



SCRIPT OF TALK

TITLE: **What is Inside a MooC content**

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NARRATION:

Hi!! Welcome back we're going to look at the content aspects of a MOOC. My name is Prabhakar, I'm with IIT-Kanpur. So, we are looking at this stack about the architecture of a mooc. This is what we are going to see in this small video. So, if you look at the content in any MOOC the primary learning content is videos these videos are typically short small videos the range of six to ten minutes sharply focused on a single topic. We call these topics learning objects. This is the term coming from the educational resource community but is carried over. So, we talk about a single topic in each video. Sometimes, we provide transcripts of a video the actual words the instructor has spoken in typed form because some people have difficulty figuring out the accent of the speaker. The other kind of resource you may have is PowerPoint slides may be of the same video or something else and sometimes we give links to another's video somewhere or another's document or a research paper somewhere this is the kind of content we normally have in a Mooc. Now, if you look at a video with that's what is most important in an online course? What are the properties? The primary one of course is the length of the video? How many minutes as a said normally these are very short. Then there is the speaking rate of the video of the speaker that means how many words per minute are being spoken by the instructor so that is the speaking rate.

Ofcourse, the video maybe a lecture or a tutorial that's one kind of property one kind of classification one can give and then this is actually important the production style sometimes the video that you see maybe a PowerPoint presentation with voice over just voice over or a screen cast that is the instructor is going over a demonstration and the computer capture the screen and then the instructor is explaining what is happening on the screen that's called a screencast. You might have seen a Khan Academy video where the instructor is writing free

hand on a digital tablet and explaining what is happening you could also take a live classroom and shoot the proceedings that's a classroom style sometimes you do it in a studio where the instructor maybe actually using PowerPoint slides and talking for example this video is done in a studio I'm using PowerPoint slides and I'm talking to the camera there is nobody in the audience and a sometimes we also actually capture the speakers in her natural settings like in her office or somewhere outside and then capture what she is saying so these are the kinds of properties we may have for a video now the question is which kind of videos are engaging to the student is an interesting study done by Philip Caine and Ruben Rubin it is been published in this conference you can go and look up the paper so the title is how video production effects student engagement an empirical study of Mooc videos. So, what these people did was study the edX logs and I'll capture what are called interaction events you know and students comes onto the page and does some things he plays the video stop the video goes on to another part of the course goes to the next video maybe takes the quiz or places to again and so on. So these are all various logs that are captured. These are all captured automatically. These are called analytics we will see more about analytics in a lecture so what these people did was they looked at the analytic which they got over their own logs and what is provided by Google Analytics and then tried to look at some parameters these are examples these are not complete like the student has watched the video in full or not and stopped in between and moved over and so on and how much time was there between successive events With students posing or distracted by something happening And so on. With this kind of study they came up with some Conclusions. These are very interesting let's see. So, what kinds of videos are engaging? Short videos so if you have a six-minute video it's more likely to be watched in full than a 25-minute video short videos are seen in full. We call them more engaging. If he has a video in which the instructors Face talking and intersperse with slides it seems to be more engaging than just with slides and voice over. Like this video you should be seeing slides and then the Instructors face alternately. Such videos are more engaging than just with slides. apparently videos produced with a more personal feel are more engaging than high fidelity studio recordings that is we're talking about let's say the instructor is talking in a natural setting that seems to be more attractive to watch than in a staged studio kind of environment. The

instructor has to be relaxed. You know ofcourse not everybody can be a Robin Williams but you can drop your shoulders and be relaxed about it. It seems Khan-style tablet drawing tutorials are engaging than PowerPoint slides when the instructor is actually writing on the tablet and the student sees it being written somehow they seem to watch it more than just a PowerPoint coming on. You need a little more technology to be able to do that too actually post production technology because writing will take a long time and you can't show the complete letter being written. You may actually consume too much time for that. So, you may need some post-production but if you can do that than those videos are better so it seems if you take a classroom setting video and whatever the fidelity maybe and chop it into small ten-minute segments they somehow don't seem to come on. So it's better to record for a MOOC inside a studio then to actually take a classroom short setting and then convert it into a video for the mooc. This is again interesting point videos where instructors speak fairly fast and with enthusiasm are more engaging. Often talking speed is correlated to the enthusiasm but it's not necessary that only surface feature but if the instructor is excited about what he or she is saying then the students get excited so the enthusiasm of the instructor is critical to a video. So, we have a home work for those of you have not seen a Khan academy video please go and see how it looks like how the writing happens try to go and look at other videos in other kinds of Moocs or in web and try to get a feel of various kinds that are there and finally what do you think about this video?

Thank you