

Transcript - Dr. Mark Gstohl:

Advice for first time online teachers on making better videos for online teaching

Hi, this is Mark Gstohl and I'm here to help you with your videos for your online courses. Just to give you a few ideas of what I've learned over the years.

Before we get started we'll watch just a 10 second clip of an Emirates commercial with Jennifer Aniston.

[Video clip: A scene of Jennifer Aniston stepping out of a shower then cut to a scene of Jennifer Aniston dressed in a robe and blow drying her hair. The clip then cuts to a scene of Jennifer Aniston opening a door and exiting from the door which has a "Shower Spa" nameplate on it. While Jennifer is walking down the aisle of the plane the caption on the screen says "Emirates A380 Shower Spa and Private Suites available in First Class." Jennifer gets to her suite and finds a young boy playing with an Emirates model plane in her suite. Jennifer says "Oh." The young boy turns around and looks at her. Jennifer says "Hello."]

Now think about how many clips or shots made up that 10 second segment.

[Video clip is repeated: A scene of Jennifer Aniston stepping out of a shower then cut to a scene of Jennifer Aniston dressed in a robe and blow drying her hair. The clip then cuts to a scene of Jennifer Aniston opening a door and exiting from the door which has a "Shower Spa" nameplate on it. While Jennifer is walking down the aisle of the plane the caption on the screen says "Emirates A380 Shower Spa and Private Suites available in First Class." Jennifer gets to her suite and finds a young boy playing with an Emirates model plane in her suite. Jennifer says "Oh." The young boy turns around and looks at her. Jennifer says "Hello."]

Wow I counted about nine shots in that 10 second clip. Being barraged by so many fast-moving images each day contributes to a sort of video ADD. So therefore, this is my first tip keep it short. Your video shouldn't be any more than seven or eight minutes. Just imagine if you're a student who is used to watching clip after clip after clip or shot after shot after shot. Watching a long video with a talking head is really hard.

I've taken a couple of MOOC courses and have never finished them because they really just consist of a talking head for about 20 minutes or so. So what you can do is make short videos, cut your lectures into sections. For example make a seven-minute video and then asked the students to take a quiz or do a discussion board, then have them move on to the next short video. This will keep their attention and help them learn.

Tip two, make your videos timeless. What I mean by this is, don't put anything in your video like "This will be due Thursday" or "Come see me after class on Friday." That way you can reuse and recycle your videos every semester. That will save you a whole lot of time.

Tip number three, get out of your comfort zone. Don't be shy about putting yourself in your own videos; your students will love it. I know sometimes you feel awkward. The more you do it the better you will get at doing it. But most of all be yourself. Students will connect with you. They will remember the material better and they'll have a better learning experience because they won't get bored staring at your face for 20 minutes.

Thanks a lot.