



# 5 Ways to Boost Student Engagement with Mediasite



# The Changing Face of Video in Learning

IN THIS EBOOK YOU'LL  
LEARN HOW TO  
ENGAGE STUDENTS  
LIKE NEVER BEFORE  
USING THE LATEST  
INNOVATIONS IN VIDEO

## VIDEO USE IN HIGHER EDUCATION SHOULDN'T BE A ONE-WAY EXPERIENCE.

Not that long ago, “video in education” basically meant wheeling in a TV cart, hitting play on the VCR, and having students passively watch, say, an episode of Nova, a Ken Burns documentary, or maybe a film version of Romeo and Juliet.

Today, thanks to the amazing technological advancements, we can incorporate a lot more video in the learning. What if, while showing that same video, professors could flag an important scene, or link to an article that provides a deeper layer of information? What if students could ask a question in real-time, without disrupting class or clicking away from the video? Mediasite makes this all possible — and a lot more.

We believe video is an interactive learning tool. It has the power to **improve student retention**, create **powerful faculty-student interaction**, and empower students to collaborate in ways that **take learning in exciting new directions**.



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CHAPTER 1

# Engagement: What It Is & Why It Matters



# What is “Engagement”?

In prehistoric times, people learned by doing — active learning. Through the years, as people settled down and built communities and education became democratized, people discussed scrolls and manuscripts in classes. Thus began the lecture-based model of learning — and the fall of active learning<sup>1</sup>.

New technologies are flipping this model back to a more active approach. Hands-on learning and micro learning are growing trends, backed by compelling results in student performance. As we move toward more active learning it’s important to unlock new ways to engage students.

Mediasite helps boost engagement by:

- Helping students measure their own progress
- Facilitating effective communication between students and professors
- Giving instructors real-time feedback on students’ understanding
- Providing tools for professors to present material in the most impactful way
- Empowering both students and professors to customize the experience



# 97%

of students said Mediasite made it easier to learn in a study at the University of Maryland-Baltimore School of Dentistry

students are **1.5x** less likely to fail when active learning is incorporated according to a study by Proceedings of the National Academy of Sciences



## Why Students Love It

The data is clear: students demand video, and they learn better when that demand is met. The expectation for video is not going to change. In fact, it will only grow more intense in the future.

But all video is not created equal. Engagement and interactivity features make the most of available technology to transform learning into an active, memorable experience.

Students love that Mediasite helps them:

- Self-assess their level of understanding through embedded video quizzes
- Easily ask questions during live lecture streams or in on-demand video
- Participate in a video forum that's dynamic and collaborative thanks to features that encourage discussion
- Create personalized, searchable playlists of video content
- Learn at their own pace, using their preferred medium



# Why Instructors Love It

Video is an exciting opportunity — but for many educators it's a daunting one too. Without the right tools, instructors are left to piece together solutions that may not make the most of the latest technology, and they'll miss out on opportunities to truly engage students.

That's why educators love Mediasite: it makes engagement easy. Mediasite's engagement tools are designed to be non-disruptive. They compliment instructors' teaching styles, and are highly customizable so the instructor is always in control.

Instructors love that Mediasite helps them:

- Identify what concepts students get and what they need more time on
- Save time by more efficiently answering questions & provide deeper explanations
- Meet closed captioning and accessibility needs
- Control and customize settings
- Compliment existing teaching strategies / Replicate in-person experience with remote students

## +40%

increase in faculty who have taught an online class from 2013 to 2017, according to an Inside Higher Ed study





CHAPTER 2

# Boost Engagement in the Classroom & Beyond







INTEGRATION WITH OUR LMS WAS ESSENTIAL, AND THE FACT THAT WE CAN ACTUALLY GET INTERACTION WITH THE STUDENTS FROM MEDIASITE THROUGH CHAT, POLLING AND QUIZZING FEATURES WAS A BIG SELLING POINT.

– MATT HAGOOD, DIRECTOR OF MEDIA TECHNOLOGY SERVICES, FLORIDA INTERNATIONAL UNIVERSITY

# Engaging Learners Wherever They Are

The growth of online courses means lifelong educators have to re-think their teaching strategies to adapt course content to the e-learning model. For example, in face-to-face classrooms, instructors often rely on visual cues to gauge student attitudes or comprehension level. They may ask for a show of hands, look for nodding heads, or watch out for puzzled faces. But the right technology can actually do this better than in real life!

And academic video isn't just a tool for distance learners. Micro learning, flipped instruction, and blended learning are heating up classrooms all over the world thanks to the availability of creation and capture tools at everyone's fingertips.

That's where Mediasite can help. We're constantly developing new features to help engage learners — inside the classroom and far beyond.

Mediasite replicates and augments the classroom by:

## TRADITIONAL EXPERIENCE

## MEDIASITE ENGAGEMENT

“Raise your hand if...”

Polls

“This is an important concept”

Annotations

“See me after if...” / Office Hours

Q&A

On the fly quiz / Self assessment

Quizzing

Attendance / Sign-in sheet

Analytics



# Barrier-Free Engagement

As with any new course material, it's important to consider accessibility needs so new assets are available and barrier-free to all.

Mediasite can actually help you meet your community's accessibility needs and fulfill regulatory requirements by automatically searching, indexing and captioning the content.

And if you already use a third-party caption or transcript service provider, Mediasite can automate the entire process of submitting videos to your provider and associating the returned captions to their video to make them available for indexing.

- In-content search helps you find keywords anywhere –audio, slides, handwriting, video or tags
- Integration with IBM Watson creates a speech-to-text engine that makes content even more searchable

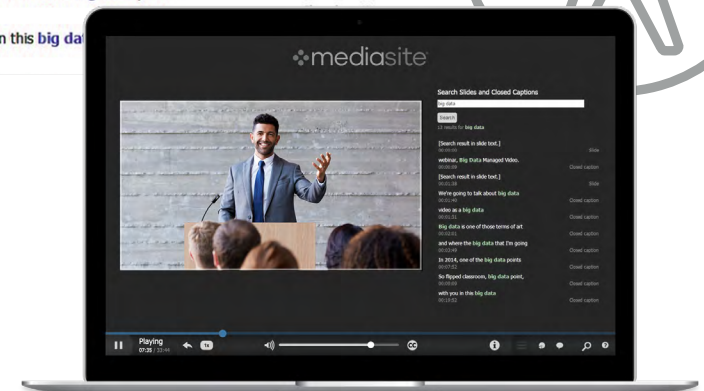
*The result isn't just a more usable video — it's an entire video library that is searchable and metadata-rich.*



**Search Slides and Closed Captions**

  
  
13 results for **big data**

[Search result in slide text.]	Slide
00:00:00	
<b>webinar, Big Data Managed Video.</b>	Closed caption
00:00:09	
[Search result in slide text.]	Slide
00:01:38	
<b>We're going to talk about big data</b>	Closed caption
00:01:40	
<b>video as a big data</b>	Closed caption
00:01:51	
<b>Big data is one of those terms of art</b>	Closed caption
00:02:01	
<b>and where the big data that I'm going</b>	Closed caption
00:03:49	
<b>In 2014, one of the big data points</b>	Closed caption
00:07:52	
<b>So flipped classroom, big data point,</b>	Closed caption
00:09:09	
<b>with you in this big da</b>	Closed caption
00:19:52	





CHAPTER 3

# 5 Ways to Engage Using Mediasite



# 1) Help Students Measure Their Own Progress with Quizzing

Just like a real pop quiz, Mediasite quizzes can pop up anywhere, anytime — whenever an instructor wants to assess individual students' comprehension.

Instructors can choose a specific moment in an on-demand video to embed a quiz. When students watch, the video will stop at the point, and the quiz will appear. Students must take the quiz to continue. The instructor can control whether results are displayed after, and whether the quiz counts toward a grade or is simply a self-assessment.

Quizzes are an easy way to track student performance, prime students for test material, and provide an opportunity for them to self-assess how well they understand course material. Plus, an enhanced dashboard provides instructors analytics to measure their video's effectiveness.



**Quizzes Complete** ✓

You scored **83.3%** Correct answers **5 / 6**

Color Quiz: 80%  
✓ What color do you get when you mix red and blue? 1 point  
Your answer: Purple

Are the cones in your eyes capable of seeing? 1 point  
Red, Green

Less affects 8% of men. 1 point  
True

Printers use CMYK vs RGB? 1 point  
Manufacturers could sell an additional black cartridge

DIODE. 1 point  
False

Resolution 100%

**Quiz Type**

Study Guide

Assessment

% Scored

Show users their score

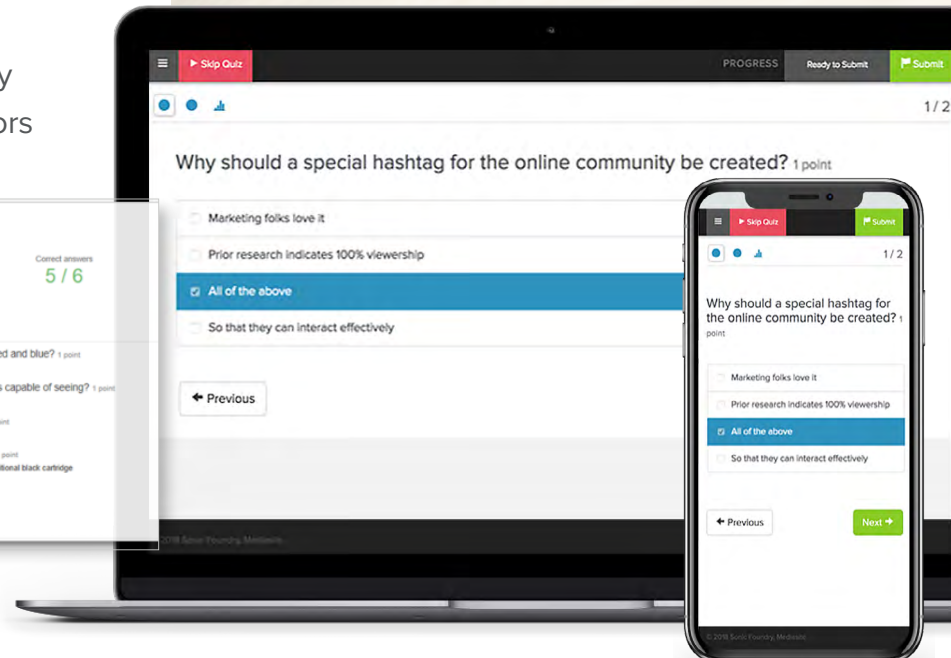
Show users their correct answers

Show users results after each quiz

Require users to submit their answers

Allow answer edits after submission

Randomly order answer choices

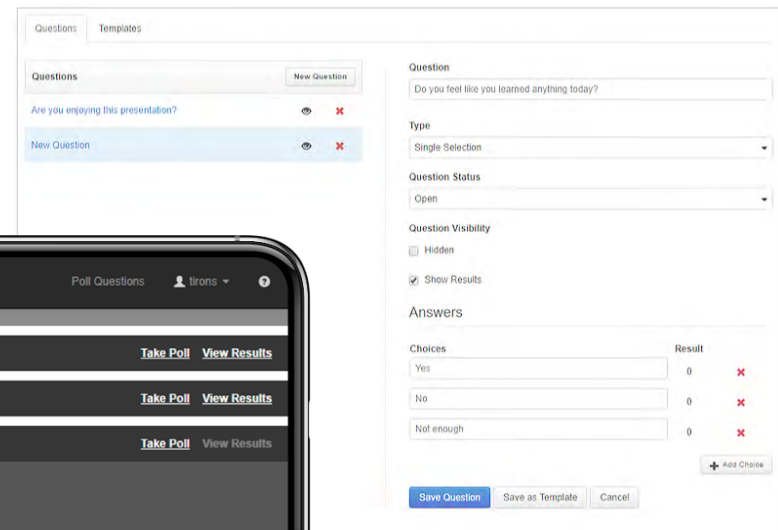




## 2) Give Instructors Real-Time Feedback on Class Comprehension

While quizzes assess individual comprehension, polls help instructors gauge a class' perspective as a whole. Polls can take place on the fly during live webcasts to give instructors real-time feedback on students' understanding of the concepts.

Instructors also have a number of options in terms of how to configure the polling features – not only in wording polling questions and response choices but also in terms of turning the option off at some point and controlling how the results are viewed.

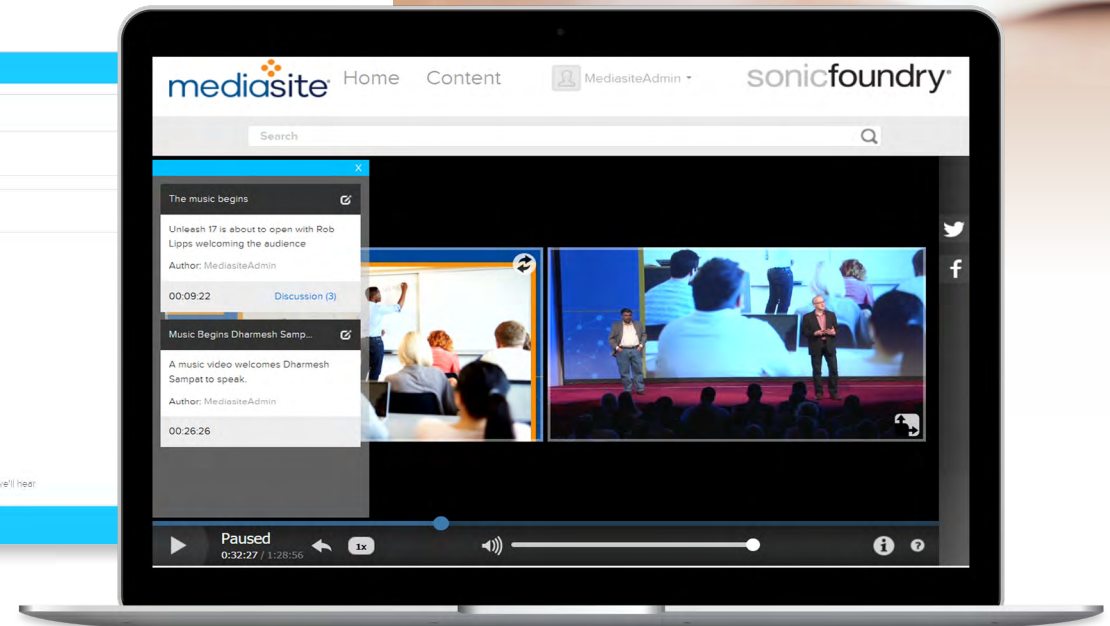
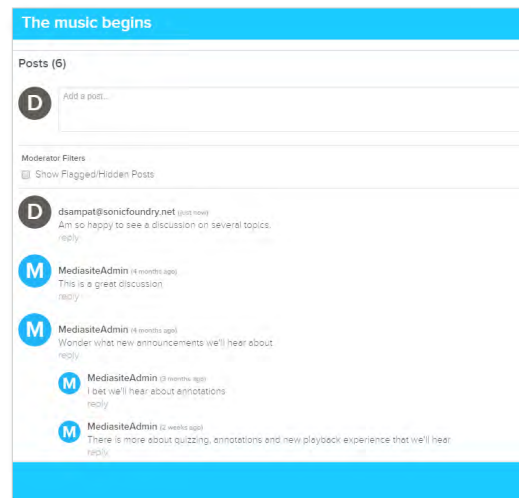
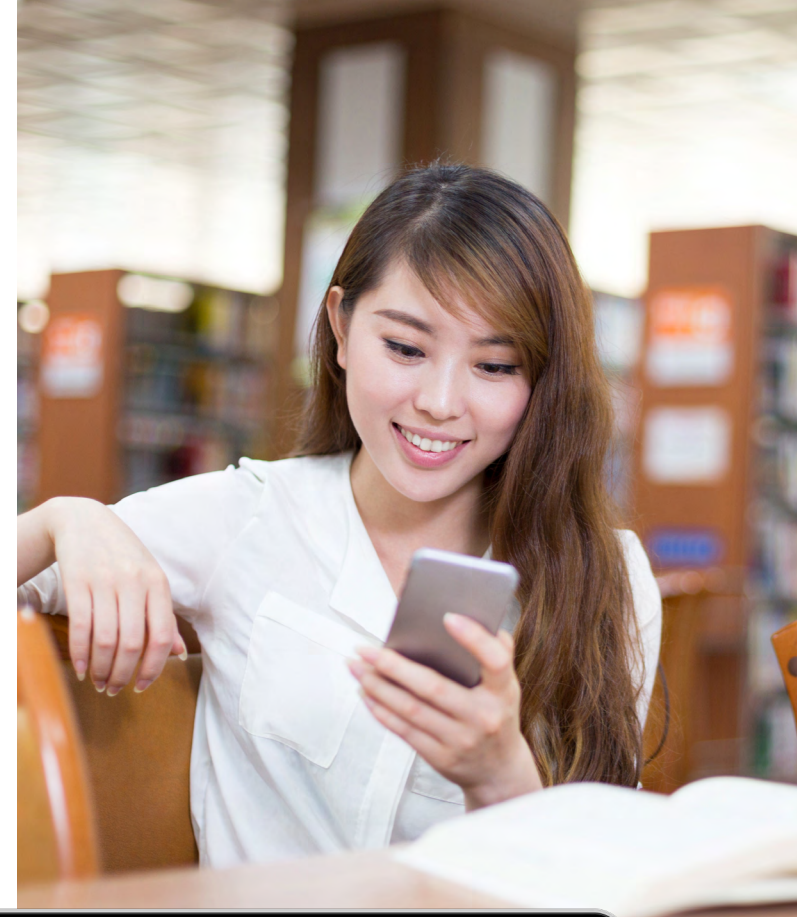


# 3) Facilitate Commenting and Discussions

Annotations were designed to create a collaborative forum for students and their instructors. Think of it as a virtual yellow sticky note added to a particular part of a video.

An instructor might add an annotation to say, “This part is really important to grasp”, or to include a link to deeper information. They can even invite comments and questions from students. At that point, the annotation can grow into a discussion area, which then can become a permanent part of the video itself.

Annotations flow within the video as an optional sidebar overlay. In addition, a comments section below the video allows for deeper discussion on the video as a whole.

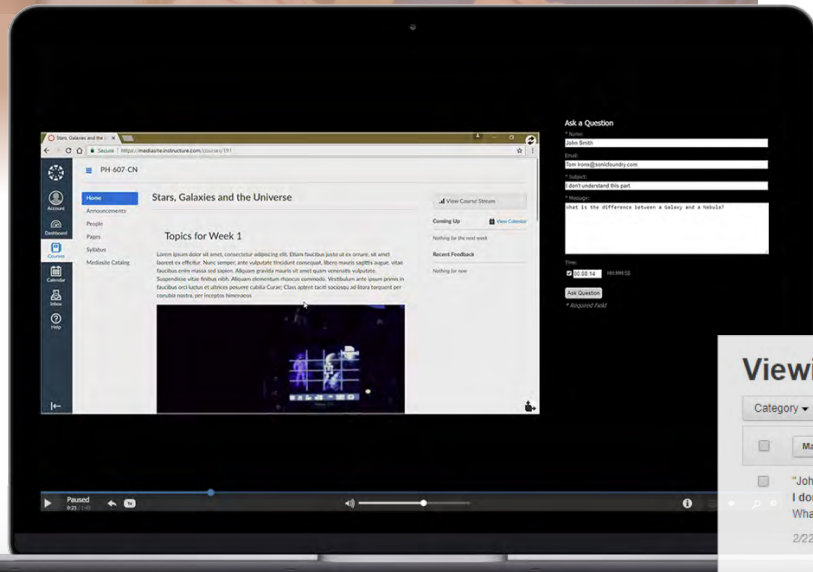


# 4) Make it Easy to Ask and Answer Questions

Think back, perhaps way back, to sitting in lectures or presentations. Remember when you had a question pop in your head? What did you do? A lot of students ignore the impulse to ask. Some feel embarrassed, some worry about interrupting or monopolizing class time, and some simply don't have questions until hours later during late-night study sessions. Whatever the reason, a lot of students never get answers.

With Mediasite's moderated Q&A feature, viewers have easy, on-the-fly questioning power. They can submit a question, and even timestamp it, whenever they want while viewing a video — live and on-demand. And if a question is answered during a live stream, it then becomes part of the on-demand video.

Instructors control where submitted questions are sent — such as the email addresses of the instructor and/or the TA — to make sure they get addressed.



## Viewing Canvas as a Student

Category ▾ Export Print Forward Reply

Mark as Accepted >> Delete

"John Smith" <Tom.Irons@sonicfoundry.com>  
I don't understand this part  
What is the difference between a Galaxy and a Nebula?  
2/22/2016 11:45 AM @ 00:00:14

<< Mark as New Delete

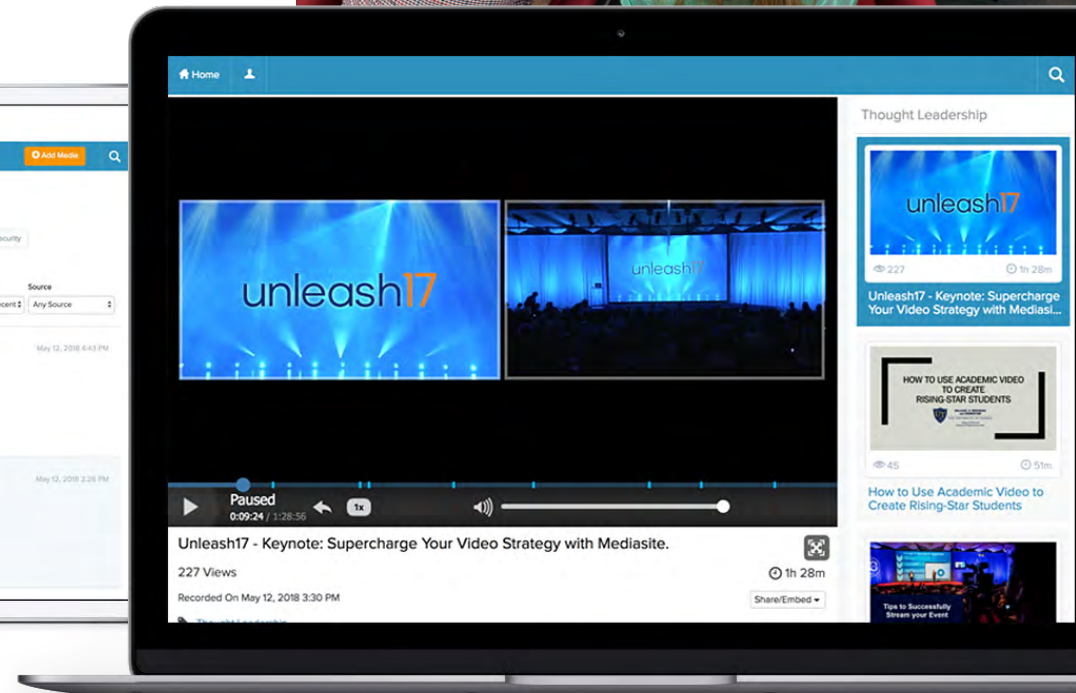
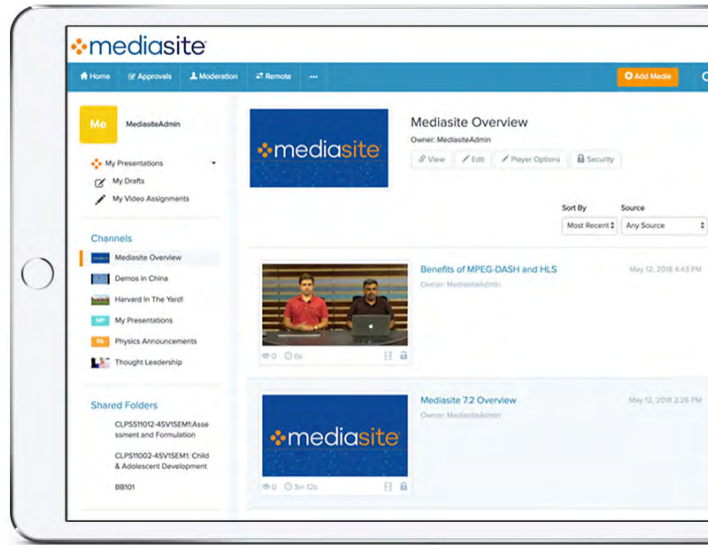
"Bill Hicks" <Tom.Irons@sonicfoundry.com>  
Clicking the video  
Can I pop it out into a popup window?  
2/22/2016 11:45 AM @ 00:00:33



# 5) Enable Students to Actively Learn

As more and more videos are created, it just makes sense that they're collected and organized in a way that makes them as accessible as possible. Having searchable, indexed video libraries is part of the Mediasite experience.

Curate, watch, and share videos via Mediasite channels. With deep engagement features and powerful search and social sharing, users can create customized video playlists. With a You-Tube-like interface, Mediasite channels support continuous playback of video and automatically aggregate related content.





## CHAPTER 4

# See Mediasite Engagement in Action

Now that you've learned about Mediasite's engagement features, go behind the scenes and experience them in action. Mediasite's Tom Irons will guide you through the engagement tools featured in this e-book and tell you what you need to know to increase student retention and create more powerful engagement between faculty and students.

