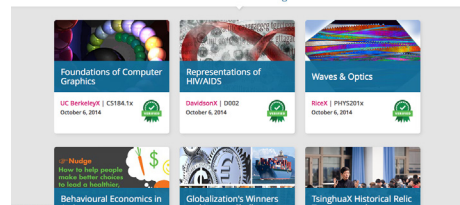
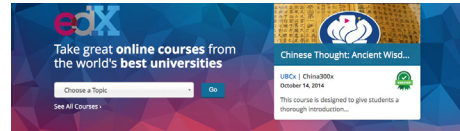


„To Tease Somebody“ – Video Style Differences Between Intro- and Lecture Videos in MOOCs

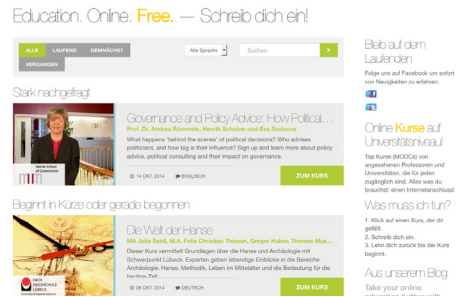
Jeanine Reutemann

eduhub days | 27./28. of January 2016 | University of Fribourg

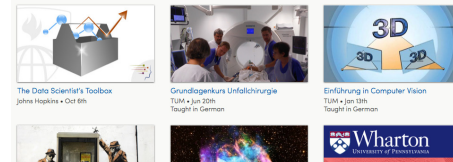
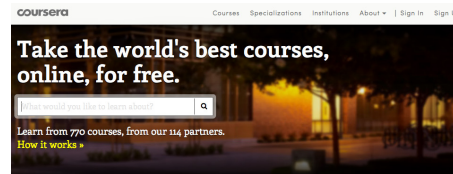
MOOC PLATFORMS



edX (USA)

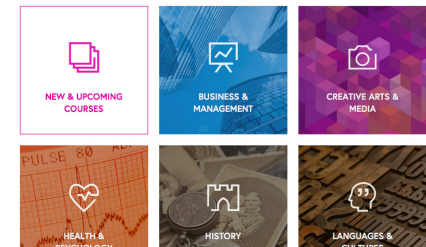


Iversity (D)



Coursera (USA)

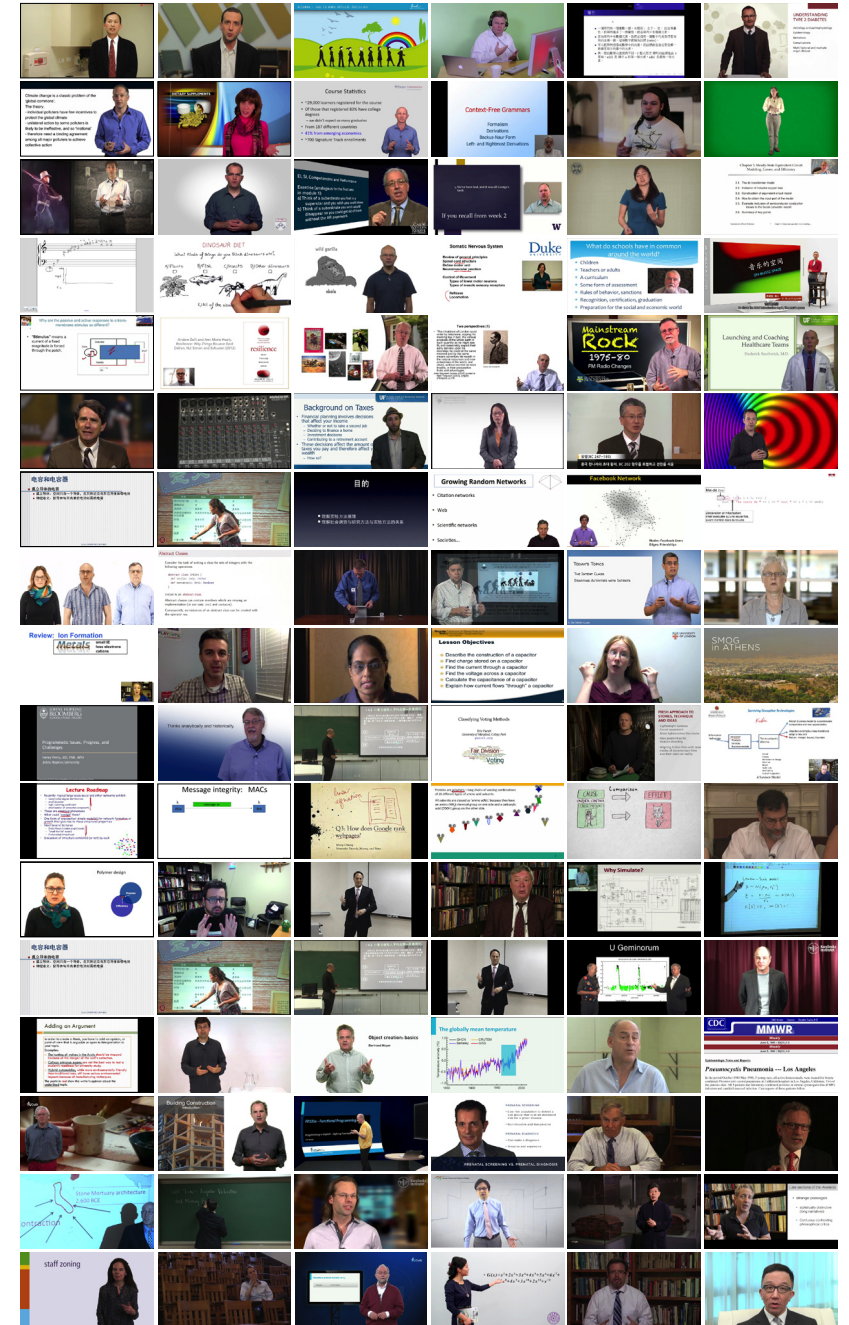
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Futurelearn (UK)

DATA SET

- overall 449 MOOC Kurse
- Period: September 2014 till January 2015
- Intro Video & Lecture Video
- Lecture video: 1. lecture-video in every 3. week (except introduction videos)



VARIABLES & CODING

- 70 variables (e.g. framing sizes, music, time laps, animation, photography, off-screen, speaker, gaze into camera, several speakers)
- Binary coding (1 if element exists, 0 if not)

RESULTS

A) Visualisation and Style		<i>(Average Values, Standard Deviations and t-test p-values for aggregate variables)</i>
Intro	Lecture	
3.15 (1.95)	2.30 (2.45)	
t-test, $p < 10^{-9}$		

Disaggregated value for variable A)

a1) Still photography		a2) Moving photography		a3) Additional footage		a4) Animation		a5) Infographics / Diagram	
Intro	Lecture	Intro	Lecture	Intro	Lecture	Intro	Lecture	Intro	Lecture
0.23 (0.42)	0.42 (0.49)	0.37 (0.48)	0.13 (0.52)	0.62 (0.49)	0.14 (0.35)	0.44 (0.50)	0.20 (0.57)	0.50 (50)	0.48 (0.64)
t-test, $p < 10^{-11}$		t-test, $< 10^{-14}$		t-test, $p < 10^{-38}$		t-test, $p < 10^{-13}$		t-test, $p < 0.01$	

b1) Visible words		b2) Time Lapse		b3) Slow Motion		Music	
Intro	Lecture	Intro	Lecture	Intro	Lecture	Intro	Lecture
0.58 (0.49)	0.81 (0.39)	0.14 (0.34)	0.02 (0.15)	0.09 (0.28)	0.00 (0.07)	0.66 (47)	0.09 (0.28)
t-test, $p < 10^{-15}$		t-test, $< 10^{-11}$		t-test, $< 10^{-11}$		t-test, $p < 10^{-83}$	

RESULTS

A) Visualisation and Style		<i>(Average Values, Standard Deviations and t-test p-values for aggregate variables)</i>
Intro	Lecture	
3.15 (1.95)	2.30 (2.45)	
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t-test, $p < 10^{-11}$		t-test, $< 10^{-14}$		t-test, $p < 10^{-38}$		t-test, $p < 10^{-13}$		t-test, $p < 0.01$	

b1) Visible words		b2) Time Lapse		b3) Slow Motion		Music	
Intro	Lecture	Intro	Lecture	Intro	Lecture	Intro	Lecture
0.58 (0.49)	0.81 (0.39)	0.14 (0.34)	0.02 (0.15)	0.09 (0.28)	0.00 (0.07)	0.66 (47)	0.09 (0.28)
t-test, $p < 10^{-15}$		t-test, $< 10^{-11}$		t-test, $< 10^{-11}$		t-test, $p < 10^{-83}$	

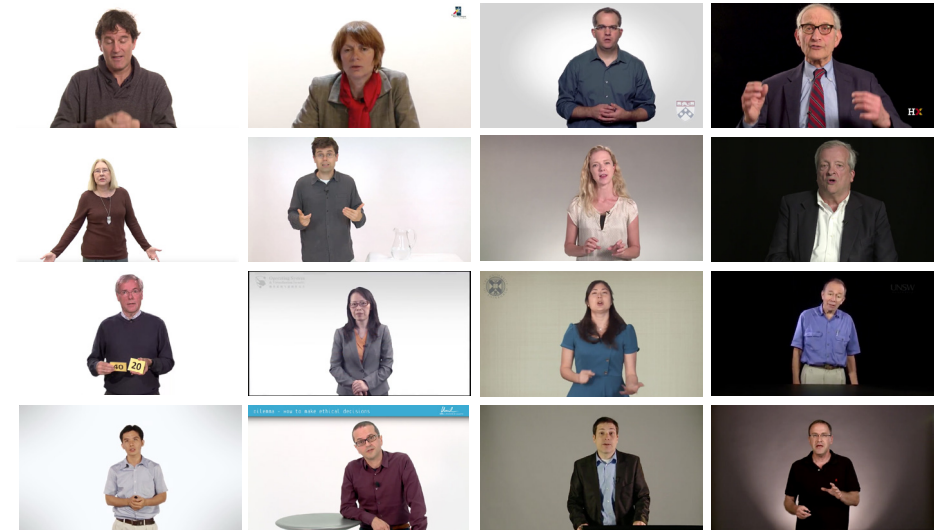
RESULTS

D) Shot Sizes		<i>(Average Values, Standard Deviations and t-test p-values for aggregate variables)</i>
Intro	Lecture	
3.30 (1.69)	1.83 (1.46)	
t-test, $p < 10^{-42}$		

Disaggregated value for variable D)

d1) Long shot		d2) Medium long shot		d3) Medium close up		d4) Shoulder close up		d5) Close up		d6) Extreme close up	
Intro	Lecture	Intro	Lecture	Intro	Lecture	Intro	Lecture	Intro	Lecture	Intro	Lecture
0.56 (0.50)	0.32 (0.47)	0.57 (0.50)	0.23 (0.42)	0.89 (0.31)	0.70 (0.46)	0.74 (0.44)	0.43 (0.50)	0.38 (0.49)	0.11 (0.51)	0.15 (0.35)	0.04 (0.45)
t-test, $p < 10^{-17}$		t-test, $< 10^{-30}$		t-test, $p < 10^{-14}$		t-test, $p < 10^{-25}$		t-test, $< 10^{-16}$		t-test, $p < 10^{-5}$	

RESULTS



D) Shot Sizes	
Intro	Lecture
3.30 (1.69)	1.83 (1.46)
t-test, $p < 10^{-42}$	

*(Average Values,
Standard Deviations
and t-test p-values
for aggregate variables)*

Disaggregated value for variable D)

d1) Long shot		d2) Medium long shot		d3) Medium close up		d4) Shoulder close up		d5) Close up		d6) Extreme close up	
Intro	Lecture	Intro	Lecture	Intro	Lecture	Intro	Lecture	Intro	Lecture	Intro	Lecture
0.56 (0.50)	0.32 (0.47)	0.57 (0.50)	0.23 (0.42)	0.89 (0.31)	0.70 (0.46)	0.74 (0.44)	0.43 (0.50)	0.38 (0.49)	0.11 (0.51)	0.15 (0.35)	0.04 (0.45)
t-test, $p < 10^{-17}$		t-test, $< 10^{-30}$		t-test, $p < 10^{-14}$		t-test, $p < 10^{-25}$		t-test, $< 10^{-16}$		t-test, $p < 10^{-5}$	

c1) On-Screen Speaker		c2) Gaze into camera	
Intro	Lecture	Intro	Lecture
0.95 (0.22)	0.87 (0.33)	0.91 (0.28)	0.77 (0.42)
t-test, $p < 10^{-5}$		t-test, $p < 10^{-11}$	

DISCUSSION

Why do we have such a significant difference in the visual appearance between intro & lecture videos?

- Costs issue (main argument from universities)
- Reduction of „visual overdose“ in education
 - > Reorientation after montage
- Rise of expectations > „Buy a black box“
 - > **Use of different styles, visual and audio material in intro video > teaser, not intro!**
- video style elements: rhythm (of montage)
visual representations, dramaturgie, narration
 - > key element in audiovisual media AND education

TEASER

Teaser:

»An advertising or promotional device intended to
arouse interest or curiosity especially in something to follow«.

(<http://www.merriam-webster.com/dictionary/teaser>)

Part of the research project:

Audiovisual Media Design for Tertiary Education

In Cooperation with the

- EPFL
- University Basel
- University Passau

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Thank you for your attention!

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