Blended Learning Essentials: Getting Started

Crib Sheet: Video Case Studies

Image by : opensource.com

What is a Video Case Study?

A video case study can be any video or video clip you use to enhance learning in some way. A video case study can be drawn from specially created training videos, popular broadcast TV, videos available on the web, or videos you or your students have created yourselves. You could use clips from TV dramas or documentaries, training videos or websites. An abundance of video clips are available from video hosting services such as YouTube, Vimeo or DailyMotion. Or you can find videos through educational video hosting websites, such as Khan Academy or TED. The MOOC platforms, EdX, Coursera and FutureLearn are also a good source of videos. There are specialist services that you may have access to via a college or institutional subscription, such as BoB (Box of Broadcasts) National, an online off-air TV and radio recording service for UK higher and further education institutions. You can create your own video clips using freely available screencasting software (to record what you are doing on your computer screen as you talk over the top) or you could use a video camera, smart phone or tablet to record yourself – particularly useful for demonstrating practical tasks.

Where can I find out how to use Video Case Studies?

You can find search for relevant resources by following the links to the sites or conducting a video search on Google or other search engines. Some services such as YouTube and BoB allow you to make your own playlists to order to tailor your videos more directly to your learners' needs. There are tools that make creating clips and highlights very easy such as TubeChop and Vibby – Vibby also allows users to make comments on the video and to track views.

How can Video Case Studies be used in learning and teaching?

There are multiple uses for video case studies in education. For example, a video clip can be used to explain a concept, demonstrate a skill, stimulate discussion or show an idea in practice. One of the most straightforward uses is to supplement a presentation by a teacher or trainer, or take the place of the presentation altogether by placing a video online (e.g. in a VLE such as Moodle). While the audio-visual resources can provide a welcome change of pace for learners, the best use of video case studies requires the teacher or trainer to pay attention to the activities they have designed around the video. The teacher or trainer should embed the video within a framework of structured tasks. For example, questions or prompts to guide note taking while watching will support deeper learning and a more critical engagement with content. It is also advisable to keep video clips short, particularly when learners are viewing online – for example, evidence from MOOCs suggests that it is better to keep videos to 6 minutes or less. Longer videos can be divided by tasks at timed intervals.

Possible uses of video case studies that could be adapted to your own educational context are:

- Documentary clips to provide social and historical background to issues in health and social care or creative arts;

Crib Sheet created for Blended Learning Essentials, funded by Ufi Charitable Trust, by Eileen Kennedy, Wendy Rogers and Phil Durrant. This work is licensed under the Creative Commons Attribution 4.0 International License http://creativecommons.org/licenses/by/4.0/.

- Examples of performing arts productions (or sports performances) for learners to analyse (e.g. compare the portrayal of Lady Macbeth in two contrasting productions);
- Demonstrations of practical skills and crafts e.g. cake making, painting and decorating, plumbing;
- Analysing the framing of an issue (e.g. obesity) within a TV news programme to encourage critical thinking and media literacy in nursing;
- Using fly-on-the-wall TV series focusing on sectors such as retail, hotels, restaurants, ambulance service, to illustrate issues e.g. health and safety, crisis management;
- Creating role play and simulations for learner in early years education, business and finance, HRM.

Using Video Case Studies in the Vocational Education and Training Sector

Level 3 Access to Nursing (literacy)

The teacher or trainer has gathered a range of resources offering different perspectives on the Ebola epidemic: written extracts the BMJ, the Daily Mail and a video created by the World Health Organisation available on YouTube.

- Learners are asked to read the extracts and watch the video, noting examples of the following in all sources: factual information, emotive language, opinion, optimistic and pessimistic outlooks.
- Learners discuss their findings and use them to write a short essay of around 750 words to evaluate the way the Ebola epidemic has been portrayed in different media, acknowledging their sources.

Level 3 Early Years Education

The teacher or trainer has designed a session to extend learners understanding of early language acquisition:

- Learners are asked to write on post-it notes what they know about their own first words (or those of children they know) and attach them to the wall;
- Learners discuss the differences and similarities among the responses;
- Learners watch Deb Roy's TED talk on "The birth of a word" and apply their existing understanding of the steps of language acquisition (developed in a previous session) to examples in the video;
- In pairs, learners create a flow chart of the process of language acquisition before the age of 2, using examples from previous reading, the textbook and the video.

Level 3 Music Technology

The teacher or trainer wants to expand the learners' contextual knowledge of the hardware predecessors of software instruments such as drum machines and synthesisers.

- Learners watch the section of BBC documentary Synth Britannia on the TB 303 synthesiser used to make the iconic "Acid House" sound;
- Learners are asked to make notes on what makes an "authentic" acid sound;
- Learners discuss which Virtual Studio Technology (VST) instruments can reproduce a similar sound on their digital audio workstation (DAW) software;
- Individual learners create a 16 bar house drum beat and add one acid bass line (or two as an extension task).

Crib Sheet created for Blended Learning Essentials, funded by Ufi Charitable Trust, by Eileen Kennedy, Wendy Rogers and Phil Durrant. This work is licensed under the Creative Commons Attribution 4.0 International License http://creativecommons.org/licenses/by/4.0/.