Using Video to Enhance Instructor Presence and Student Engagement in Asynchronous Online Courses

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Why should instructors create their own videos?
Supporting Evidence

• Increase student engagement
  – Draus, Curran, & Trempus, 2014; Miller & Redman, 2010

• Help establish presence and create closer connections
  – Borup, West, & Graham, 2012; Rose, 2009; Martin, Wang, & Sadaf, 2018

• Add to instructor’s perceived effectiveness and help create a positive learning atmosphere
  – Underdown & Martin, 2016
Case Example

1. Introductions using FlipGrid
2. Weekly video unit overviews and virtual classroom tours with screen-casting
3. Assignment overview and feedback videos
Please post a short video introducing yourself to the class. Let us know a little bit about yourself (i.e. where you live/work, any big summer plans, what you are looking forward to learning in this course, any past involvement with policy, etc).
Hello everyone, and welcome to Unit Two!

(I generally try to make my weekly posts here in time so you can plan your week, and your weeks will officially start each Wednesday!)

First of all, thank you everyone for your fantastic comments on last week’s Introduction forum tomorrow.

Unit 2 will run for two weeks (Weeks 2 and 3). **At the end of Week 3 (Sept 25), your first assignment is due.** I’ve made a (somewhat long) video for Unit 2. In the video, I discuss the readings and participation requirements for the course (up to about 11:30 mark and then starting again at about 20:15). I then go into the first assignment (from about 11:30 to 20:15 - so you can skip this part until you are ready to look at assignment 1). Again, please let me know if there are any problems with hearing/viewing the videos.

You'll find the unit overview, readings, and learning activities under Unit 1 in the course. For this unit, you'll be doing a lot of posting and discussion. **Choose ONE** of these to engage in for this unit over the next two weeks. Try to log in at least a few times and aim to make approx. 2 substantive posts during these two weeks that help to build the dialogue in that forum.

You’ll also see an optional forum where you can discuss your policy problem ideas for assignment 1. If you post in this forum you will start a part 2. There is also now an Assignment 1 Q&A forum in the "Talk to the Prof". Please post any questions there until it is very specific to you (in which case, send me an email).

Good luck with the first assignment, and please do not hesitate to contact me with any questions or concerns!

Thank you,
Kate
Student Feedback: Connection

The weekly intro videos were a great touch and made me feel more connected to the instructor.

I loved the weekly instructional videos. It was super helpful and made you feel like the professor was keeping in touch.

The weekly videos posted by the Instructor, added a personal connection that is not otherwise experienced in an on-line class.

This course was the first to use recorded videos and FlipGrid and I found that this was incredibly helpful and really improved the connection.
Kate's videos each week were an excellent addition to the course and made learning online much more personable. The use of flipgrid was an awesome way to introduce and conclude the course and again made the course personable.

Student Feedback: Personable

Her use of novel approaches to communication (videos, Flipgrid, etc.) helped to personalize the learning environment.

I loved the weekly videos. Great way to bridge traditional teaching with the online course. Also made the professor seem much more accessible.
I would have preferred written weekly posts rather than videos.

Weekly videos were limited to what to read in the textbook. This felt like a self-directed class. Providing a bigger picture in which to consider the weekly topics would have been helpful, perhaps in a mini lecture.
Challenges

1. Impact on workload
2. Focus on analytics
Take Home

1. Start simple
2. Be clear on purpose
3. Create support
References:


