



Making Video Active,
not Passive



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Ancestry.com
MasteryConnect
Instructure
Product Management



Instructure

“Software that makes people smarter”

Founded in 2008

2K+ customers in HiEd, K-12 and
Corporate

10M+ active users

NYSE : INST - Nov 2015

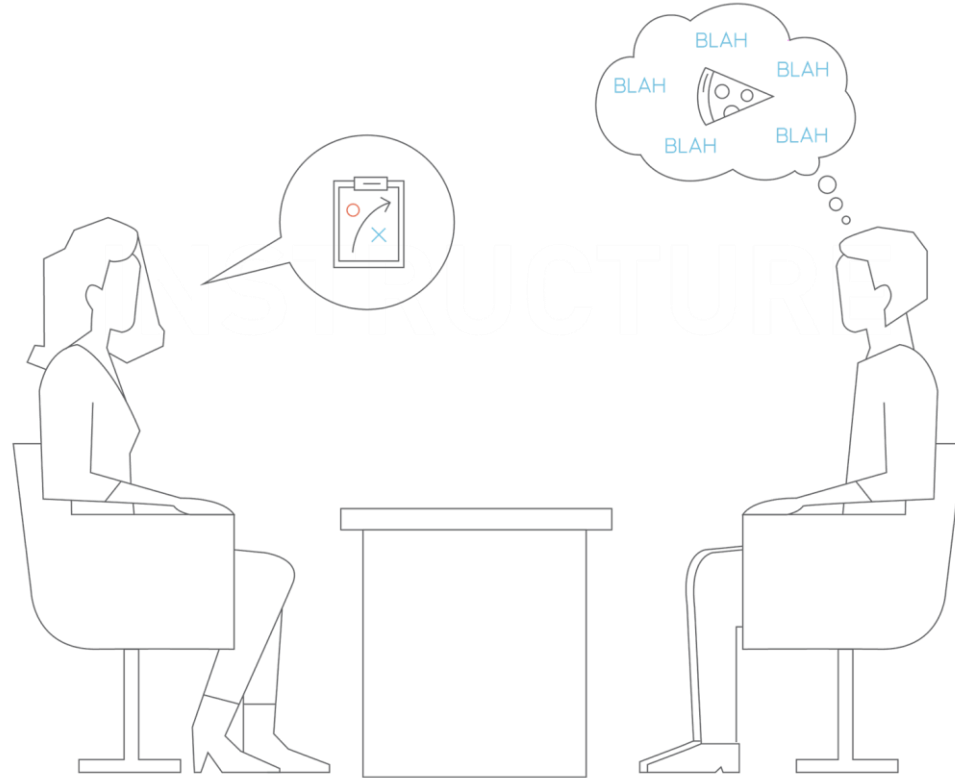


Trick question: Is your learning

ENGAGING ENOUGH

to impact business goals?

DISENGAGEMENT IS DANGEROUS^{INSTRUCTURE}





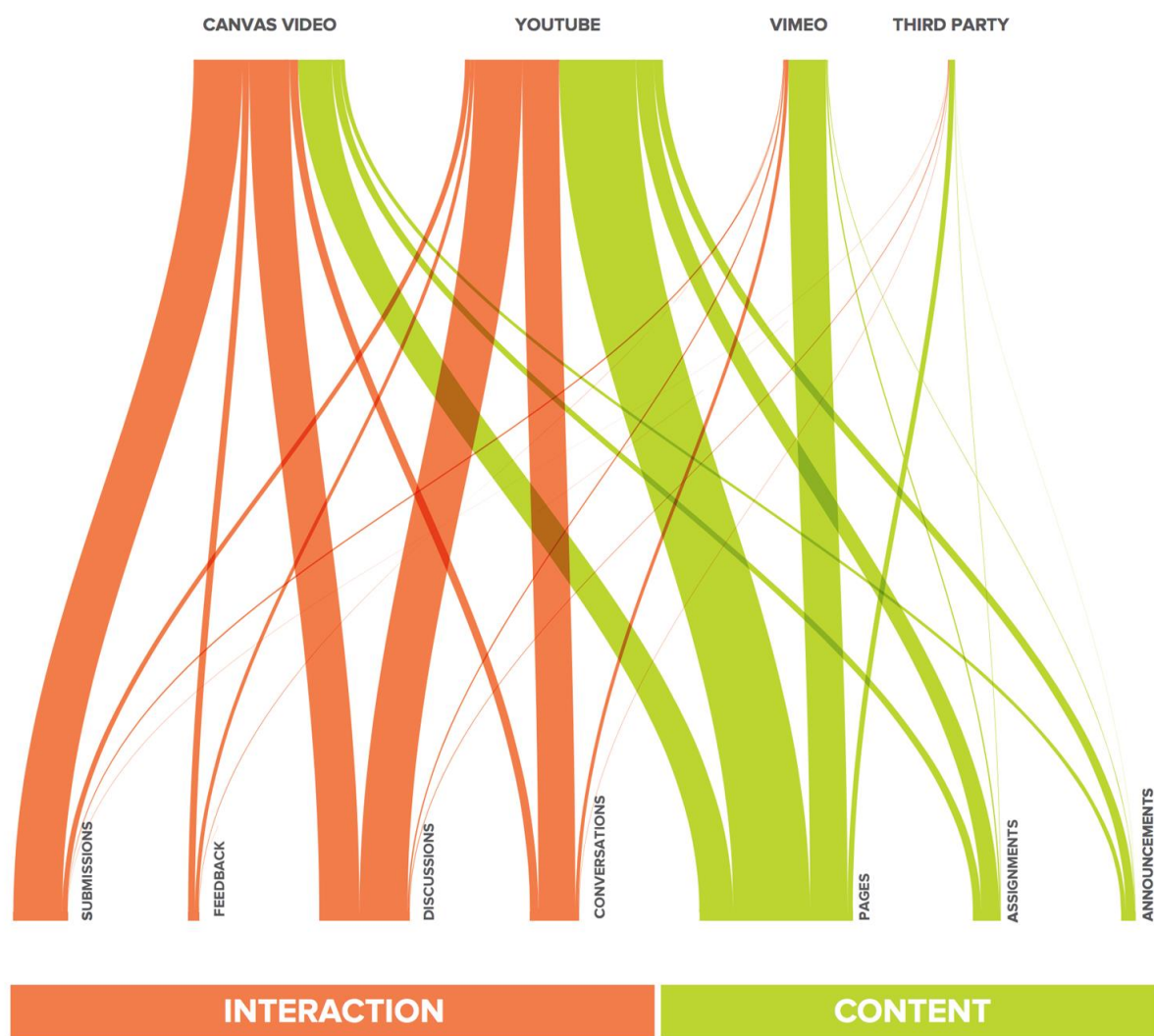
The average attention span in 2015, down from 12 seconds in 2000.



*Finally, we should accept that new media,
like video, has now become mainstream*

-Bersin

Why?



“HAVING” VIDEOS IS NOT A STRATEGY



[Media are] mere vehicles that deliver instruction but do not influence student achievement any more than the truck that delivers our groceries causes changes in our nutrition.

-Richard Clark



AVERAGE SCORE = 92%

A professional video camera is mounted on a tripod. The camera's LCD monitor is turned on and displays a scene of two people sitting at a table in a room with large windows. The camera is positioned in the center of the frame, and the background is a blurred indoor setting with people.

AVERAGE SCORE = 79%

Consuming and Reviewing

is not

Active Learning

What does Active Learning Look Like?

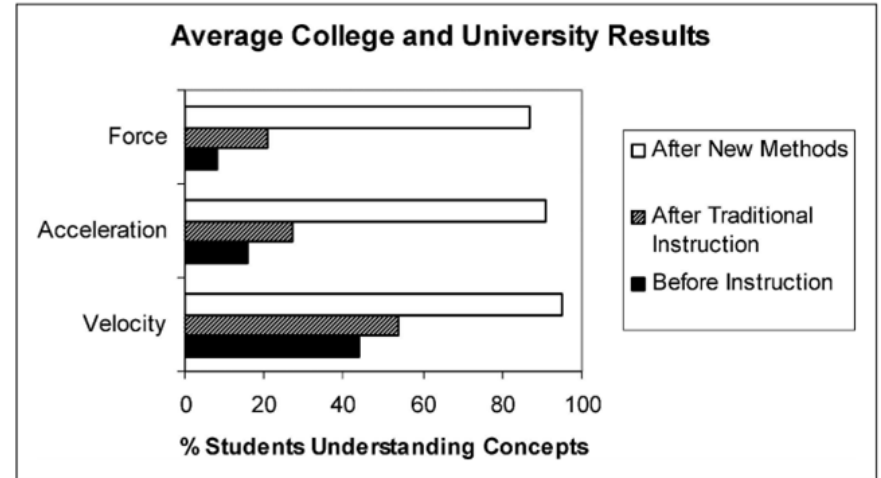


Figure 1. Active-engagement vs. traditional instruction for improving students' conceptual understanding of basic physics concepts (taken from Laws et al., 1999)

What does Active Learning Look Like?

Start with interesting content

Then let learners:

- collaborate with each other
- actively engage with the content
- interact with the video

Goal is to promote:

- Analysis
- Synthesis
- Evaluation



01:04



02:45



1x

CC



I'm not sure I fully understand how the panda got into this situation

Comment at 1:04



Details



Comments



Insights

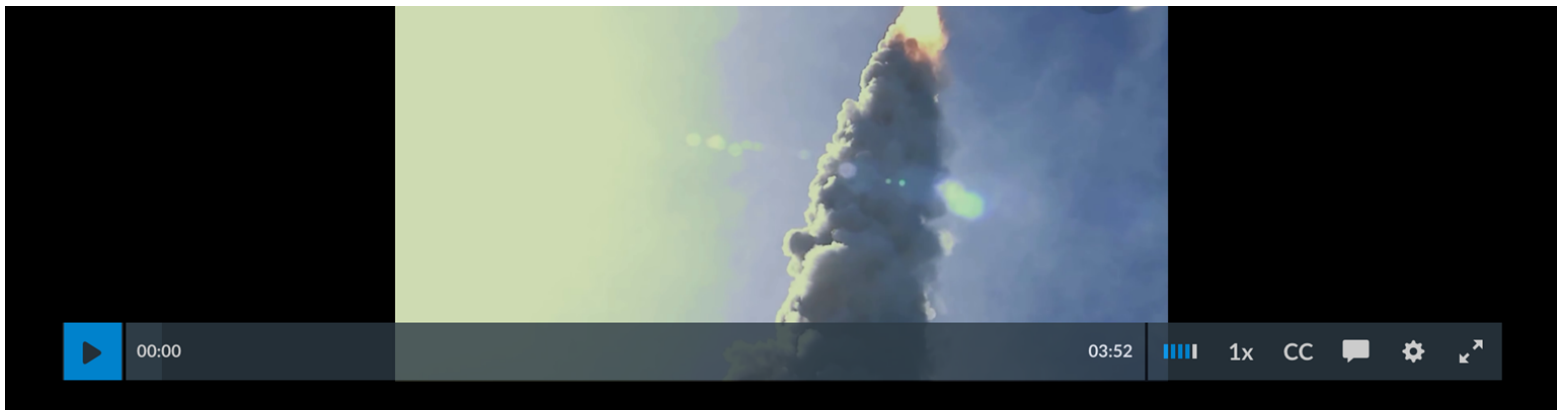


Albus Dumbledore ✎ 🗑

0:55

This is something I've always wondered about, why don't they include more Pandas in commercials.

↳ Reply

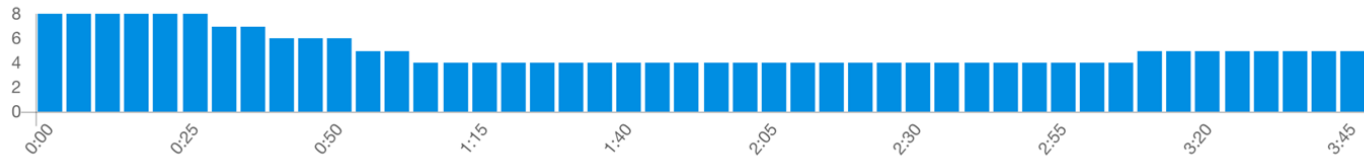


add your two cents

Comment at 0:00

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All Viewers



Albus
Dumble



Gentry
Davies



Hermione
Granger



Seamus
Finnigan



Harry
Potter



Aurora
Sinistra



Ronald
Weasley



Andy
Brown



Test
Student

What is the meaning of life?



To be, or not to be



Hoverboard Pong



42

Submit



1:21



18:15



Video learning strategy that
drives engagement.



Just in time commenting to increase learner engagement and create social learning.



Organize and manage your videos in one place for scalability.



In-depth analytics inform content creation and show learner consumption.

Q&A

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