The Ultimate Guide on Video-Based Learning

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Introduction

In today's age of visual information, where most of us learn better with visual content, images and videos are gaining popularity in eLearning courses as well for keeping the learners engaged with the course. Research has shown that visuals help in conveying messages faster, motivate learners, and make it easy to store information in the long-term memory.

Visuals have found to improve learning by 400 percent! [1]

Several studies prove that while a learner is likely to remember only 10% of textual content, the likelihood of she remembering the video content is as high as 50%. It is, therefore, not surprising that the demand for video-based learning is skyrocketing. Short, crisp, and engaging video bytes on a wide variety of subjects have already flooded the social networking and learning platforms. Video-based learning is not a completely new phenomenon. It was earlier considered as an informal way of learning. Increasingly, with the proliferation of Internet, social media, high bandwidth, and smartphones, it has started gaining attention from the corporate and academic side as well.

Microsoft calculates that over 3 years, its video portal for employee training and knowledge sharing resulted in total costs saved and avoided of about $13.9 million per year. The ROI for the period was estimated at 569%. [2]

Read this guide for some knowledge and advice on benefits of using videos in eLearning, useful information about interactive video and its benefits, and get guidance on where to use videos. It also shares some general guidelines for video production.

If you are an Instructional Designer tasked with the creation of an interactive course or an eLearning course creator wanting to create a high-class engaging learning experience for your learners, you are sure to enjoy this guide.

Video-based Learning

In the early 1950's, some of the first uses of video in classrooms were represented by "social guidance films". Around that time, teachers started using videos to supplement their classrooms sessions. In the year 2002, MIT offered video lectures of 50 freely accessible university courses to online users.

Later on, Yale, Stanford, and other such elite universities followed the suit. In 2011, MOOC revolutionized the video-based education when 160,000 people signed up for an artificial intelligence course by Stanford professor and Google executive Peter Norvig. While universities made video lectures available for their students, Khan Academy has revolutionized the K-12 education. The videos of Khan Academy have got millions of subscribers and fans.

As we see, the use of videos in learning is not new. With the ability to deliver learning both synchronously and asynchronously and the ability to comprehend to different learning styles, videos have the capability to engage the auditory and visual senses of the learners. Videos compel the learners to work faster and thus, revitalize learning.

Benefits of Using Videos as a Learning Solution

As we saw in this paper, videos are more effective than plain text. They help in reinforcing and emphasizing on the key points. Some of the many benefits of using videos in eLearning are –

- **Engagement –** Videos keep the learners engaged and engrossed in the course and improve retention.
- **Cross Platform –** With the ability to seamlessly work on mobiles, laptops, tablets, and desktops, videos are one of the most easily available mediums to effectively deliver content.
- **Performance Support –** With the help of videos, 'troubleshooting guides' and 'how to' guides can be easily made available.
- **Cross-Language** - Since videos are highly visual in nature, they can be easily consumed by the non-native speakers of the language once subtitles and appropriate voice over are included.
- **Virality** – Videos are more likely to become viral as compared to other assets like images or text chunks.
- **Continuous Training Improvement –** With the use of videos, the training staff can save on the efforts needed for repetitive training delivery. The time saved can be used to improve the training program by conducting flipped classroom, personalized feedback and support, personalized learning paths, creating support materials for topics that most learners have difficulty in, etc.

Best Practices for Using Videos in eLearning

Once you have decided to use videos as an integral part of your eLearning course, following these best practices can help you in maximizing the impact –

1. **Objectives**
   The first and foremost thing is defining the objectives – why are you including videos, what do you want to achieve through the use, and what are the desired learning

outcomes. Only when the objectives are clearly defined, you will be able to track the learning outcomes.

2. **Length of the Video**
   The length of a video plays a crucial role in keeping the learners engaged and involved. Long videos tend to become boring whereas; videos with short nuggets of information keep the learner engaged. For lengthy modules, split up the videos in small sizes of 5-8 minutes.

3. **Visuals**
   One of the mistakes in video creation is the use of too much text – you need to ensure that you use more visual elements and less text in the videos so that the learner is able to better visualize the concepts being taught rather than simply reading the text as they would do in a traditional eLearning course.

4. **Branding**
   It is a good practice to brand the videos with company logo and branding guidelines. This helps in reinforcing the company branding and promoting the brand via the product.

5. **Selecting the Appropriate Style**
   There are multiple styles in which the videos can be created – in an eLearning course, it is recommended to maintain a consistent style throughout the course – be it live shoot, character animation or a combination of text and images – it is important to maintain consistency. Carefully evaluate the animation style for the creation of videos vis-à-vis the real value it will add to the learning. Sometimes, simple animations can work much better than 2D or 3D animations, which take significantly greater time and efforts to create. It is important to make the right choices.

6. **Selection of Topic**
   Videos are very effective for complicated topics and also for providing an overview of the course. Choosing the right topic for the use of videos can make the course more engaging and involving.

7. **Voice Over and Captions**
   Ensure that you are supplementing the text and visuals included in the video with a voiceover. Add captions for the learners with hearing disability. Including transcripts in the videos through captions increase the chances of completion rates.

Interactive Video and Its Benefits

While videos are great for learning, these are often considered as passive. Learners just watch them – even the most engaging and interesting videos can fail to retain a learner's attention if they cannot make the learner interact and participate. Interactive videos are the solution to this problem. It has been seen that interactive videos increase engagement, attention, and recall. Learners are likely to spend more time watching an interactive video.

Interactive video is nothing but a video with elements or areas where the learner can interact in the form of a click, tap or drag and gain access to the information. The revealed information changes based on the choices made by the learner.

Instead of navigating through different videos, learners can gather all the information within the context of the same video. Interactions within the video make the navigation within the videos much smoother and offer a continuous experience without breaking the emotional engagement.

Buttons and menus, transparent hotspots, video navigation controls, and in-video forms, quizzes and text entry are some of the ways of including interactivity in videos.

Benefits of Interactive Videos

- Interactivity within videos allows eLearning creators to combine the high-level information with a more detailed information. For example – the video can be used to provide a high-level overview of the concepts and it can then offer links for more information in the form of website link or other modules of the course based on the decisions made by the learners during the course of the video.
- Realistic scenario-based courses using video are highly engaging and effective.
- Branching logic can be integrated into the interactive videos to provide personalized learning paths. By offering decision points, interactive videos give an opportunity to the learners to decide on what they want to learn. This makes the training adaptable to individual learners.
- Facilitate learning by discovery, which increases information retention.
- With appropriate tracking, interactive videos can offer a tremendous wealth of information on the learner's preferences, abilities, attention span or personality profile helping the eLearning creators in enhancing their course material.

Types of Video-based Solutions

While videos have been increasingly used in various types of eLearning courses, there are certain types of courses for which, video-based learning has been very effective. These include -

- **Instructor-Led Training Videos** – Video recording of an instructor delivering training can be enhanced by adding conceptual animations in order to make the video more engaging and effective. Analogies told through stories help in simplifying complex concepts.

- **Interactive Scenario-based Videos** – Videos can convey the nuances of human interaction and body language. It makes it easier for learners to visualize actions and reactions to complex scenarios.

- **Infomercial Nuggets** – These are bite-sized learning objects (1 – 3 minutes), typically used to deliver information in a fun and engaging manner. Such videos are useful for reiterating key points of training.

- **Corporate Videos** – These videos can be used to showcase an organization's USPs, products and services, history, leadership message, etc.

- **Simple Video-Based Presentations** – These videos are created using simple text and image transitions. There are various animation styles that can be used for these videos, such as, typography or whiteboard animations.

- **Demonstrations –** eLearning course designers have found that teaching of complex or technical processes is very easy with the use of videos. Short demonstration videos help in effectively capturing each step of a process.

Device / Platform Independent Solution

Unlike traditional eLearning courses that have to be customized as per the target device, Video-based Learning solutions would work exactly the same way across all devices and platforms.

Video Production – General Guidelines

Video creation is not the same as eLearning course creation. It requires different types of skills, it is time-consuming, can be expensive, and there are a lot of technical aspects which need to be considered to offer a smooth video viewing experience to the learners. Having said that, with the right preparation, the results are worth it! Let us look at some of the guidelines and best practices for successful and effortless creation of eLearning videos –

- **Audience** – It is important to know your audience before you create the video. Having a clear understanding of their age, gender, interest can greatly help in the video creation.

- **Format** – It is important to choose the right video format. Videos in the wrong format or which require an installation of a plugin or codec can hamper the loading and viewing experience. Nowadays, MP4 format is widely used and is compatible with most of the players and software.

- **Scripting and Storyboarding** – Ensure that you have a complete script written and approved before you start the video production. Creating a full-fledged script with realistic dialogues is a fairly time-consuming task. Also, have a complete storyboard for all the shots you need to capture in your video. Clearly plan out all the specific techniques like a close-up shot, wide shot, point-of-view shot etc. for each and every scene in the video.

- **Video Shooting** – Before you start the video shooting, consider the following:
  - **Script:** The script should be prepared and signed-off well in advance before the actual shoot.
  - **Venue:** While shooting the videos, it is recommended that you use professional video recording services. Pay special attention to the lighting, ambient noise levels while finalizing the venue of the shoot.
  - **Actors:** The script should be provided to the actors in advance so that they are well-versed with their dialogs before the shoot. In the case of novice actors, use short dialogues to avoid re-takes.
  - **Verifying the Footage:** It is important to verify that you have all the recording of a particular actor to ensure that there is no dependency for a reshoot.
  - **Reshoot:** Avoid reshoots as far as possible because even a single reshoot can have exponential cost implications.

Conclusion

People learn better by example and videos offer a great way to present visual examples and enhance the learning experience. While text and graphics can make the eLearning courses monotones and boring, videos bring in the human element and help in keeping the course engaging. If done right, videos can immensely improve the eLearning course, effectively engage the learners, and help in reaching the learning objectives. For this to happen, it is important to ensure that videos are used appropriately with a thoughtful planning, the right amount of interactivity is used in the videos, and the video production is done in a planned professional way.

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About ITAD Group

The **International Training and Development** (ITAD) Group was established in 2011 to bring together our group of training and development companies under a single parent brand. Headquarter in Australia supported by global delivery centers and offices in India, Philippines and USA.

We aim is to provide a complete learning experience to clients by way of delivering solutions, products and services in online education and training domain.

ITAD offers Education Process Management (EPM), eLearning and LMS solutions to clients across APAC, India, Middle East, Europe, and Australia.

As part of training and development consulting, ITAD partners with clients to deliver learning solutions that blend face-to-face and virtual training programs. Its approach is to undertake a comprehensive training needs analysis in order to recommend training programs and solutions that are contextualized to best meet the needs of individuals and their organizations. We discover gaps in workplace skills and knowledge, and help our clients identify opportunities to gain competitive strength through up-skilling their people.

ITAD specializes in offering various modes of learning including Virtual classroom and provides extensive support services. It operates in the key industries that include educational and corporate establishments, enjoying a good position in development and delivery of integrated training solutions, eLearning development solutions, software solutions and marketing consultancy.

Over the years, ITAD has diversified into newer segments and geographies. It follows a unique business model of creating empowered sustainable solutions that enjoy the best of entrepreneurial independence and Group-wide synergies. This principle has led growth into new markets and ITAD has been able to establish footprints in APAC, India, Middle East and Europe.