



Blended Learning  
CONSORTIUM

# The power of video for colleges



# Who remembers this?





✨ Mark Anderson ✨  
@ICTEvangelist



Do you use video in the classroom or as part of a flipped model or in any other way? If so can you share any issues using video to support learning activities?  
[#edtech](#) [#elearning](#) [#edutwitter](#)

Yes

71%

No

29%

146 votes · Final results

3:26 PM · Nov 23, 2019 · [Twitter for iPhone](#)

## 4 Crazy stats about video

1. The average teen watches 68 videos every day
2. Information consumed via video is retained at a 60% higher rate than text
3. 80% of Internet users can recall a video ad they have seen in the last 30 days
4. 400 hours of video are uploaded to YouTube every minute



# How much time do students spend watching video?



- Children in the UK (aged 5 to 15) now spend around 20 minutes more online, in a typical day, than they do in front of a TV set...
- **Just over two hours online, and a little under two hours watching TV**
- YouTube remains children's primary online destination, with 80% having used it.
- Nearly half (49%) of children, and a third (32%) of pre-schoolers aged 3-4, now watch subscription on-demand services such as Netflix, Amazon Prime Video and Now TV.



# Video is only becoming more powerful



- By 2022, online videos will make up more than 82% of all consumer internet traffic — 15 times higher than it was in 2017
- In 2021, it would take an individual more than 5 million years to watch the amount of video that will cross global IP networks each month
- The amount of VoD traffic in 2021 will be equivalent to 7.2 billion DVDs per month



## The streaming shake-up

A battle for video consumers in 2020

90% of consumers are watching video content over the internet

Consumers have seemingly settled into their video service portfolios, having curated a selection of services that meets their content needs

As enticing new players enter the market and content libraries become more fragmented, consumers must prioritize and strategically manage their video service portfolios to ensure access to the content they want, or to even know what is available to them

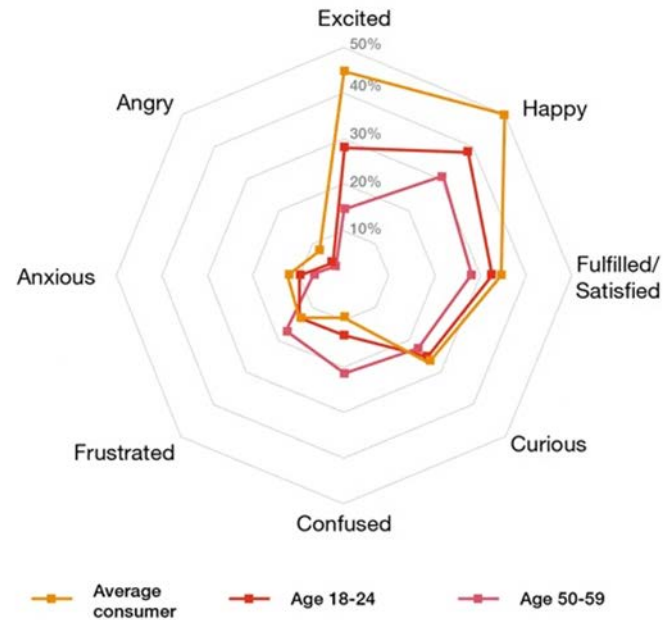




The question for consumers is no longer “How do I watch?”, but “What do I keep and what do I cut?”



Emotions associated with the abundance of options in the video space today



Q: Which emotion(s) best describes how you feel about the abundance of options in the video streaming space today? Choose up to three.  
Source: PwC Consumer Intelligence Series 2019 video survey

Disney+	Apple+	HBO
59% are motivated by original content	48% say they'll subscribe because of its original content	56% are motivated by original content
49% are motivated by exclusive content	31% are motivated by exclusive content	48% are motivated by exclusive content



# THE CASE FOR VIDEO IN EDUCATION...



## BRING THE OUTSIDE IN

Video brings the outside world into the classroom. Whether using video content for **awesome case studies** or using Skype to communicate with classes around the world, the **opportunities are authentic and huge**.



## FLIPPED LEARNING

Flipped learning is an **established teaching and learning activity** with some efficacy (EEF 2019, +1 month's additional progress) which utilises video as a means of learning input to support **classroom activities focusing upon feedback and intervention**.



## PROVIDES STIMULUS

Videos are **information-rich, relevant**, can **include interactive elements** and **provide opportunities for academic activities** such as summarising, paraphrasing, spotting keywords and more. Watching video also gives learners the opportunity to see **concrete examples and concepts in context**. **No teacher time is wasted** and **supports asynchronous learning and teaching**.



## CASE STUDIES

High quality video **case studies are the staple of many subjects** in schools such as Business, Economics, Design Technology and more. Historical video footage is also key in many Humanities subjects. Research states that **using concrete examples to supplement content that is more conceptual in nature can make the ideas easier to understand and remember**.



**What 'types' of video for  
colleges?**



**Broadcast TV**



*enhancing the learning experience*

**BROADCAST TV**

# Making the Most of Your ERA Licence





The ERA Licence supports the education sector by making it easy for educators to exploit the full potential of broadcast resources in the classroom.

TV and radio can be used to:

- **ignite creativity in students of all abilities**
- **explain and bring to life challenging concepts**
- **allow learners to visually engage with course content in a real-world context**
- **engage learners with concepts before undertaking tasks directly**
- **make real the possibilities of employment in their desired industries**







Under the ERA Licence, you can:

- record, copy and retain TV and radio broadcasts belonging to our Members for non-commercial, educational uses;
- digitise pre-1989 analogue recordings;
- embed whole programmes or clips into your resources;
- use our Members' on demand services (e.g. BBC iPlayer, All4, etc.) and/or third-party services such as ClickView, Box of Broadcasts and Planet eStream to show programmes and clips to students



### **Can I use YouTube under the ERA Licence?**

In general, materials accessed via YouTube are not supported by the ERA Licence. The Terms and Conditions of YouTube refer to 'personal use only' and this does not extend to use in educational establishments. The exceptions to this are the YouTube channels maintained by the BBC. Material from these dedicated channels can be used for educational use by educational establishments holding an ERA Licence.

### **Can I use Netflix under the ERA Licence?**

Netflix and similar platforms are streaming services for private and personal use and therefore not covered by an ERA Licence. Use of such services is governed by their individual terms and conditions.

### **Does the ERA Licence cover the copying of pre-recorded or bought DVDs?**

No. The copying of commercially-produced, pre-recorded CDs, DVDs, videos and audio tapes is not authorised by the ERA Licence.





# Teaching and Learning Video

# T&L Video

## Inspiring and engaging students...

*Willmot et al (2012) showed there is strong evidence digital video can motivate students., and this led to improved academic performance.*

- Helps secure quality planning and resources, having confidence in the curriculum content
- Independent learning
- Assisting with mastery learning: In some cases, video can be as good as an instructor in communicating facts or demonstrating procedures to assist in mastery learning where a student can view complex clinical or mechanical procedures as many times as they need to
- Use to introduce or consolidate topics
- Facilitating thinking and problem solving
- Can used to support catch up where learners have been absent
- Can support flip classroom model



ENGINEERING

# Engineering Solutions



ENGINEERING SOLUTIONS

## Testing Solutions

E 2019 Interactive

The testing, evaluation and refinement stage is an integral part of the engineering design process. This video investigates three real-world projects requiring different testing methods, uncovering why testing is crucial to achieve finished products that fit the brief. Engineering students will be ... Show more

Show video ▼



ENGINEERING SOLUTIONS

## Impactful Materials

E 2019 Interactive

A critical aspect of design is the selection of materials to make a product. Physical and chemical properties, cost and availability, and social, ethical and environmental impacts of materials are all important considerations. This video explores criteria for selecting the best materials for engineering ... Show more

Show video ▼



ENGINEERING SOLUTIONS

## Designing Engineered Solutions

E 2019 Interactive

Engineers can face many design challenges when undertaking a project. Identifying problems is the crucial first step in the process of designing solutions. This video looks at some unique challenges and the approaches that real-world companies take to tackle them in three exciting case studies: ... Show more

Show video ▼

Chapters Resources

- Comprehension Questions.pdf
- Designing a Deepsea Challenger.pdf
- Suggested Responses.pdf
- Transcript.pdf

ClickView

Produced by ClickView

Share Options ▼

Share Options ▼

Share Options ▼

ENGLISH/LITERACY  
RESISTS

# Sentence Structure



LIFE SENTENCE

## Sentence Structure

E 2019 Interactive

This video explores the basic concept of sentence structure. Gil T. Mann is very close to learning the result of his court trial. The sentence structures contained in his written statement will determine whether he is found guilty, or just plain Gil T. Mann. Learners from secondary school age up to F... Show more

Show video ▾



LIFE SENTENCE

## Verbs: Tense & Number Agreement

E 2019 Interactive

Learners can struggle with conjugation and tense agreement. It all sounds like utter linguistic jargon to Gil T. Mann. But these are actually core grammar concepts we use every day when writing English. Gil quickly learns the importance of matching the number of nouns with the co... Show more

Show video ▾



LIFE SENTENCE

## Punctuation

E 2019 Interactive

This video explores basic grammar questions for learners: When should you use a comma? How do you use quotation marks in your writing to show someone else is speaking? And what on earth is the difference between a colon and a semi-colon, anyway?! Many learners from second... Show more

Show video ▾

# Careers and Work Readiness



Chapters

Resources

- Comprehension Questions.pdf
- Say Yes to the Dress Code.pdf
- Suggested Responses.pdf
- Transcript.pdf

Produced by ClickView

Maisy Sinclair - Tech Degree Apprentice

5:03

CAREERS AT PRICEWATERHOUSECOOPERS S01 • E09

**Maisy Sinclair: Tech Degree Apprentice**

U

2019

Maisy Sinclair, a university student at Queens University discusses her career progress in PwCs graduate programme.

Show video

Anita May Goulding - Strategic Developer at Adobe

3:04

WORK INSPIRATION

**Anita May Goulding: Adobe Strategic Developer**

U

2019

Interview with Anita May Goulding from Adobe about strategic development.

Show video

Student Interview With A Games Designer

2:08

WORK INSPIRATION

**Student Interview with a Games Designer** NEW

U

2019

A student discusses the career of a game designer, including his background in the field and his advice for others following their passion.

Show video

Ella McCann - Brightstart Apprentice/ Deloitte

1:51

GRADUATE PROGRAMMES AND APPRENTICESHIPS S01 • E02

**Ella McCann: BrightStart Apprentice at Deloitte**

U

2019

Ella McCann discusses her apprenticeship for Deloitte on the Brightstart scheme.

Show video



# CSR



## CORPORATE SOCIAL RESPONSIBILITY CSR in Action: Benefits and Limitations

Corporate social responsibility has the potential to create lasting positive changes in the communities with which a business interacts, increase an organisation's trustworthiness and the fulfilment of their employees. However, CSR comes at a price and can unearth new tensions between ... Show more

Show video



## CORPORATE SOCIAL RESPONSIBILITY CSR and the Triple Bottom Line

Coined in the early 1990s, the term 'triple bottom line' is often used in dialogue around corporate social responsibility to define the three interrelated areas by which modern companies should measure their success: people, planet and profit. Students will gain valuable insight into how the triple bottom line ... Show more

Show video



## CORPORATE SOCIAL RESPONSIBILITY Carroll's CSR Pyramid

Carroll's Corporate Social Responsibility Pyramid has long been used as the framework through which to think about a business' economic, social and environmental responsibilities. In this comprehensive video, students will be guided through the four layers of Carroll's Pyramid, introduced to ... Show more

Show video



## CORPORATE SOCIAL RESPONSIBILITY CSR and Stakeholders

With Marks & Spencer providing an invaluable case study of how corporate social responsibility is applied in a real, multi-national context, this video explores the sometimes complex relationship between stakeholders and CSR. Students will gain insight into how CSR can have a positive impact on ... Show more

# Anxiety

**Series: Understanding Anxiety**  
3 videos

**UNDERSTANDING ANXIETY**  
Transition Anxiety  
E : 2019 | [Interpretive](#)  
Starting at a new school is one of the biggest changes a young person can face and, understandably, it can bring with it many anxious thoughts and feelings. Looking specifically at practical strategies to manage their emotions and behaviours in this period of transition, this programme... [Show more](#)

**UNDERSTANDING ANXIETY**  
What Is Anxiety?  
E : 2019 | [Interpretive](#)  
How and when we experience anxiety is as individual as we are. The ways that we cope with and manage it are different too. This programme provides students with an introduction to anxiety, what it might look and feel like, and some of the useful methods to calm it when it strikes. [Show more](#)

**UNDERSTANDING ANXIETY**  
Exam Stress  
E : 2019 | [Interpretive](#)  
Nerves before a big test can be productive. But when nervous energy grows into an overwhelming anxiety, exam performance can suffer, just as the negative feelings and self-talk have convinced you it will. Important viewing for students ahead of an exam, performance or competition. [Show more](#)

**SOCIAL MEDIA ME: SEASON 2**  
Episode 2: Cyberbullying and Digital Citizenship  
PG : 2018 | [Interpretive](#)  
Jules goes on a roller coaster ride taking steps to make right with her social media followers. Her initial apologetic post is well-received, but relief is only temporary... more floodgates open and the consequences of her actions snowball. Meanwhile her friend Aaron is thinking seriously about... [Show more](#)

**SOCIAL MEDIA ME: SEASON 2**  
Episode 3: Resilience and Digital Citizenship  
PG : 2018 | [Interpretive](#)  
As Jules' social media world spirals downwards, her friend Aaron prepares to enter an online hate exchange. Jules turns to Project Rock for advice, and starts along the hard road of repairing relationships. Meanwhile Aaron rethinks his approach. Part 3 of this series, this clip carries per... [Show more](#)

**SOCIAL MEDIA ME: SEASON 2**  
Episode 1: What Is Digital Citizenship?  
E : 2018 | [Interpretive](#)  
Jules has built a positive social media presence promoting good digital citizenship, online ethics and safety. So when her friend Aaron faces some social media challenges, she offers sound advice. Yet sometimes good digital citizens stumble - Jules' online popularity takes a new turn... [Show more](#)

ClickView

- Short Focused Videos with additional resources
- TV Content – clips from TV content / documentaries
- News Articles – bring in up to the minute content, hot topics or discussion points
- Deepen topic knowledge or understanding with associated content
- Addition of BLC Content



Level 3 Public Services  
Crimes against people





**Your own Video**

# Leverage your educators and experts



ClickView

Dashboard Libraries Exchange Workspace Playlists TV

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Notifications 6 | ClickView Training | Michael Wilkins

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- Computer Science with Craig 'n' Dave
- Social Studies Made Fun with Mr. S
- City of Glasgow College

City of Glasgow College

TV OF GLASGOW COLLEGE

City of Glasgow College

Home Videos Playlists

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About City of Glasgow College

Putting Authentic Listening Skills at the Heart of Language Learning

Putting Authentic Listening Skills at the Heart of Language Learning. A presentation by Ian Badger at the ESOL Conference 10th June 2015

Share Options

Business, Administration & Law (5) >

BASIC ECONOMIC PROBLEM

Basic Economic Problem

MARKET PRICE GRAPH EXAMPLE

Markets - Supply, Demand and Price Determination

Calculating Sales Maximisation

Calculate Breakeven Levels of Output

ESOL & Language Learning (10) >

Glaswegian

Putting Authentic Listening Skills at the Heart of Language Learning

Memory Strategies for Language Learners

Shorthand Speed Revision: Unit 15 & 16

For effective educational content be mindful of;

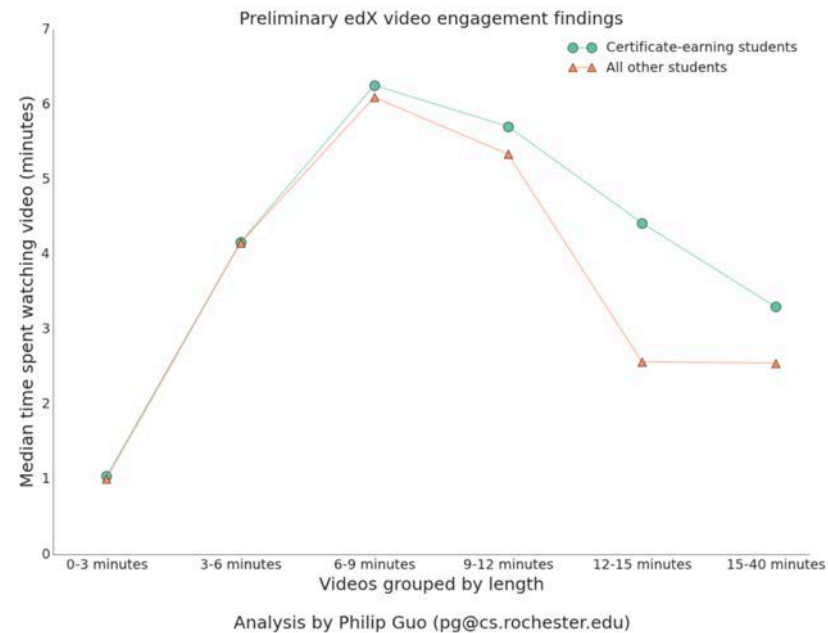


# Engagement

Lessons derived from research on multi-media instruction and MOOCS



- Short
- Conversational
- Pace and enthusiasm



For effective educational content be mindful of;



# Cognitive load

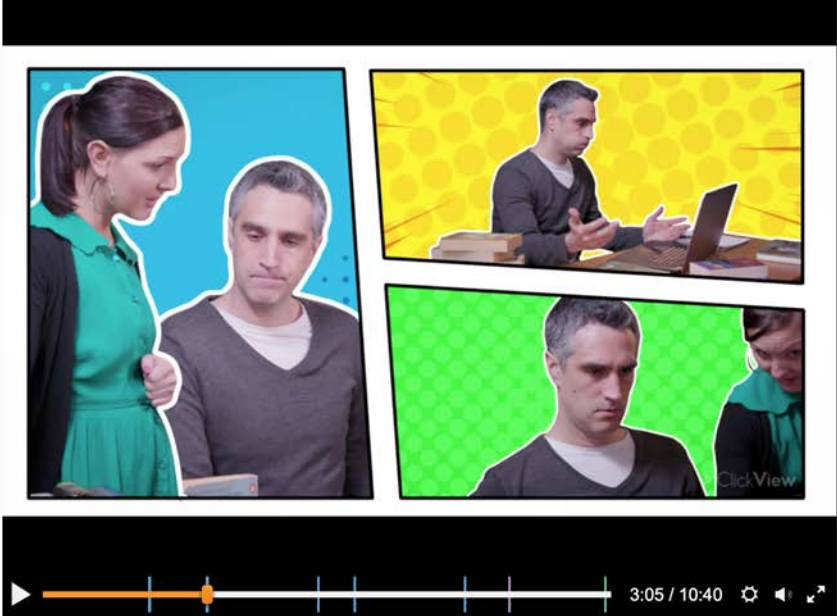
Important (in the **design & implementation**) to prompt working memory to accept, process, and send to long-term memory only the most crucial information by...

- Matching Modality
- Segmenting
- Weeding
- Signalling

For effective educational content be mindful of;

# Features that promote active learning

To help students get the most out of an educational video, it's important to provide tools to help them process the information and to monitor their own understanding.



The image shows a ClickView video player interface. The video content is displayed in three panels: a woman and a man talking, a man working on a laptop, and a man looking at a screen. Below the video is a progress bar showing 3:05 / 10:40. To the right of the video is a sidebar with a question and four options.

Choose two (2) of the following options. If you need further information about a work task or responsibility, you should:

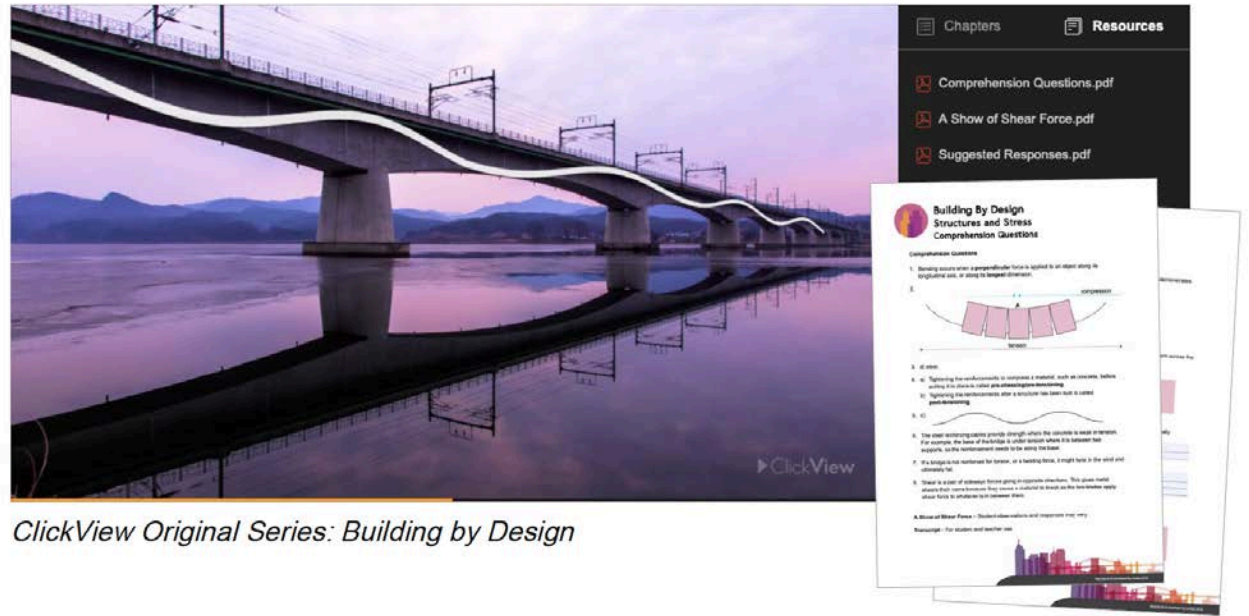
<input type="checkbox"/>	complain about your manager.
<input type="checkbox"/>	ask your manager further questions.
<input type="checkbox"/>	refuse to do the task.
<input type="checkbox"/>	research information from other sources (e.g. manuals, educational videos, etc.)

Save & Continue

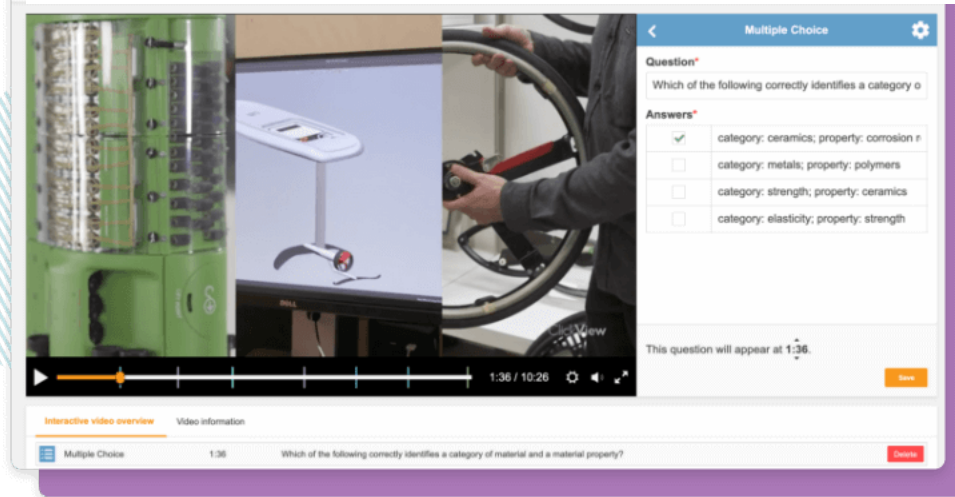
- Use guiding questions
- Interactives that give student's control
- Flipped approaches



# More than just video



ClickView Original Series: Building by Design







# Blended Learning CONSORTIUM



Dashboard **Libraries** Exchange Workspace Playlists TV

Search...

## My School

### Blended Learning Consortium (114 videos)

Animal Care  
Catering  
Childcare L3  
Construction  
Engineering  
Hairdressing  
Maths  
Media Make Up  
Motor Vehicle  
Performing Arts  
Public Services  
Sport



Animal Care  
10 videos



Catering  
10 videos



Childcare L3  
10 videos



Construction  
10 videos



Engineering  
9 videos



Hairdressing  
5 videos



Maths  
9 videos



Media Make Up  
10 videos



Motor Vehicle  
9 videos



Performing Arts  
10 videos



Public Services  
10 videos



Sport  
12 videos

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Dashboard **Libraries** Exchange Workspace Playlists TV

My School  
Blended Learning Consortium  
(114 videos)  
Animal Care  
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Maths  
Media Make Up  
Motor Vehicle  
Performing Arts  
Public Services  
Sport  
ClickView  
FENE Library  
(2,493 videos)  
PLUS Library  
(1,383 videos)  
Primary Library  
(858 videos)  
Secondary Library  
(2,359 videos)



Childcare L3  
10 videos

Open in Library  
Generate PDF

Libraries / Blended Learning Consortium / Childcare L3

Sort by Recently Added

	GRABBY Topping and tailing (1)	Share Options
	GRABBY Sterilising (1)	Share Options
	GRABBY Resuscitation (1)	Share Options
	GRABBY Play-doh (1)	Share Options
	GRABBY Nappy change (1)	Share Options
	GRABBY Messy play (1)	Share Options
	GRABBY Making a bottle (UNRATED)	Share Options
	GRABBY Choking (1)	Share Options
	GRABBY Bathing (1)	Share Options
	GRABBY Bedtime (1)	Share Options

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