

Four Types & Four Goals of Online Teaching Videos

By Michael Wesch, Professor of Anthropology, Kansas State University
[youtube.com/mwesch](https://www.youtube.com/mwesch) mwesch@ksu.edu

In this presentation, you will:

- Learn Four Types of Video for Online Classes, and their different purposes
- Receive guidance and tips for creating each type of video
- Build a foundation for brainstorming & scripting your own videos for your classes

"More than content, more than course design, YOU are the factor in an online course that has the greatest potential to help your students succeed."

- Karen Costa

Why make videos for class:

1. **Humanize** your class by putting more of "You" into it.
2. **Build relationships.** The more you know your students, the easier it is.
3. **Validate and Motivate** your students.
4. **Save time** for you and your students by summarizing big ideas and clarifying goals.
5. **Implicit Messaging:** Share the lessons that are better shown rather than said.

4 Types of Video for Education			
Type	Description	Prep Time	Purpose
"Super Simple"	Typically just you talking to students. Low-Tech. Low-Prep. No editing.	Minimal.	Build Relationships
"Hype"	15 second - 5 minute video introducing big ideas and importance of those ideas, often set to music	2 - 6 hours	Elevate Engagement
The Explainer	Online "lecture" adapted to video format, utilizing the potential of online video	1 - 2 days (less if building from a prepared lecture)	Explain, Summarize, Synthesize.
The Adventure	Real out-in-the-world video of you engaging in your discipline.	2 - 10,000 days (a major undertaking) Worth it. Try to enjoy the process. One per semester can be transformative.	Inspire. Demonstrate your own engagement with "The Great Thing" of your Discipline.

Super Simple Video Tips

The Hard Part: Actually talking on Camera

- Talk back to fear
- Connect, don't "perform"
- Elevate your Energy just a bit
- Relax
- Start Simple

Tech Tips

- Your phone or webcam are good enough.
- Use a large powerful light source
- Hold the camera steady (duct tape, tripod, or clamp)
- Make sure you are in a clean audio environment (turn off A/C)

Cheapest & Best Tech Upgrades

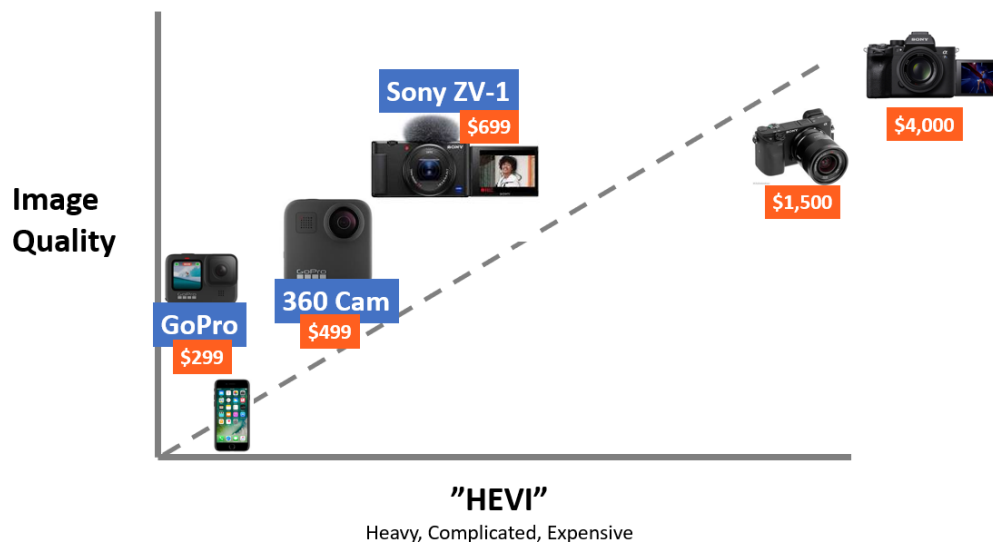
- Lapel Mic (\$20)
- Or Desktop Mic (\$50-\$150) (Blue Yeti is \$100)
- Teleprompter (Parrot Padcaster \$100)
- Large Soft Lights (\$60 fluorescents - \$200 LEDs)

When to use a Super Simple Video

- Anything in which emotion and connection might matter
- Direct Student Feedback
- Affirming or Celebrating Student Comments
- Weekly synthesis of student discussions and ideas
- Quick demonstrations of how the material matters in your everyday life.

Note: Informational videos should **always also include a text transcription** for those who do not want to watch the video. (Assignment tutorials, syllabus overviews, etc.)

If you really want to buy a new camera:



For most people the ZV-1 is the best option.

- Lightweight and easy to use
- Decent in low light (better than your phone or a GoPro)
- Sharp image quality
- Can be used as a very high quality Webcam in USB Streaming mode.

Hype Video Tips

1. Identify the main big ideas you want to highlight.
2. Brainstorm why they are important and how to convey that importance.
3. Choose great podcasts, audiobooks, and videos that can help you convey the message.
4. Download with 4K Video Downloader (or other downloader)
5. Import into editor (Da Vinci Resolve is free and pro-level)
6. Find Stock Video and import into editor.
7. Find a good music track (preferably with no vocals) and import into editor
8. Create the sound layer first. This is the most important.
9. Add your clips, and edit to the rhythm.
10. Export and Upload.

Best sources for free copyright-free music:

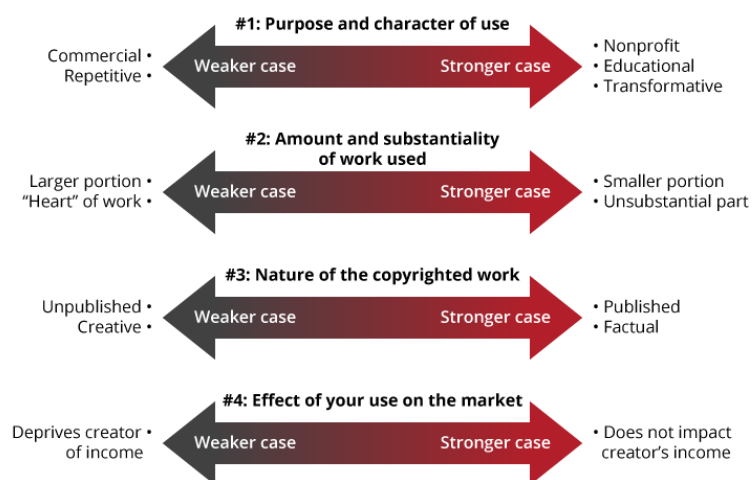
- YouTube Audio Library
- NoCopyrightSounds (YouTube)
- Heroboard (YouTube)
- SoundCloud on YouTube Audio Library
- Vlog No Copyright Music (YouTube)
- Find unknown artists and ask them if you can use their music (it's often a win-win)

Best sources for free stock video:

- Built in to Microsoft PowerPoint (under Insert => Pictures => Stock Images)
- Videvo.net
- Pexels.com
- Pixabay.com
- Archive.org

Can you use copyrighted material?

Laws differ by country. In the United States, Fair Use is determined by looking at 4 characteristics of your use:



Consider using fun and trendy gifs from GIPHY or make it relevant to the moment with news clippings

In short, using small portions of factual material for non-profit educational purposes that does not impact the creator's income is okay.

Brainstorming a Hype Video “Trailer” for your class.

1. List all of the key topics in your class. (Later we will call these “X” in the XY Formula of storytelling)

Example:

My Intro to

Anthropology

Anthropology

Culture

Fieldwork

Evolution

Language

Identity

Subsistence

Economy

Family

Kinship

Society

Politics

Religion

Art

Culture Change

Globalization

2. What are your real goals for your students? Why do you teach these topics?

What really matters: (My real goals for students)

1. Ask questions, Make connections, and Try New Things
2. See Big, See Small, See it all
3. The Science of Human Beings – The Art of Being Human
4. Word-Weaving is World-Making
5. We shape our tools and our tools shape us
6. *Real*-ization of “Reality”
7. Practicing Empathy across significant difference
8. Global Consciousness (Structural power)
9. Overcoming Fear, Hate, and Ignorance
10. We make the world

3. Write a script or “manifesto” for your class.

1. People are different. These differences represent the vast range of human potential and possibility. Our assumptions, beliefs, values, ideas, ideals – even our abilities – are largely a product of our culture.
2. We can respond to such differences with hate or ignorance, or we can choose to open up to them and ask questions we have never considered before.
3. When we open up to such questions, we put ourselves in touch with our higher nature. It was asking questions, making connections, and trying new things that brought us down from the trees, and took us to the moon.
4. It is not easy to see our assumptions. Our most basic assumptions are embedded in the basic elements of our everyday lives (our language, our routines and habits, our technologies).
5. “We create our tools and then our tools create us.”
6. Most of what we take as “reality” is a cultural construction (“real”-ized through our unseen, unexamined assumptions of what is right, true, or possible.)
7. We fail to examine our assumptions not just because they are hard to see, but also because they are safe and comfortable. They allow us to live with the flattering illusion that “I am the center of the universe, and what matters are my immediate needs and desires.”
8. Our failure to move beyond such a view has led to the tragedy of our times: that we are more connected than ever, yet feel and act more disconnected.
9. Memorizing these ideas is easy. Living them takes a lifetime of practice. Fortunately, the heroes of all time have walked before us. They show us the path.
10. They show us that collectively, we make the world. Understanding how we make the world – how it could be made or understood differently – is the road toward realizing our full human potential. It is the road to true freedom.

5 Tips to Make your Hype Videos “Dance”

Using “Cultural Anthropology Course Trailer” as an example.

<https://www.youtube.com/watch?v=2WllaxUZnB>

1. Rhythm. Notice how each transition hits a specific beat in the music. It doesn't always have to be the downbeat. As you can see in some of the sequences, I often use other beats, especially when I need to move quickly through several shots.

2. Raise and Lower the Energy to Match the Mood and Music. Each clip matches the energy and mood of the music itself. Slow moments of the song match up with slow landscape shots while fast high-energy moments match up with fireworks and energetic dancing.

Brandon Li's 10 point Energy Scale:

- E1: Static shots and landscapes
- E2: Slow-motion with little motion ...
- E3: Slow motion of people doing stuff
- E4: Regular Speed
- E5: Laughing, smiling jogging
- E6: Pep, Music, Applause, Cooking
- E7: Dancing, Jumping, Cheering
- E8 Running, Sparring, Leaping
- E9: Screaming, Flames, Speed, Fireworks
- E10: massive explosion, big punch, etc.

3. Tell Micro-Stories. These are super important in Digital Ethnography. There are several 15 second "micro-stories" in here. For example, the story of evolution is told in a series from Chimp on a Violin => human-looking macaque => DNA => Chimp on a bike => Boy on a bike => Man on a bike flying => Space Shuttle Flying => On the Moon. And then BOOM, a diver dives into the water (as if diving from the moon right into the depths and we see another sequence of food production, from hand-fishing, to subsistence agriculture, to industrial agriculture ... followed by a story of a chick, from egg to fried at a fast food restaurant.

4. Make Visual Arguments. For example, after the chicken sequence there is a representation of progress and movement (train, cars, hyperspace) but as we see the rich white guy get out of his fancy car we transition to other scenes of poverty around the world and then boom - quick flash of a carefree wealthy girl in a field and right back to girls living in poverty around the world.

5. Visual Associations. Every clip transitions to the next through association. At 2:15 we see a homeless guy sleeping on the street => Sign that says "Please Help God Bless You" => Sequence of people looking up toward the heavens => Follow eye-line to trees => Quick flash of pollution generation => Back to forests burning => Ice melting => Global Warming / Storms => Humans struggling => Humans fighting back / protesting

Just as in dancing, you have to be aware of where your body ended up from the last move and try to bring it back to where you want it for the next. You can do this by finding subtle associations like this. Let each clip connect to and speak with (for or against) the clips that come before and after it.

Explainer Video Tips: The X and Y of Storytelling

Example: "What Teachers Can Learn from YouTubers about Engaging Students Online"

X = The Topic ... Y = Why it matters. Why it is interesting.

Before we start:

If you have ever given a lecture, you have done this already.

We are just going to try to leverage the video environment to make our lecture better on video.

Tips:

- **Learn from the best. Watch Edu-Tubers and borrow their techniques.**
- **Go beyond PowerPoint. Consider using POV or other techniques.**
- **If you use PowerPoint, avoid walls of text.**
- **Use it as animation software**
- **For the voice-over, consider scripting it**
 - **But write your script in a natural speaking style**
 - **Consider using a teleprompter (but this is not required or necessarily recommended)**

Your favorite lecture: _____

Step 1: What is your X? (Topic): _____

Step 2: What is the Y? (Why is it interesting?) _____

3 Ways to Get the "Y" into your Video

(Any 1 of these is enough. You do not need all 3. (and there are other options.))

1. The Surprising Fact (Plot: "You would think ... but really ...")
2. Elevate a Great Example. (Show, then tell. Engage, then reveal.)
3. Basic Story (First, then, but, so, change)

Super Simple Story MadLibs Using the Gloria Gaynor Hero Cycle:

At first I was _____, I was _____

I kept thinking I could never _____

And then I _____

And I grew _____, I learned _____

Find your "hook," your "Y" ... how can you present X in an engaging way on video?

The Adventure Video

VERY HARD WORK: I recommend just making one for the whole semester as a start.

3 Reasons you will not want to do it, and why you should do it anyway.

1. No Adventures Near You.
 - a. Try something new.
 - b. Talk to someone different from you.
 - c. Go to the studio, lab, or anywhere you can model your discipline or practice.
 - d. Job shadow.
 - e. Case study.
2. No time.
 - a. Try to do just one for the semester.
 - b. My first one helped students see that we can have open conversations across religious differences. Easy and Quick to produce.
3. No skill.
 - a. We are all just practicing and getting a little better every day.

To START: Zoom in on your favorite XY combination of the semester ... something important or interesting.

What is your favorite XY combination in your class: _____

Tips:

1. Set the scene right from the beginning.
2. Look for opportunities on your calendar for possible adventure videos.
3. Sketch out your story before you start
 - a. You know you will have a beginning, middle, and end.
 - b. Try to brainstorm a challenge or natural story line with a start and finish.
 - c. You can also add a B-Story to bring in the Science and Key Concepts.
4. Embrace the visual medium. Show, don't tell.
5. Be present and model your practice.
 - a. Make sure your technology is not too complicated for you.
 - b. Let the technology get out of the way.
 - c. GoPro's with wide angle and stabilization are great for this (or 360 cameras)
 - i. (However, they do not work in low light)

What are the most important implicit teachings of your class?

What kind of video might express these teachings without "saying" them?