Digital Literacy & The Future of Video

Agenda

1. Introduction

2. Video consumption in education

3. How schools are approaching accessibility

4. Video hosting and captioning as a UDL approach

5. Benefits of using a video hosting platform

6. 5 ways to increase student engagement with captioning

7. Insights from the ATI manager at George Mason

8. 5 ways to increase student engagement with videos

9. Insights from Senior Solutions Engineer at Kaltura

10. Q&A

Who is here?

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Assistive Technology Manager at George

Mason University

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Marketing Manager, Verbit

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Senior Solutions Engineer, Kaltura

Video Consumption in Education

Why Educators Use Video

92% think video increases student satisfaction with their learning experience

84% think it increases student achievements

83% think it increases teacher satisfaction with their teaching experience

83% think it increases educator collaboration and professional development

How Schools are Approaching Accessibility

DISCLOSE	DOCUMENTATION	ACCOMMODATION

Extended Time

Note taking Support

Interpreter

Trends in Higher Education

Disability Rates in Higher Ed Increasing

⚑ Between 1978-1998, the percentage of college freshman with disabilities tripled from 3% to 9% (The National Council on Disability, 2003)

  ➢ Today 11% of all undergraduates have a disability (U.S. Department of Education, 2015)

⚑ Greater variation in types of disabilities (Digest of Education Statistics, 2011)

Growing Role of Online Learning in Higher Education

⚑ Increasing role of online learning in higher education (Allen & Seaman, 2013)

⚑ Growing number of legal challenges against universities for inaccessible ICT (Zhou, 2011; Szpaller, 2012)

Snapshot of Recent Settlements (Re: ICT Access)

⚑ **Inaccessible E-Learning Technologies**

➢ Educational technologies (e.g,, LMS, captions, documents,

CMS, library databases, supplemental applications, etc.)
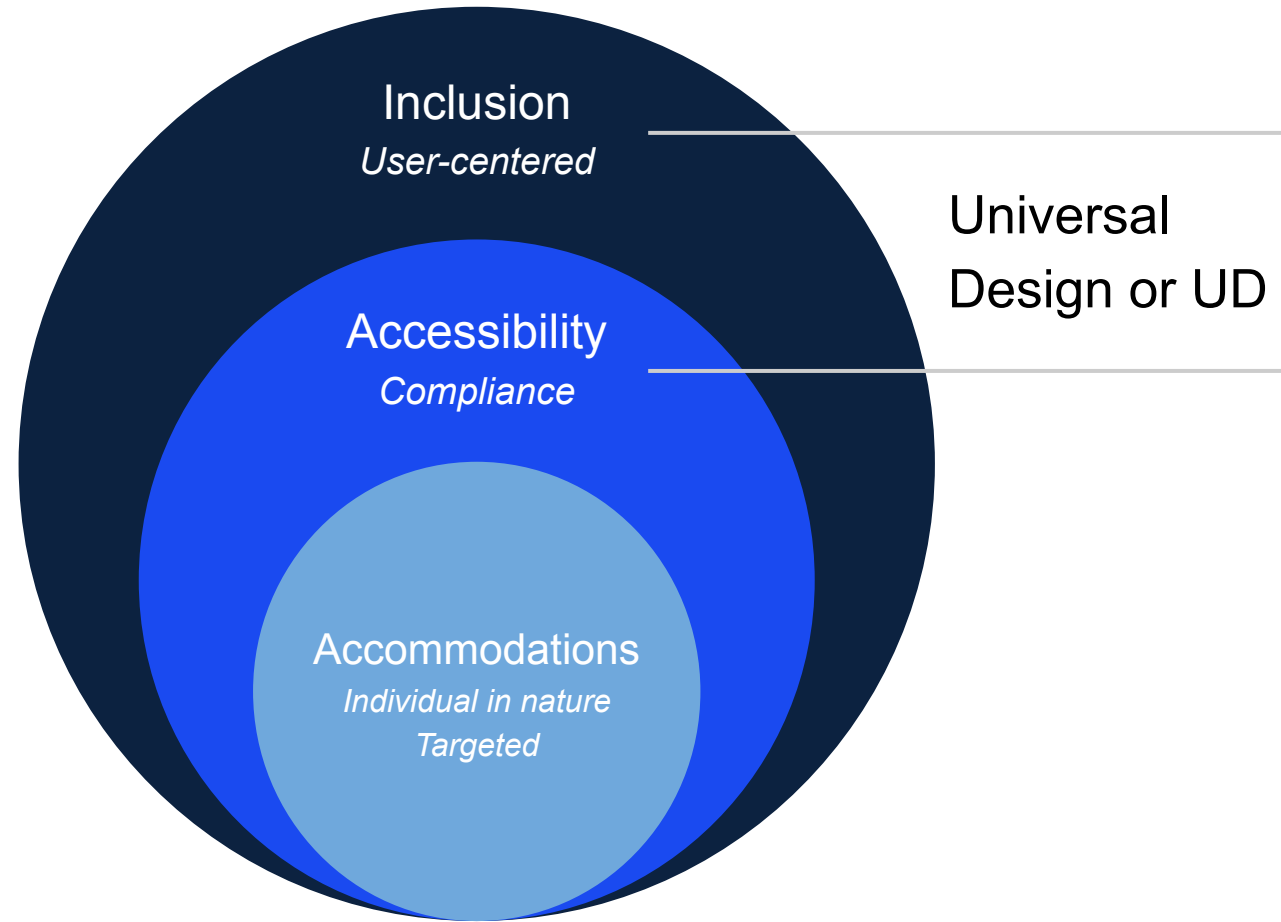
➢ Websites/non-academic web-based resources

⚑ **All involve individuals with sensory impairments**

⚑ **Issue underlying all of these settlements...**

Use Broad Strategies Rather Than Individual Solutions

Inclusion
User-centered

Accessibility
Compliance

Accommodations
Individual in nature
Targeted

Universal
Design or UD

Video Hosting & Captioning as a UDL Approach

🚩 **Universal Design for Learning** is an educational framework to optimise teaching for all different learning styles and presenting information in multiple ways.

🚩 **Principle II** of UDL is to provide multiple means of representation

🚩 Whether by **disability, culture, environment, or preference**, learners learn and make connections to educational content in many different ways.

🚩 The **Curb Cut Effect** applied to captioning

🚩 Kaltura: **Full experience** is accessible by applying different features to the platform.

Benefits of Using a Video Hosting Platform

🚩 **Create everywhere, manage once**: Unite all your materials from lecture capture, desktop capture, mobile phones, uploaded files, even YouTube in one place for easy storage, management, delivery, and analytics

🚩 **Enriched and interactive video for more powerful teaching:** Enrich your videos to make for a more engaging and discoverable experience. Add captions, interactive branches based on viewers' choices, interactive video quizzes, chapters, advanced metadata, and more.

🚩 **Integrated with the tools you already use:** Seamlessly add advanced video to your LMS, CMS, Teams, email, and more. No need to leave your environment to create and engage with video

🚩 **Full control over content and experience:** Customize players, protect copyright, control access, and keep viewers from getting distracted by irrelevant cat videos

5 Ways to Increase Student Engagement with Captioning

⚑ Captions **make content more accessible to people with disabilities**

⚑ Captions **make it possible to continue to watch videos in places where audio is a challenge** (like how many of us watch Facebook videos without bothering to turn on the sound; watching despite background noise, in public areas, etc.)[1]

⚑ Captions **improve comprehension for everyone (visual vs auditory learners, etc.)**

⚑ SEO/search benefits
  ➢ Makes in-video search possible (e.g., interactive transcripts)
  ➢ Makes it easier for search engines to determine what the video is about and, as a result, improve ranking within searches

⚑ Captions **make it easier to offer translations** of material
  ➢ From a workflow standpoint, captioning and transcription is where you start when you are offering translations as well
  ➢ More engaging for non-native English speakers
  ➢ Reaches a wider audience

1 Linebarger, D. , Piotrowski, J. T. and Greenwood, C. R. (2010), On-screen print: the role of captions as a supplemental literacy tool. Journal of Research in Reading, 33: 148-167. doi:10.1111/j.1467-9817.2009.01407.x
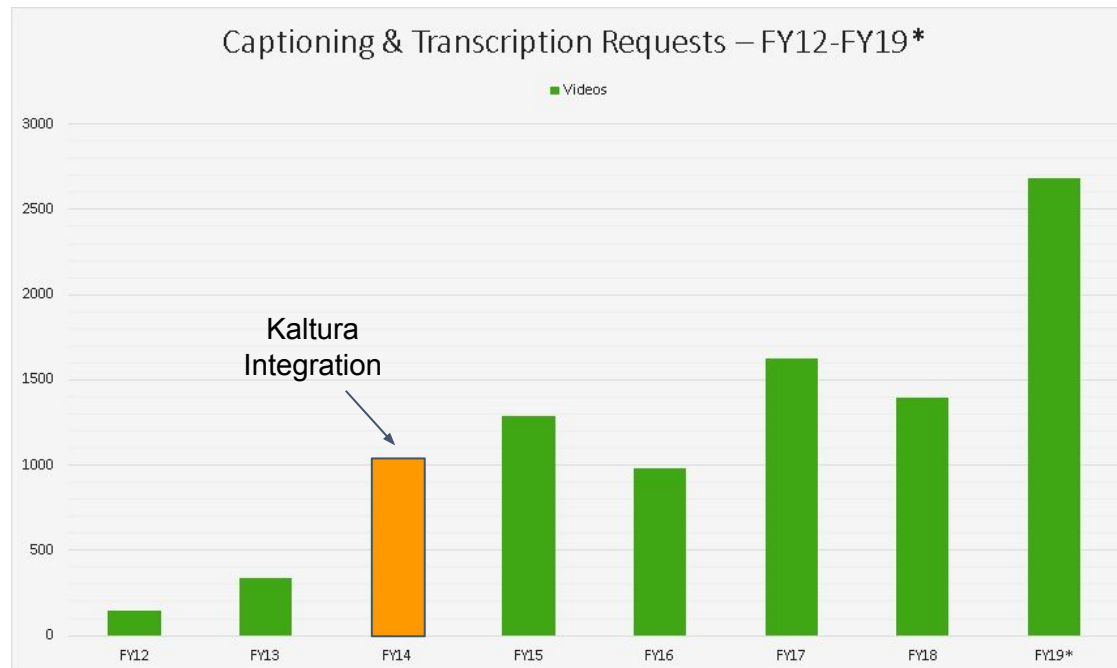
Insights from the ATI Manager of GMU

- GMU started offering university-wide captioning and transcription services in January 2012

- Existing workflows built almost entirely on APIs with captioning & transcription vendors (As of Sept. 2018, *Verbit, Inc.* has become a critical partner), *Blackboard* LMS, and *Kaltura*

- Platform-specific features:

  - APIs allow for **use of tags/categories to support different TATs (turnaround times)** on the *Verbit* platform

  - **Completed captions are auto-uploaded back to the *Kaltura* KMC** by Verbit

  - **Verbit offers web-based editing tools** that allow faculty members to make near real-time corrections to captions

  - Verbit's **online portal supports other 3rd streaming services** (e.g., YouTube, Vimeo, etc.)

How George Mason University Benefits

🚩 Workflows are **scalable**

🚩 Workflows can be **managed by one staff member**

🚩 Workflows support **increased faculty adoption** (i.e, ease of use)

Captioning & Transcription Requests – FY12-FY19 *

■ Videos

Kaltura
Integration

	FY12	FY13	FY14	FY15	FY16	FY17	FY18	FY19*

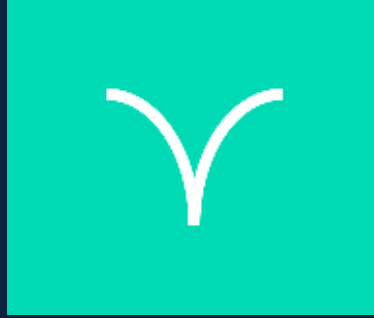# Insights from Sr. Solutions Engineer at Kaltura

A few final thoughts...

🚩 You're not alone; most campuses I work with are still refining their accessibility policies and processes.

🚩 Verbit and Kaltura make it easy to deploy video across your campus and to make it accessible from the start.

🚩 Bring additional benefits like searchability and interactivity.

🚩 We're here to help!

Q&A

All questions asked throughout the
webinar from the comments section
will be answered here.

Thank you