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VIRTUAL SUMMIT

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MAKING HIGHER EDUCATION WORK
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VIRTUAL SUMMIT, APRIL 1st 2020

# How AI is Creating the Netflix Model in Higher-Ed

Speaker:
**Rob Lipps**

# AGENDA

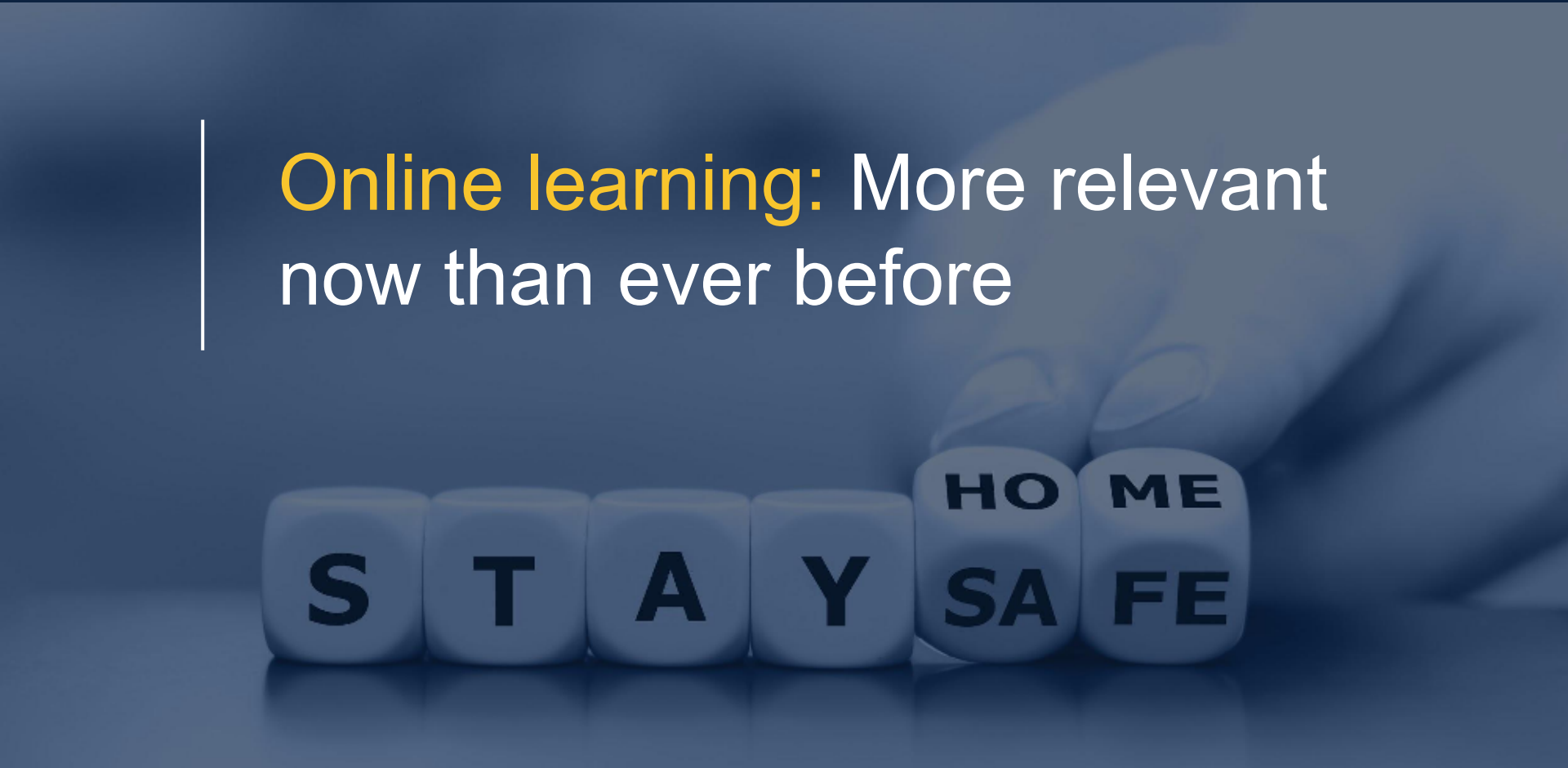
1. Online learning during a global pandemic
2. Gen Z: The Netflix model of learning
3. Personalizing learning with AI
4. What is AI and how is it being used?
5. AI: personalization vs compliance & $$
6. AI & accessibility
7. The need for lots of data

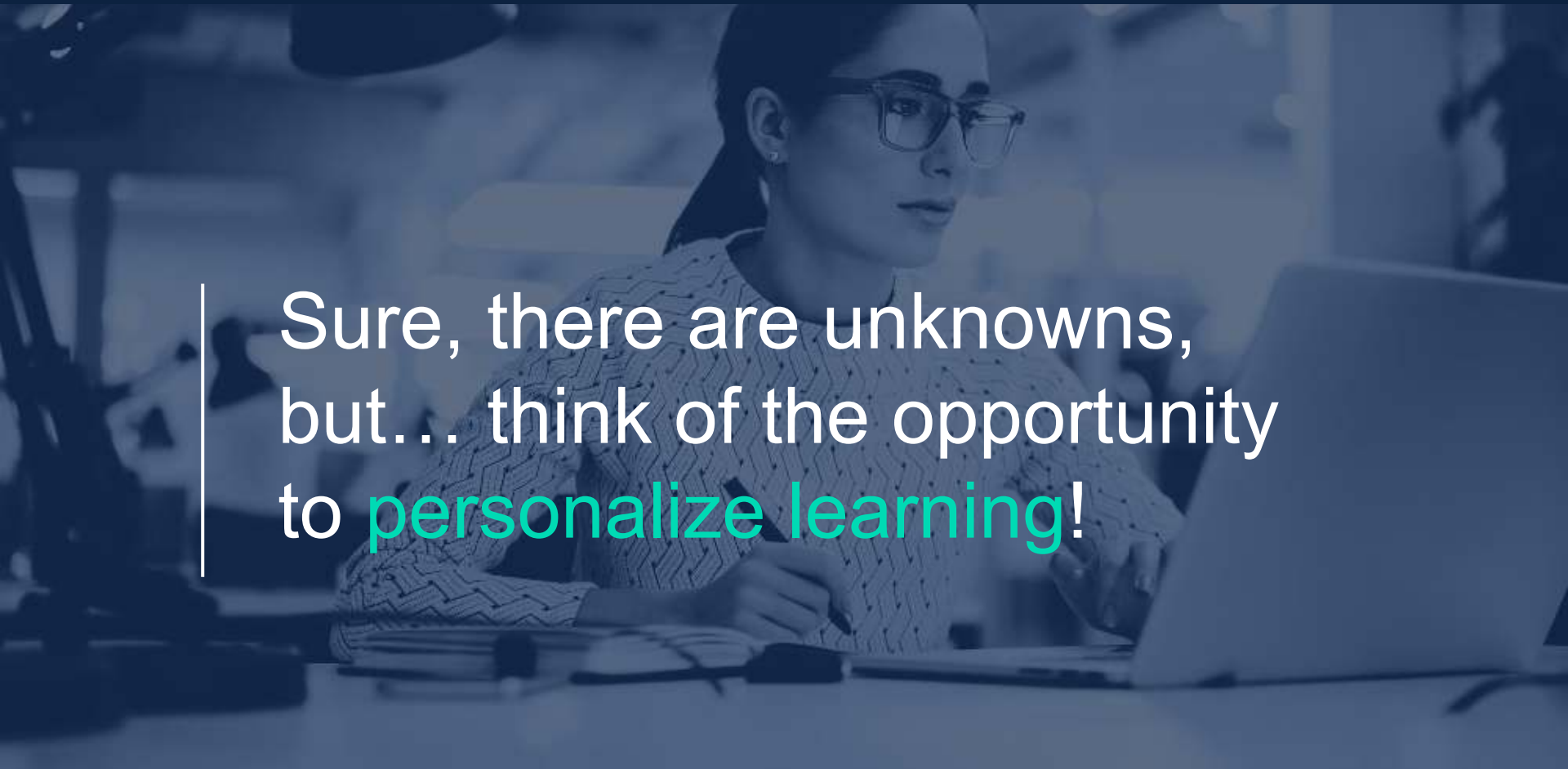
# SPEAKER

## Rob Lipps

EVP Sales, Mediasite

# Online learning: More relevant now than ever before





Sure, there are unknowns, but… think of the opportunity to personalize learning!

Campuses are closed worldwide. Plans for online learning are accelerated. Video lectures are connecting faculty & students.

# Xi'an Jiaotong-Liverpool University Cultural Shift

XJTLU | XI'AN JIAOTONG - LIVERPOOL UNIVERSITY

- Successful lecture capture since 2017
- Fast-tracked multi-year transition to blended learning due to outbreak; 100% online
- First 2 days: 3k videos created; 100,000 views in Moodle

# 3 Pillars of Online Learning

**Conferencing** **LMS** **On-demand video**

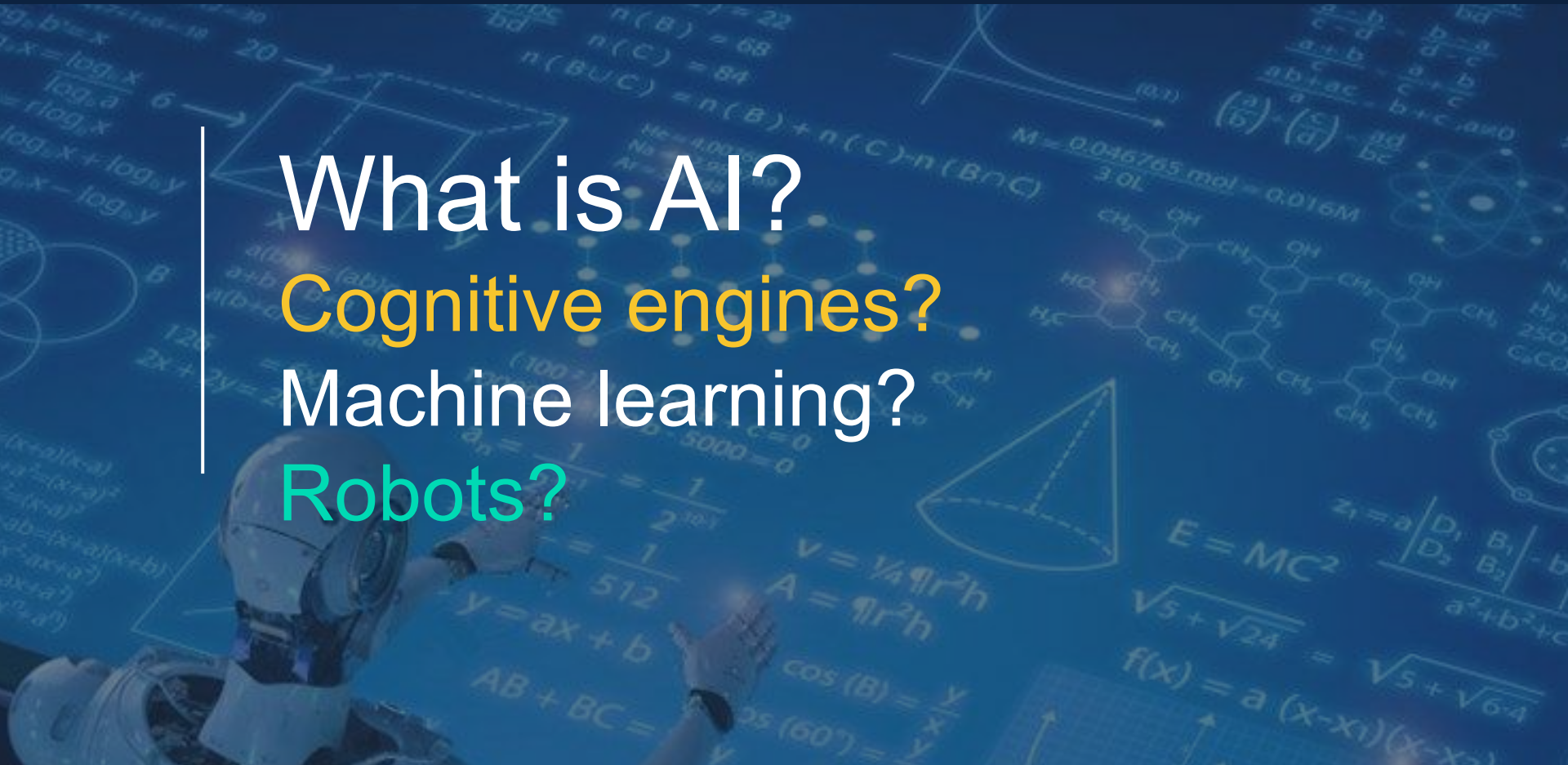
# Gen Z: The Netflix Model of Learning

- The “on-demand” Netflix mentality
- Using AI to suggest relevant videos
- Gaining deeper insights than ever before from student data

The future of learning will consider student preferences, such as how and when they want to learn and on what device.

# Personalized Learning with AI

- Students are time shifting, screen shifting, and place shifting their studies
- Every student learns differently
- Interactive video, closed captioning allows instructors to personalize learning



# What is AI?

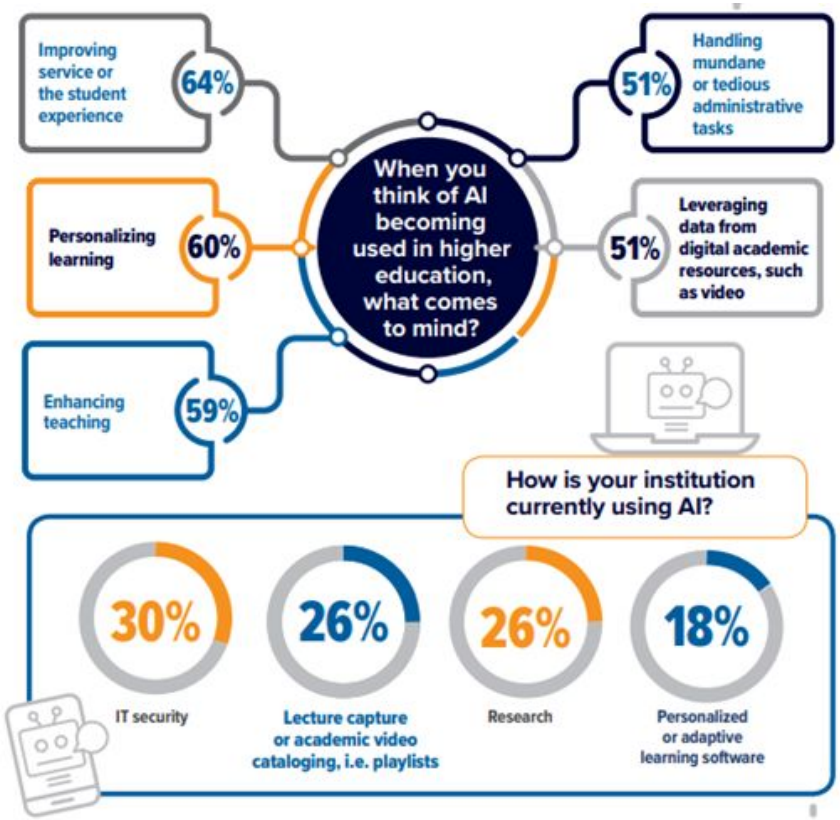
## Cognitive engines?

## Machine learning?

## Robots?

85% of business leaders say AI is a strategic opportunity yet only 5% use AI.

- IBM Watson




Download: Mediasite.com/reports/ai-academic-video

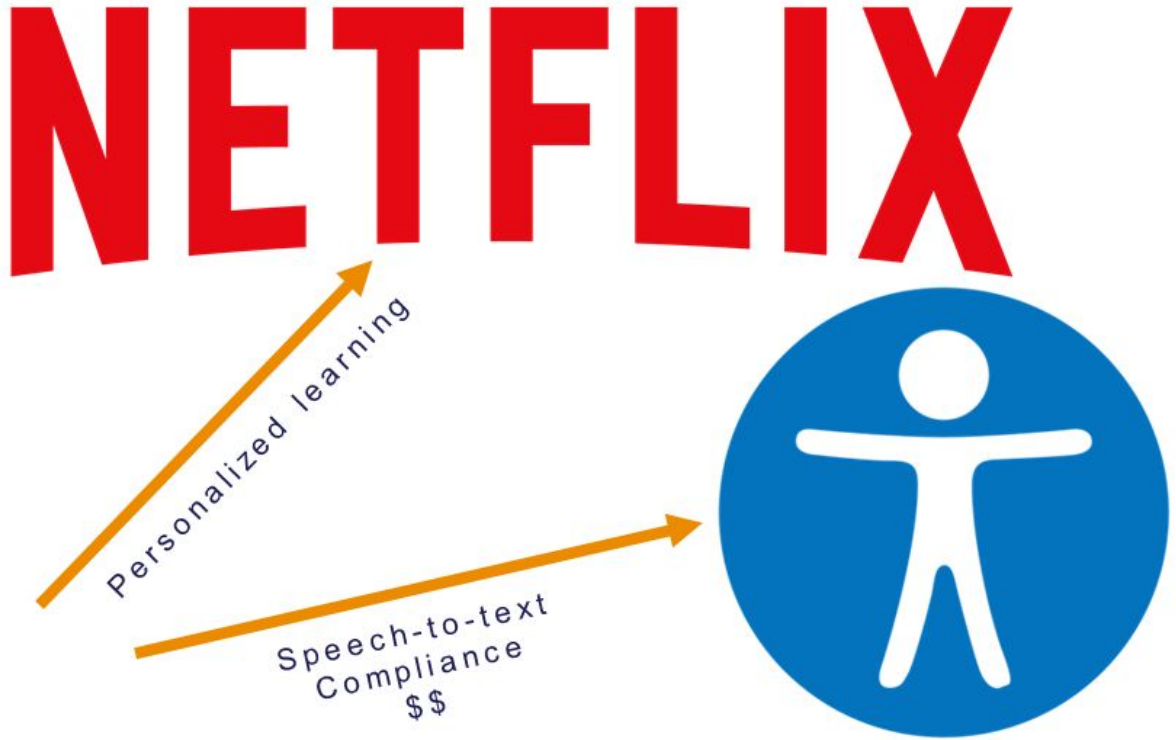
If you're not using AI, you're not alone, but think about this:

- AI disrupts the way you administrate
- Video disrupts the way you teach
- Why not combine the two & enhance learning?

# AI is hungry for data

**Do you have enough to satisfy its appetite?**

- AI applications consume data fast
- Expose students to ALL videos
- The more students watch & search, the more impactful AI becomes

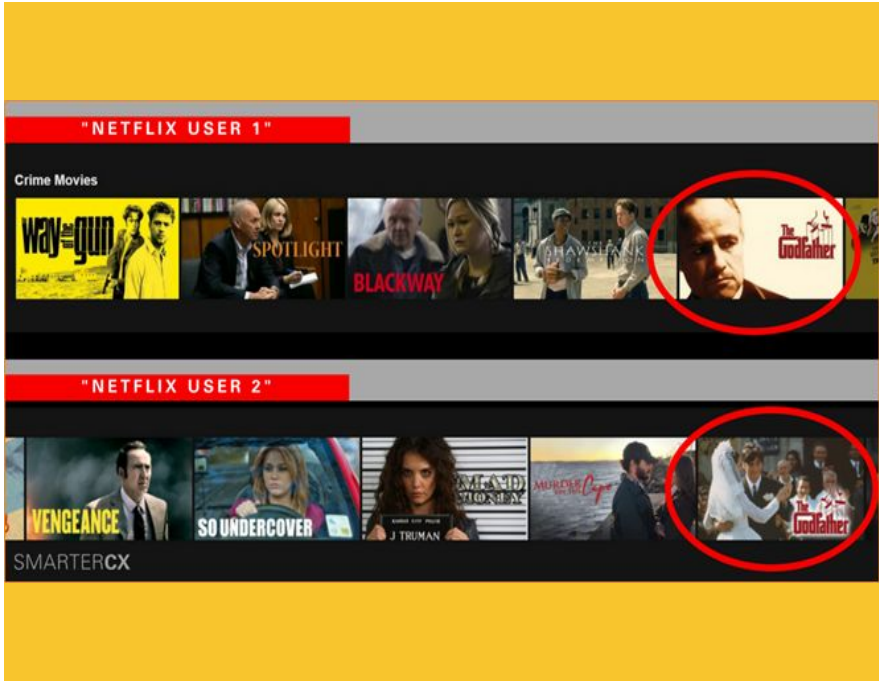

NETFLIX
Personalized learning
Speech-to-text
Compliance
$$

# Use AI to suggest relevant videos; build playlists

Get deeper insights into student data

# Netflix uses AI for...

- Personalized recommendations
- Auto-generation of thumbnails
- Location scouting for movie filming
- Moving editing to sync subtitles
- Caching optimization for streaming quality



ACCESSIBILITY

Google artificial intelligence

All News Images Videos Books More Settings Tools

About 563,000,000 results (0.60 seconds)

**IBM Watson | Start Your AI Journey**
Ad www.ibm.com/
Watson Is The Open, Multicloud Platform That Lets You Automate The AI Lifecycle. Learn How

**Let's Put Smart To Work**
Expect More From Technology Across Industries. Dear Tech, Let's Talk.

**Explain & Govern AI**
Learn More About IBM Leadership In Explainable AI

**AWS AI | Better Predictions | Deeper Insights**
Ad aws.amazon.com/ai
Apply the broadest and deepest AI and machine learning tools for your business. More companies choose AWS AI than any other cloud.

**Artificial intelligence - Wikipedia**
https://en.wikipedia.org/wiki/Artificial_intelligence
In computer science, **artificial** intelligence (**AI**), sometimes called **machine** intelligence, is intelligence demonstrated by machines, in contrast to the natural intelligence displayed by humans and animals. History of artificial intelligence · Applications of artificial ... · Philosophy of artificial · Ai

**Benefits & Risks of Artificial Intelligence - Future of Life Institute**
https://futureoflife.org/background/benefits-risks-of-artificial-intelligence/
Why do we need research to ensure that **artificial intelligence** remains safe and beneficial? What are the benefits and risks of **artificial intelligence**?

## Artificial intelligence

In computer science, artificial intelligence, sometimes called machine intelligence, is intelligence demonstrated by machines, in contrast to the natural intelligence displayed by humans and animals. Wikipedia

**Father:** John McCarthy is one of the "founding fathers" of artificial intelligence, together with Marvin Minsky, Allen Newell, and Herbert A. Simon. wikipedia.org

### Ai movies

View 15+ more

A.I. Artificial Intelligence

Ex Machina

Blade Runner 2049

Avengers: Age of Ultron

The Matrix

Netflix deployed AI in the right way. Let's follow its lead in the classroom.

# Any Questions?

# SAVE THE DATE

## Ask The Expert: Moving Schools Online

### April 7th | 12:00 - 12:30 pm EST

Join us for a 30-minute deep dive into the topic of best practices for online learning.

**info.verbit.ai/moving-schools-online**

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# THANK YOU!

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