911

BYOD: Creating Microvideo for Learning

Josh Cavalier, Lodestone
Sign-up for:
https://www.wevideo.com
(Personal)

Download Files:
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Thanks for taking the time to look over my presentation. I hope you are able to accelerate your video strategy. Small video is the next big thing! Enjoy.

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About:
• 23 Years eLearning veteran
• Art director at Handshaw – eLearning development (1994-1998)
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What is a Microvideo?
Instructional Strategy
Formulas
Let’s Build!

Today’s Session Outline
What is the Definition of Microvideo?

60 Seconds or Less

In regards to education, the micro-video format is defined as 60 seconds of content or less. This number is specific to brain encoding techniques as opposed to entertainment and advertising which utilize emotion, prior knowledge recall and calls to action in shorter periods of time. The 30 second commercial is the gold standard for broadcast television.

Current Micro-Video formats based upon platform – 2016:

- Vine – 6 seconds
- Instagram – 15 seconds
- Twitter – 30 seconds
Dating back to the 1970’s, Sesame Street offered one minute to ten second video shorts. This is not something new, but a method of learning via video that has been in place for decades.
Sesame Street Example - “The Letter U” (10 second video). This is a perfect example of a micro-video which uses visual and auditory repetition and subject priming. The essential channels are used and there is low cognitive load.

“U” – Priming Statement
“Umbrella” – Content
“Up” – Content
“U” – Reflection

All in 10 seconds!
Microvideo Learning Sequence

<table>
<thead>
<tr>
<th>Prime</th>
<th>Content</th>
<th>Reflection</th>
</tr>
</thead>
<tbody>
<tr>
<td>“U”</td>
<td>“Umbrella”</td>
<td>“Up”</td>
</tr>
<tr>
<td></td>
<td></td>
<td>“U”</td>
</tr>
</tbody>
</table>

Introduction to a Microvideo Learning Sequence (10 Seconds)
Micro-video is today’s micro format of choice. Content consumption and creation has accelerated. With today’s mass quantity of media – viewers need to received a distilled version of the information. Get to the point!
Instructional Strategy for Microvideo
Micro-video is today’s micro format of choice. Content consumption and creation has accelerated. With today’s mass quantity of media – viewers need to received a distilled version of the information. Get to the point!
Microvideo Formula

This is only one of many formulas that can be used for creating a microvideo.
Monroe’s Motivated Sequence

Alan Monroe (1969) stated:

“Although individuals may vary to some extent, research has shown that most people seek consistency or balance among their cognitions. When confronted with a problem that disturbs their normal orientation, they look for a solution; when they feel a want or need, they search for a way to satisfy it. In short, when anything throws them into a condition of disorganization or dissonance, they are motivated to adjust their cognitions or values, or to alter their behavior so as to achieve a new state of balance”

The Steps to Respond to a Speaker in a Positively

1. **Attention** (get the attention of your audience)
2. **Need** (describe the problem; demonstrate a need for change)
3. **Satisfaction** (present a practical and concise solution)
4. **Visualization** (allow your audience to picture the results)
5. **Action** (request immediate action from your audience)

The Motivated Sequence Model follows the process of human thinking and leads the listener step by step to the desired action. This is a tried and true sequence that is extremely effective. The Motivated Sequence Model is used by people who make their living by persuasion—especially advertisers. Many TV commercials use this same sequence.
Micro-video is today’s micro format of choice. Content consumption and creation has accelerated. With today’s mass quantity of media – viewers need to received a distilled version of the information. Get to the point!
Moments of Learning Intent

- Know a Fact
- Perform a Task
- Make a Decision
- Follow a Passion
Microvideo Workflow

Where is your video storage?
Instructionally, what are the possibilities?
How are you going to shoot your video?

- Validate delivery platform (Content Delivery Network or Video Content Management System)
- Script your video
- Shoot and Edit Video
- Tag and Describe
- Upload and Distribute

Richard E. Mayer
Department of Psychology
University of California, Santa Barbara

Roxana Moreno
Educational Psychology Program
University of New Mexico

To be successful with micro video you must understand Mayer’s Cognitive Theory of Multimedia Learning. This theory gives insight on how the brain processes learning content from consumption through long-term memory.

Video content is consumed through the auditory and visual channels. Too much information in any channel will cause cognitive overloading and present barriers to information being placed in working memory.
Modality Effect
“By the time that the learner selects relevant words the next segment begins.” (Mayer & Moreno, 1998)

This is when the content is a continuous flow of information and there is no time for the learner to reflect the information in working memory.

Reverse Modality Effect
(Tabbers et al, 2004)

By Stopping, rewinding, and dwelling student are able to overcome the modality effect.
Once video is compressed down into a micro format (60 seconds or less) there is a limited amount of time for the brain to move visual and auditory stimulus into working memory. At time continues to compress the audio and video channels nee to be clear of incidental content so optimal cognition can occur.

Inherently there are formulas you can use to do the following:

- Prime the user for content (Pre-shot or still)
- Concurrent narration with task being performed
- Elimination of incidental channel overload
- Still with written text and narration
- Animation with narration
- Narration with words – but only key words
- Written text in approximation to the action happening on the screen.

- Written Text Tips:
  - Large, bold, sans serif fonts
  - Proper contrast with text and background video
Microvideo Learning Sequence

Microvideo Learning Sequence (10 Seconds)
Micro-video Scripting Tips
Planning Blocks

Video
- Headshot
- Title
- Scene
- Animation
- Screen
- Photo

Audio
- Voice
- Music
- Effect
5. **The Action Step.** The function of the action step is to translate the desire created in the Visualization Step into overt action. Make a call for action. Tell your audience exactly what you want them to do NOW, and exactly how to do it. For example, tell them where to go today on campus to donate blood. Give them the address of the state representative that they can write to (better yet, give them stamped addressed envelopes to the representative, and maybe even a form letter they can sign).

Give them all the information they need to sign up for the CPR class offered next week at the Red Cross. You have done the leg work, and you are making it easy for your audience to take **IMMEDIATE ACTION**.

This step can take the form of one or more of the following devices:
+ a challenge or appeal
+ a summary is always expected by your audience
+ a quotation
+ an illustration
+ a statement of personal intentions

You must conclude with a final stirring appeal that reinforces your audience’s commitment to **ACT NOW! Beware**, however, of making the action step too long or involved. You are trying to make this easy for your audience to do RIGHT NOW.
## Words Per Second

### Speed for Voice Overs:
- **Slow:** 2 WPS
- **Medium:** 2.5 WPS
- **Fast:** 3 WPS

*Newscasters speak at 2.5 words per sec.*

<table>
<thead>
<tr>
<th>Time</th>
<th>Words</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 seconds</td>
<td>15 words</td>
</tr>
<tr>
<td>10 seconds</td>
<td>25 words</td>
</tr>
<tr>
<td>15 seconds</td>
<td>37.3 words</td>
</tr>
<tr>
<td>30 seconds</td>
<td>75 words</td>
</tr>
<tr>
<td>60 seconds</td>
<td>150 words</td>
</tr>
</tbody>
</table>

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**Internal Help/Coaching**
Active Voice

ACTIVE
Tom painted the entire house.

PASSIVE
The entire house was painted by Tom.
Script Example 1

Product Solution or System Feature

- Question
- Answer
- Why?
- Because
- Reasons
- Introduce Machine/Product or New System Feature
- Benefits
- How Does it Work?
- Conclusion/Call To Action/Resources

Product Solution or System Failure
Script Example 2

New Process

• Background/History (How we did it)
• How we are doing it now
• Why the Old is Bad
• Today’s Solution Major Benefit
• Advantages of Today
  • Feature 1
  • Feature 2
  • Feature 3
• Call to Action Next Steps

New Process
Internal Help/Coaching

• Review your issue/validate
• What we do to solve your problem
• How we do it:
  • Methods
  • Solutions
• Contact us
• Next steps

Internal Help/Coaching
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Storyboarding Tools

Digital Storytelling
Powerful Visual Communication, Made Easy

https://www.storyboardthat.com

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### Storyboarding Tools

![Storyboard Tools](https://story.adobe.com)

<table>
<thead>
<tr>
<th>Shot Number</th>
<th>Visual</th>
<th>Audio</th>
</tr>
</thead>
<tbody>
<tr>
<td>001</td>
<td>Camera 1: Intro shot with instructor, smooth zoom in.</td>
<td>Welcome to Captivate 9 Fundamentals intro text. Quick 15 second synopsis of the program.</td>
</tr>
<tr>
<td>002</td>
<td>Title Sequence: Lodestone video grooms with Captivate 9 Title</td>
<td>Driving upbeat music bed</td>
</tr>
<tr>
<td>003</td>
<td>Camera 1: Instructor With animated lower third</td>
<td>Introduction of instructor, full overview of the class, and additional information.</td>
</tr>
<tr>
<td>004</td>
<td>Slide: 001</td>
<td>Course Learning Objectives in this section</td>
</tr>
</tbody>
</table>

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Editing Tools

https://www.wevideo.com
Using a video based Learning Management system like Wisetail. Users can post video and then there needs to be a series of governance. Including:

1. Proper format of the video
2. Meta-data and proper tags for viewer searching
3. Review of video prior to ingestion into the system
4. Voting or likes to make the “cream rise to the top”.
5. Empowerment of all subject matter experts
6. Training on how to properly shoot, edit and post video for all employees
Editing Tools

http://www.adobe.com/products/premiere.html
Microvideo Learning Sequence (30 Seconds)
30 Second Example
Source:

Bob Bergen teaches you how to talk like Porky Pig.
30 Second Breakdown

Micro-moments

Count Words: 07
Four Sounds: 11
Wrinkle Nose: 18
Third Sound: 23
Sentence: 27
Joke: 29

30 Second Breakdown – Less moments
Microvideo Learning Sequence (15 Seconds)
15 Second Example
Source:

How to master your Vinyasa scarf.
Simple steps with a tremendous amount of incidental channel overload including background music.
15 Second Breakdown – Even less moments.
6 Seconds

Microvideo Learning Sequence (6 Seconds)
6 Second Example
Source: Lowes

How to hang groups of pictures.
6 Second Breakdown - Fewer steps in short periods of time.
About:
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