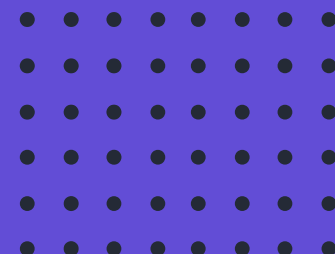# EFFECTIVE VIDEO FEEDBACK STRATEGIES FOR
ONLINE FACULTY

A. Greg Bowden, Professor of Education
Cammy Purper, Associate Professor of Education
S. Jeannette Guignard, Associate Professor of Organizational Leadership
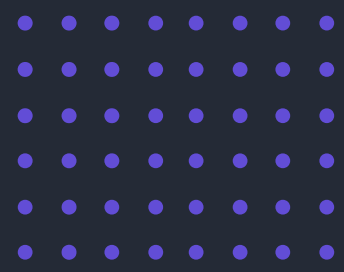California Baptist University

Agenda

This presentation will explore a variety of easy to use strategies for leveraging the use of video in online classrooms to engage students and provide feedback.
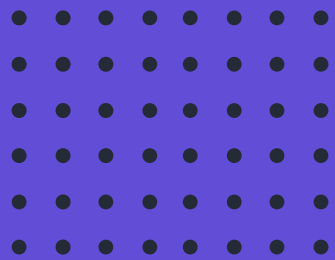
- Brief Research Background
- Why Use Videos
- Strategies for easily implementing each type of video
- Behind the Curtain Tips
- Software Recommendations

RESEARCH BACKGROUND ON INSTRUCTOR PRESENCE

- Richardson et al. (2015) define instructor presence as "the specific actions and behaviors taken by the instructor that project him/herself as a real person" (p.259).

- Garrison, Anderson, & Archer (2000), state that teaching presence occurs when instructors:
  - facilitate the flow of the course and content.
  - interact with their students and encourage them to actively participate in the course.
  - respond to student concerns/questions in a timely manner

- Sheridan & Kelly (2010) found that students value instructors' providing clear course requirements, being responsive to students' needs and providing information and feedback in a timely manner as important indicators of instructor presence.

BRIEF RESEARCH BACKGROUND ON
VIDEO USE

- In an anonymous survey of 299 undergraduate students from Edith Cowan University, nearly three times as many respondents (61%) preferred video to written feedback (21%) (West & Turner, 2016).

- In another study at the same university, 100% of respondents (n=34) indicated that their understanding of the video feedback was greater than or equal to that for written feedback (Turner & West, 2013).

- In a survey asking students to compare written, audio, and video feedback, students indicated that the major benefit of video feedback was clarity (McCarthy, 2015). File size and download time were the only drawbacks mentioned.
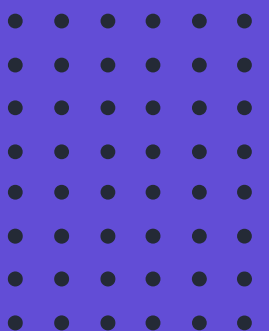
TYPES OF VIDEOS
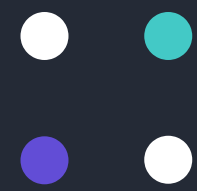
- Individual assignment feedback video
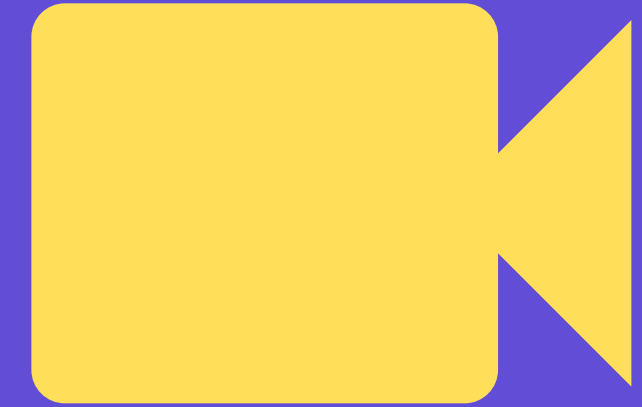
- General class feedback through assignment debrief video

WHY USE VIDEO?

• Video carries more communication cues, such as tone of voice and facial expression, than a written message. Those clues make it easier for students to correctly interpret their teacher's meaning and areas of emphasis.

• Use a casual, conversational style, which students will see as authentic and accessible.

• Students enjoy getting to know their professors. No need to edit or perform any post-processing: be authentic! Students will appreciate that.

• Martin (2018) defines instructor presence as "having perceived authenticity among a community of learners and validating one's personal identity by formally acknowledging and conducting their role through various strategies" (p. 52).
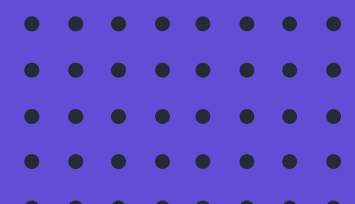
USING VIDEO TO PROVIDE
FEEDBACK ON ASSIGNMENTS

- Recording yourself speaking can provide greater freedom and in many cases less effort than composing a detailed written comment or instructions.

- If a student has challenges with writing (and likely reading) listening to you verbally explain the assignment feedback can be more productive for their learning style inclinations.
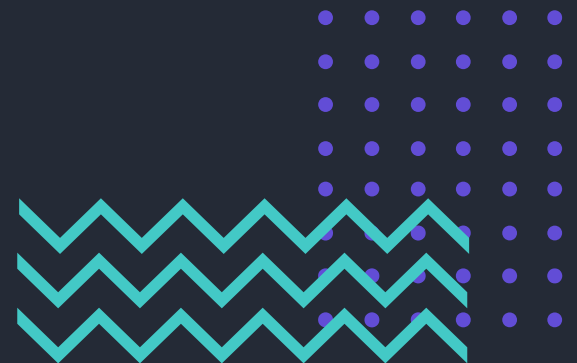
STRATEGIES FOR ASSIGNMENT FEEDBACK VIDEOS

- Be comfortable – imagine you are having a conversation with them.

- Consider the specific areas you might be looking to assess. Provide both constructive and positive reinforcement feedback.

- Think time is OK – you can give them time to process what you have said.

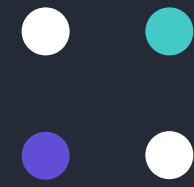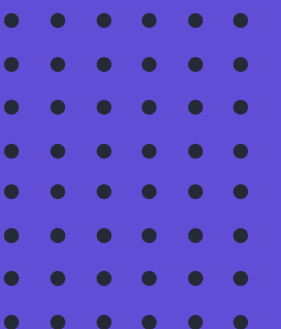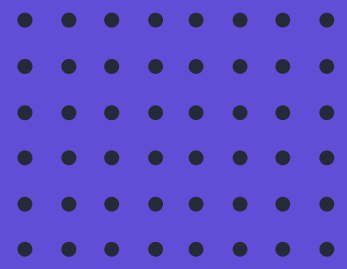- Enjoy being positive and encouraging!!

ASSIGNMENT DEBRIEF- WHOLE CLASS FEEDBACK

•In cases where individual video feedback is not feasible or necessary, whole-class feedback can be summarized and presented as a debrief.

STRATEGIES FOR
WHOLE-CLASS FEEDBACK/DEBRIEF

- Assignment debriefs highlight big-picture opportunities for improvement, common areas of strength, and clarifying challenging aspects of the assignment.
- Works great for application assignments, such as case-studies, simulations, interview projects, or assignments that can be completed from multiple perspectives.
- You can help identify best-practices and potential pitfalls for upcoming similar assignments.

"Behind the Curtain" Tips

- Have a "loose" outline, but no scripting
- Aim for less than 15 minutes in length
- Be yourself, don't worry about editing, or too many retakes
- Post timely and via announcement feature of LMS:
  - Bullet key points covered in the video
  - Note any clarifications that you may realize were unclear in the video if needed
  - Check to be sure that the link provided is the sharing-link and not a link to your YouTube account
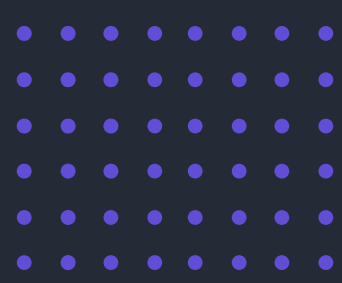
STUDENT FEEDBACK COMMENTS

- *My personal favorite: the video introductions of himself to the class. They are filled with instruction and encouragement.*
- *I enjoyed his weekly video that would set the pace for the coming week.*
- *The video guidance provided on the final paper was very helpful and allowed me to organize my thoughts more efficiently.*
- *I loved the weekly video tutorials. They laid out the expectations for the week and gave a summary of the reading without being too long. I also appreciated the video responses in emails.*
- *I appreciate the video presentations at the beginning of the week with the short lecture/discussion of what the focus of the week and reading was about, it helped steer the week and critical thinking assignments.*
- *The weekly videos were extremely helpful! Were quite a moral booster and I looked forward to watching and listening.*
- *The weekly videos were an amazing aid to answer questions and keep students motivated.*
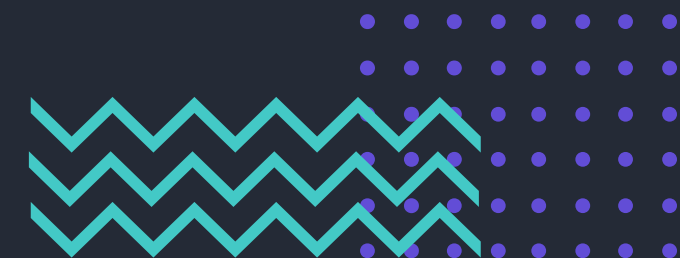
SOFTWARE TO MAKE SCREEN SHARE VIDEOS

Easiest software to make screen share videos:
- Jing: https://www.techsmith.com/jing-tool.html
- Screencast-omatic: https://screencast-o-matic.com/
- Snagit: https://www.techsmith.com/screen-capture.html
-

TIP: Host your videos for free on YouTube to obtain URL to share with students and ease of mobile viewing.
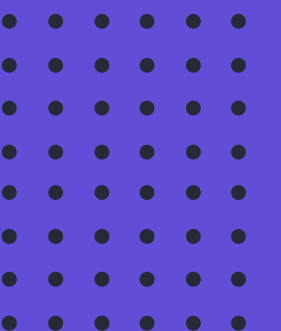
SOFTWARE TO MAKE

SCREEN SHARE VIDEOS:

JING

Features:

- FREE!
- Easy to Use
- Intuitive

Limitations:

- Limited to 5 minutes long
- swf file format may have issues with some browsers

SOFTWARE TO MAKE

SCREEN SHARE VIDEOS:

JING

NOTE: Jing's current video format (.swf) will no longer be supported by web browsers soon. You can still capture images with Jing, but if you need an all-in-one solution for image and video capture, we recommend trying Snagit. We are passionate about making it easy for anyone to capture and share knowledge visually and remain committed to developing a new, free solution as a replacement for Jing in 2019. Please stay tuned for more updates.
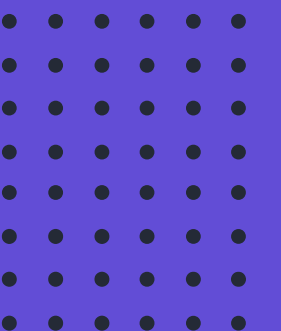
SOFTWARE TO MAKE SCREEN SHARE VIDEOS: SCREENCAST-O-MATIC

https://screencast-o-matic.com/

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At Screencast-O-Matic, we don't believe that video recording and editing should be difficult, or cost a fortune. Our simple and intuitive tools help you get the job done easily.

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Max Time   00:15:00
Size   720p
Narration
Computer Audio

Preferences...

Rec   00:00

SOFTWARE TO MAKE SCREEN SHARE VIDEOS: SCREENCAST-O-MATIC

https://screencast-o-matic.com/

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How can Screencast-O-Matic help you?

I need to record my screen

Create screencast videos with our screen recorder. It's fast, free and easy to use! Capture your screen, add a webcam and use narration to customize your video.
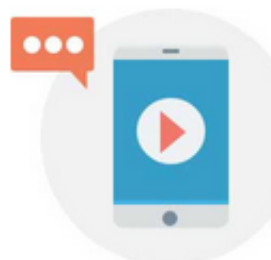
Download FREE screen recorder

I need to edit my video

Our robust video editor has all you need to edit your video. Create videos easily using tools to zoom, add text and images, automated captioning and more!

Learn about the video editor

I want to share my videos

It's never been easier to share and manage your videos! Upgrade to cloud hosting and get unlimited ad-free uploads and collaboration tools for your team.
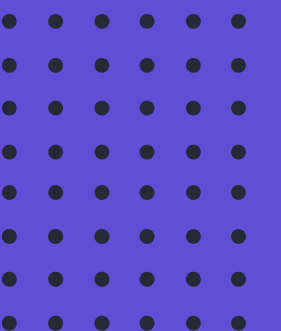
Learn about cloud hosting

SOFTWARE TO MAKE SCREEN SHARE VIDEOS:

SCREENCAST-O-MATIC

Free Features:
- Recorder Features
- Record Screen and/or Webcam
- Record Window or Full Screen
- Trim Recordings
- Captions
- Save to Desktop
- Publish to Screencast-O-Matic and Youtube
- Quick Share to Facebook, Twitter and Classroom
- Music Tracks

SOFTWARE TO MAKE SCREEN SHARE VIDEOS:

SCREENCAST-O-MATIC

Free Features 2:

- Video Hosting & Sharing
- View Videos on Virtually Any Device
- Google Single Sign-On
- Store Videos on Screencast-O-Matic
- Create Video Channels for Lessons, Chapters, etc.
- Quick Share Videos to Facebook, Twitter, and Classroom
- Share Links to Videos and Specify Video Start
- Embed Videos in Your Site or Blog
- Secure Password for Videos or Make Private
- LMS Integration

SOFTWARE TO MAKE SCREEN SHARE VIDEOS:

SNAGIT

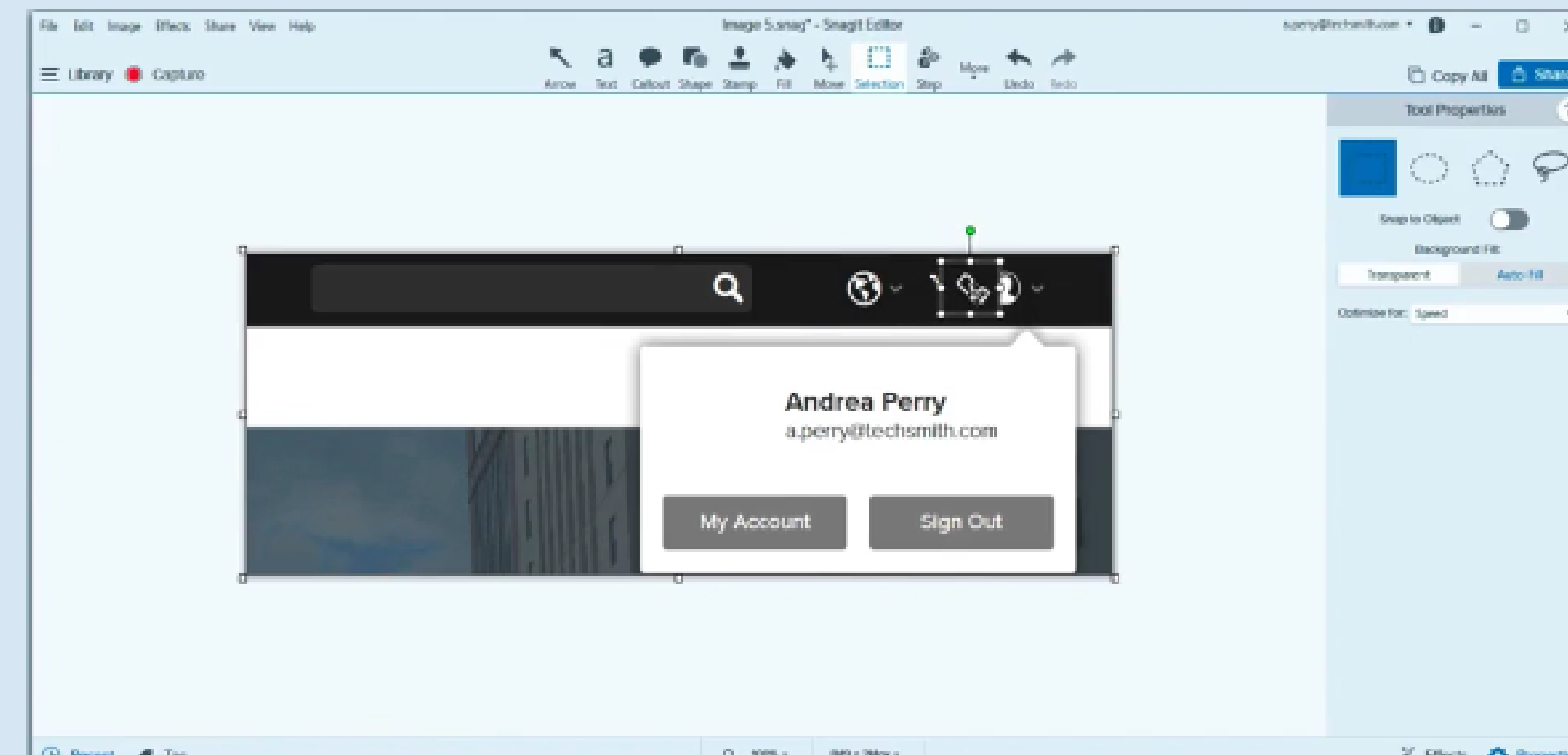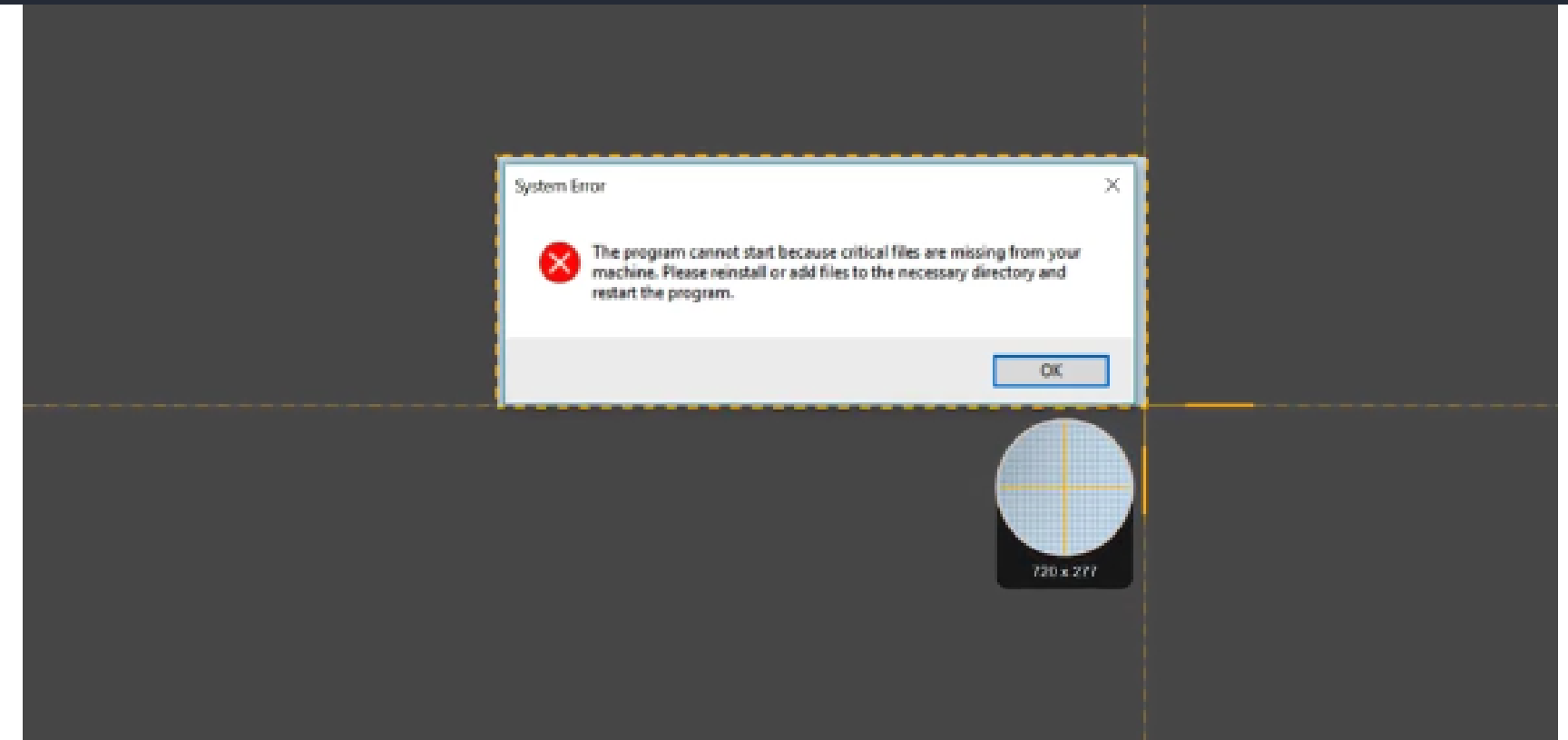https://www.techsmith.com/screen-capture.html

SOFTWARE TO MAKE SCREEN SHARE VIDEOS:

SNAGIT

Capture a screenshot or video

Snagit makes it easy and intuitive to capture images or record video. Capture your full screen desktop, region, window, or scrolling screen.

Edit and annotate screenshots with a few clicks

Get a full suite of editing tools, and create images on your own. Edit screenshots or build custom graphics with arrows, text, highlights and more.
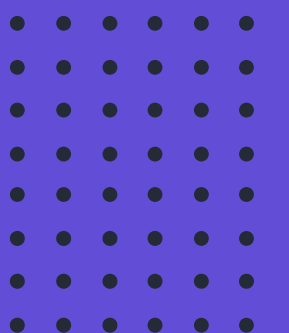
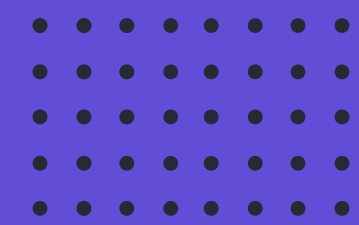# SOFTWARE TO MAKE SCREEN SHARE VIDEOS:
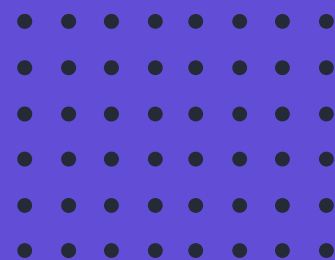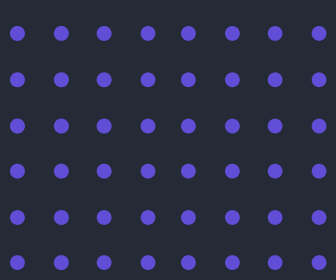
SNAGIT

Features:

- **PC and Mac Screen Capture**
- **Google Hangout and Skype Audio Record**
- **Image Capture**
- **Video Capture**
- **Mobile Capture**
- **Callouts, Shapes, and Text**
- **Combine and Resize Images**
- **Snagit Stamps**
- **Special Effects**
- **Library**
- **Magnify**
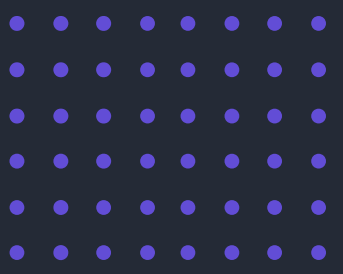- **Webcam Recording**
- **Video Trimming**

QUESTIONS & COMMENTS

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RESOURCES

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- http://newmediaresearch.educ.monash.edu.au/lnm/technology-mediated-assessment-feedback/

- https://www.educationdive.com/news/students-and-teachers-are-more-receptive-to-video-feedback/524242/

- http://ideaconnect.edublogs.org/2010/08/14/student-assessment-using-video-feedback/