Mediafication in Education - leveraging the concept of social media and its elements as learning tools

Overview
▶ Remote online video lectures and tutorials have been gaining significant attention due to COVID-19.
▶ It has proven to be valid and useful opening up a new era - the revolution of education.
▶ Social media videos are how many people consume information with entertainment.

Remote online teaching & learning (T&L)
▶ Involves both synchronous & asynchronous learning.
  • A mix of live lectures (LLs) for interactive discussions & pre-recorded lectures (PRLs), which explain concepts.
  • Students must watch PRL before attending related LL.
  • Recordings of LL are made available immediately.
▶ Uses video repositories (e.g., Echo360, MyMedia).
  • Enable to understand the interactivity via analytics.
  • Recognise student behaviour pattern to predict & measure important parameters of learning process.
  • E.g., student success, student performance, academic achievement, and learner engagement.

Challenges of remote online T&L
▶ Lack of engagement with video lectures.
▶ No time to revise leading to increased anxiety and stress.
▶ Decrease learner outcomes or increase dropout rates.

How engaging are video lectures?
▶ Based on learning analytics (objective):
  • Average completion rate is the average percentage of the video that students watched.
  • Average drop off rate is measured by viewer reaching playback quartiles.

Why is this?
▶ Learning environments for video lectures are often distracting due to its flexibility (anytime, anywhere).
▶ Long video lectures are less engaging.
  • Students lose focus & concentration even before halfway through the video due to short human attention span.
  • One-way message passing in the case of PRLs, which is boring.
▶ Short videos cover-up the problem of short human attention span, which is getting shorter.
  • This is why social media is so attractive to people regardless of their age, race and culture - so engaging and entertaining.

SMI-SVL Framework (work-in progress…)
Social media-inspired short video lecture (SMI-SVL) framework for a single content only.
▶ The more involved the student is in the academic activities, the more engaged.

Conclusion & Recommendations
▶ The pandemic has created a unique opportunity for educational changes that have been proposed before COVID-19 but were never fully realized.
▶ Time to truly reimagine education as we transition out of COVID-19 & need to rethink what is necessary, desirable, and even possible for future generations.
▶ Short video learning platforms prove to be an effective way to keep a student engaged with complete attention & shorter video lectures (ideally 10-min or less) are more engaging.
▶ Short video lectures on a single topic like social media are more effective in terms of student engagement and experience.

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Dr Atm Shafiul Alam
a.alam@qmul.ac.uk
School of Electronic Engineering and Computer Science, Queen Mary University of London