How to Create an Effective On-Demand Video

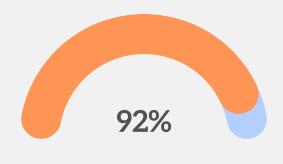
- from Students' Perspectives -

University Students found on-demand video to be an effective learning tool!

- Reduced student anxiety
- Helped students set their own pace / study time
- Supplemented the textbook materials

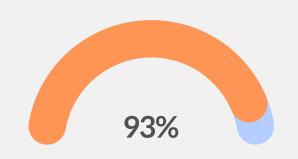


70% of students watched the same video more than once!



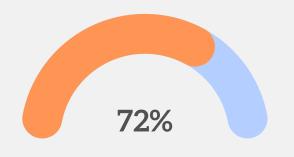
Prefer a runtime of 15 min or less

- Helped students to focus on and digest the contents
- Easier to watch during their spare time



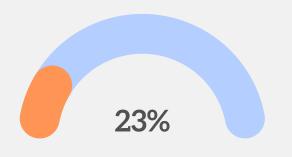
Prefer You Tube as a broadcasting method

- High familiarity and accessibility among students
- Provides ability to alter playback speed



Prefer visual aids

- Power Point slides, Charts etc.
- Promoted the students' understanding



Prefer to see the teacher's face in a video

- Made some students feel comfortable and encouraged
- Many students thought it is omittable

The most frequent viewers' platform













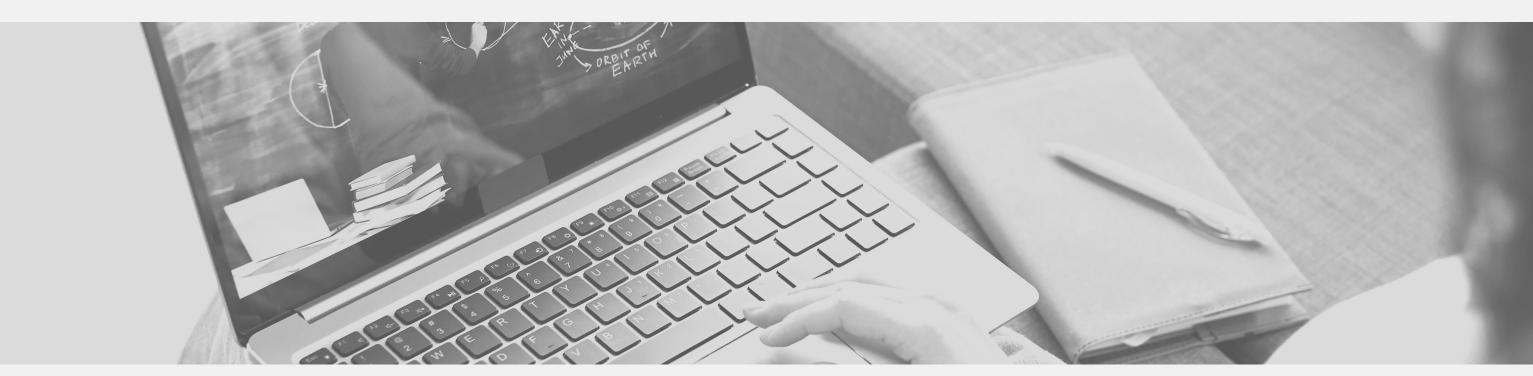








70% Home PC 26% Smartphone 4% Tablet Make sure students have a reliable internet connection at home



Additional Tips



Set out goals clearly and introduce them in the beginning of each video.



✓ Make sure students know exactly when / where to receive the URL.



✓ Create labeled, clickable time stamps on YouTube to help students find topics more earsily.

✓ Include a little enjoyment! (BGM, corresponding quizzes for the real time Zoom sessions, fun facts, etc.)