



5 Things to Do With Your Next Video Lesson – and 1 Thing to Avoid



Take Your Videos from Good to Great

IN THIS E-BOOK
YOU'LL LEARN BEST
PRACTICES FOR
CREATING EFFECTIVE,
ENGAGING DISTANCE
LEARNING VIDEOS.

ENGAGING CONTENT SETS YOUR STUDENTS UP FOR SUCCESS

Let's face it, as an instructor, you have probably run into some difficulty moving your classes to an entirely online format quickly. There are a lot of areas that need to be considered like lessons, discussions, assignments, office hours, group work and tests. Hopefully by this time you've had a chance to work out some of the initial kinks in your online courses and gotten past the phase of replacing your lessons solely with Zoom meetings (If you're still in that phase, [here is an article that might get you past it](#)).

Let's focus on how to take your video use to the next level with a few best practices. When you implement the following best practices into your videos it will help set your students up for greater levels of success by getting them engaged in and learning the material.

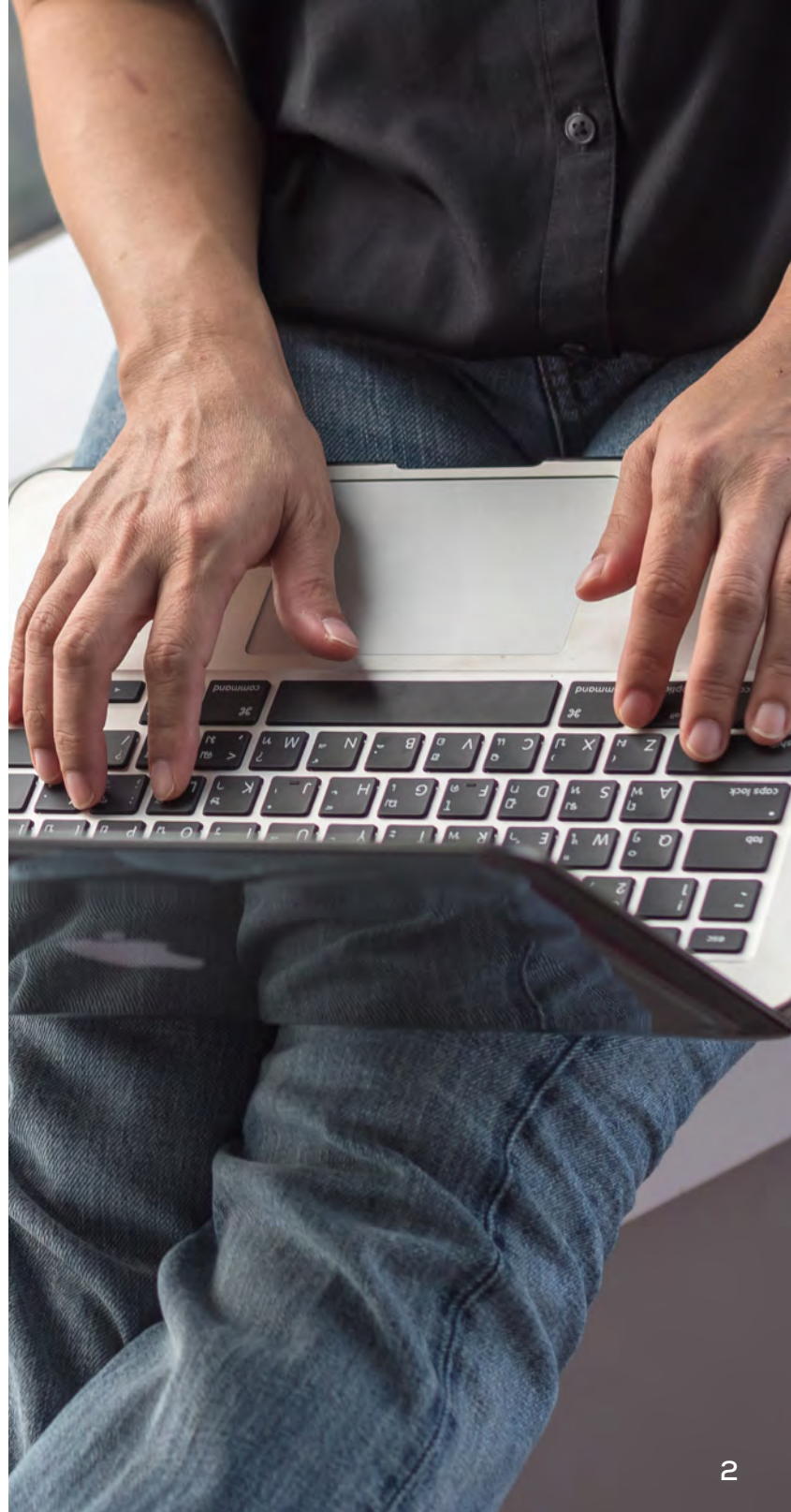


Video lesson doesn't mean full length

LET'S START WITH WHAT YOU SHOULDN'T DO.

Your classroom lesson may have been 45 to 90 minutes long but converting that to a video of the same length is a bad idea. Not only are your students less likely to watch the whole thing, if they do, they won't retain the information. It's just too much to take in and it leaves a lot of room for distraction. Read on for the five ways to make your next video lesson as engaging as possible.

*And now, for what you **should** do....*



1) Keep it Short

Videos should be in the five to 10-minute range for a couple of reasons. First of all, [a study from Vanderbilt University](#) shows that nearly 100 percent of viewers watched videos less than nine minutes long. Whereas videos in the nine to 12 minute range saw a nearly 50 percent drop off in engagement. Get over 12 minutes and you are down to 20 percent.

Shorter videos will also help you be more concise with what you say and how much information to include. As learners we can only hold five to seven pieces of new information in short term memory before we go into a cognitive overload. While it might be tempting to try and give your students everything, the extraneous information just contributes to the cognitive load and makes it more likely that your students will forget the important points.

Once you have video length nailed down, your next challenge is to make sure that your students are paying attention and not scrolling through social media. There are actually quite a few ways to make your videos engaging.

~100%

watch rate for >9 min video

20%

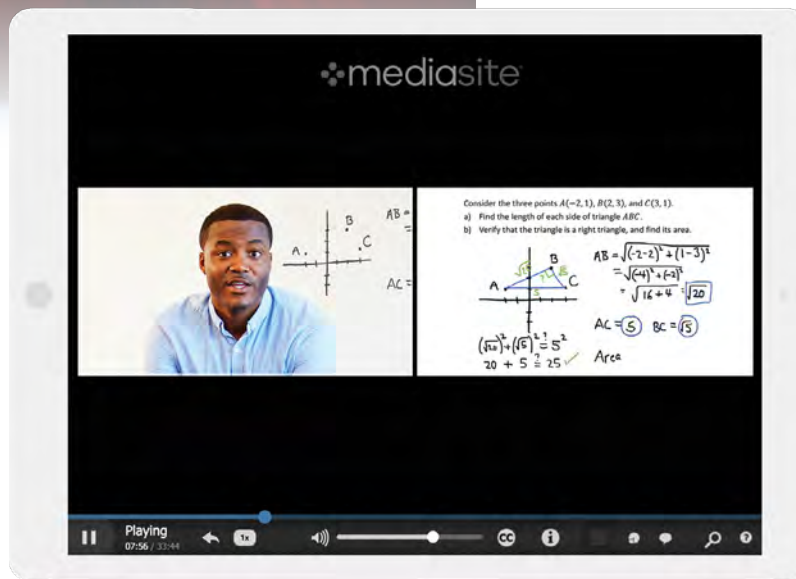
watch rate for 12+ min video



2) Pick up the Pace

The easiest way to make your videos more engaging is to think about how to speak. Your rate of speech matters in a video but likely not how you would expect. When you speak slightly faster during a video recording it forces your students viewing to engage more of the auditory parts of their brains.

Basically, this means that students need to pay closer attention to you and are less likely to get distracted by their smartphones. Don't worry about your students missing something you said though, because they can always pause, rewind and review what they missed.



3) Be Conversational

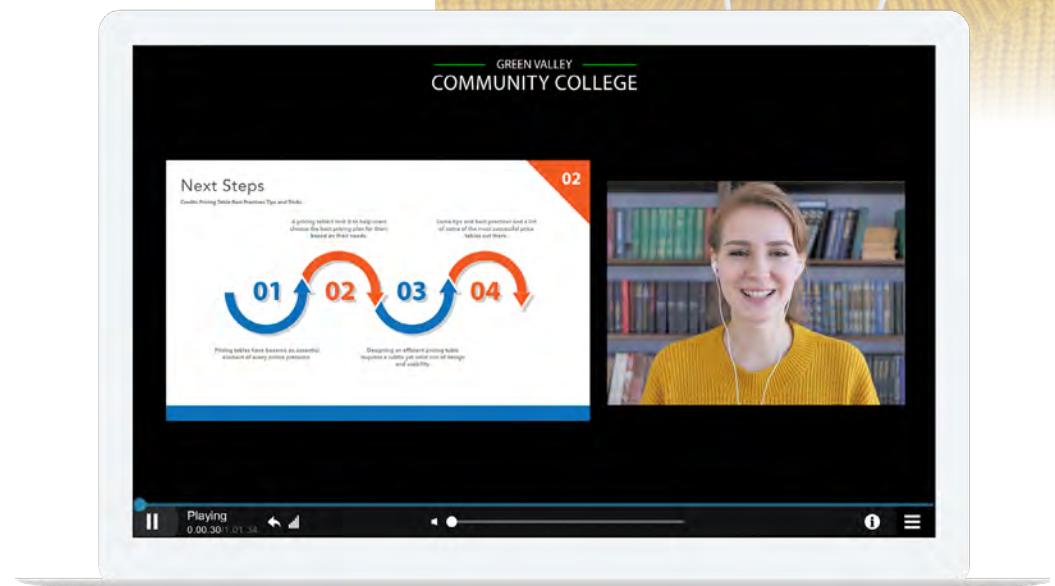
As an instructor in a classroom or auditorium you probably had to use your presenter voice. Speaking to a large audience in a large room means a big, maybe authoritative voice.

Video is different though. The most engaging videos have a conversational tone. When students feel they are being spoken to rather than at, it creates the emotional attachment that helps with keeping them engaged.



If you implement just those small changes by adjusting your video length and your speech, you will see more engagement and learning from your students.

The next two tips will help you take it to the next level and might require a bit of practice — and learning — on your part. (Don't worry, you got this!)

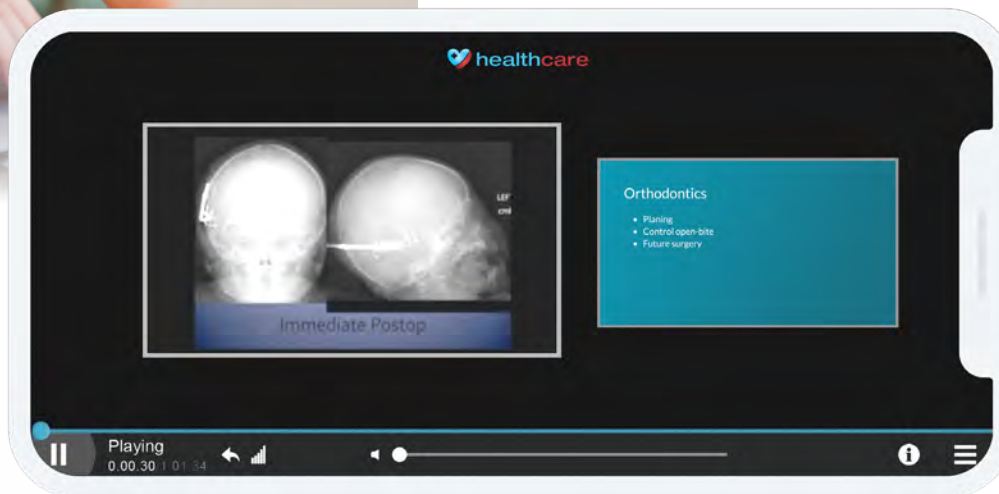




4) Replace Text with Images

While student's speech and auditory senses are engaged with voice or text on the slide, their visual and spatial senses need engaging with the slide design.

The simplest way to create further engagement of the visual and spatial senses is to use more images. Since text utilizes the same parts of the brain as speech, you should try to avoid it as much as possible. Instead think about what an image or graphic of your bullet point might look like. Another way to think about it is by asking yourself, "What do you want your students to pay attention to?" It might take more time to find or create the right image, but it will be worth it to see your students engaged in the learning.



5) Add Purposeful Animations

Adding meaningful animation is a great, sometimes easy, way to create further engagement and make sure that students are focused on the right things. This doesn't mean adding a star transition for every slide and item. Meaningful animations will draw attention to a focus area.

Think about it as having each item enter on screen individually as you talk about it rather than all at once. Or using your mouse as a pointer or highlighter. There is so much to say about animations, so here's a great resource, [Bright Carbon](#).



Boost Engagement for More Active Learning

Videos that have everything mentioned in this e-book have a much higher likelihood that your students will not only watch but also learn and remember the content. In addition, Mediasite offers powerful engagement features, so you can turn your learners into active participants in the video, rather than passive viewers. The chart below shows how Mediasite can help you move from low levels of engagement to highly-effective content for virtual learning.

WHAT'S IN MEDIASITE?

- Quizzes
- Polls
- Q&A
- Comments
- Annotations

ENGAGEMENT LEVEL

LOW

- Full length recorded lesson
- Video conference lesson

OKAY

- Short 5-10 minute videos to replace lessons
- Quick enthusiastic tone

GOOD

- Visuals
- Meaningful animations

GREAT

- Engagement features like Mediasite quizzes, comments, annotations, polls, and Q&A



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 instructors and students.

**WATCH THE
WEBINAR NOW**

3 Ways Mediasite Enhances
Student Engagement

