto](#) (UNT Dallas DLIT Created)
- [Video: Panopto Quiz Questions Example](#) (UNT Dallas DLIT Created)
- [Video: Panopto Quiz Questions \(Panopto Side\)](#) (UNT Dallas DLIT Created)
- [Video: Panopto Quiz Questions \(Canvas Side\)](#) (UNT Dallas DLIT Created)

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### Consider This: EdPuzzle

EdPuzzle is platform that allows users to insert quiz questions into existing videos housed on platforms such as YouTube, Khan Academy, National Geographic, TED Talks, and many others. Much like the Panopto quiz questions that was covered in the section above, EdPuzzle allows for the same functionality but on publicly-accessible videos that are not necessarily owned by the instructor or housed on Panopto.



### *Example of Use:*

Following is an example of use for EdPuzzle for engaging videos:

### Compare/Contrast

The English Literature instructor mentioned in the previous example is now having their students watch the adaptation of “The Raven” as read in the inaugural “Treehouse of Horror” annual Halloween episode of “The Simpsons”. Here is an excerpt of the video transcript:

Narrator:	Take thy beak from out my heart, and take thy form from off my door!”
	Quoth the Raven
Raven:	“Nevermore.”
Narrator:	(Growing Frustration) Take thy beak from out my heart, and take thy form from off my door!”
	Quoth the Raven
Raven:	“Nevermore.”
Narrator:	(Lunging at Raven) You Little...
Raven:	(Flying Away) Uh oh!
Quiz:	<<VIDEO PAUSE>>
	Quiz Question (Open Response):
	How is this stanza similar and how is it different than the original poem? Why do you think the stanza was changed for this adaptation?
	<<RESUME VIDEO AFTER ANSWER>>

### *Information – EdPuzzle:*

**URL:** <https://www.edpuzzle.com>

**Used by:** K-12, Undergrad, Graduate

**Price:** Free - Basic

**Ease of Use:** Easy

### *Training Resources – EdPuzzle:*

- [Introduction to EdPuzzle](#) (Created by EdPuzzle)