



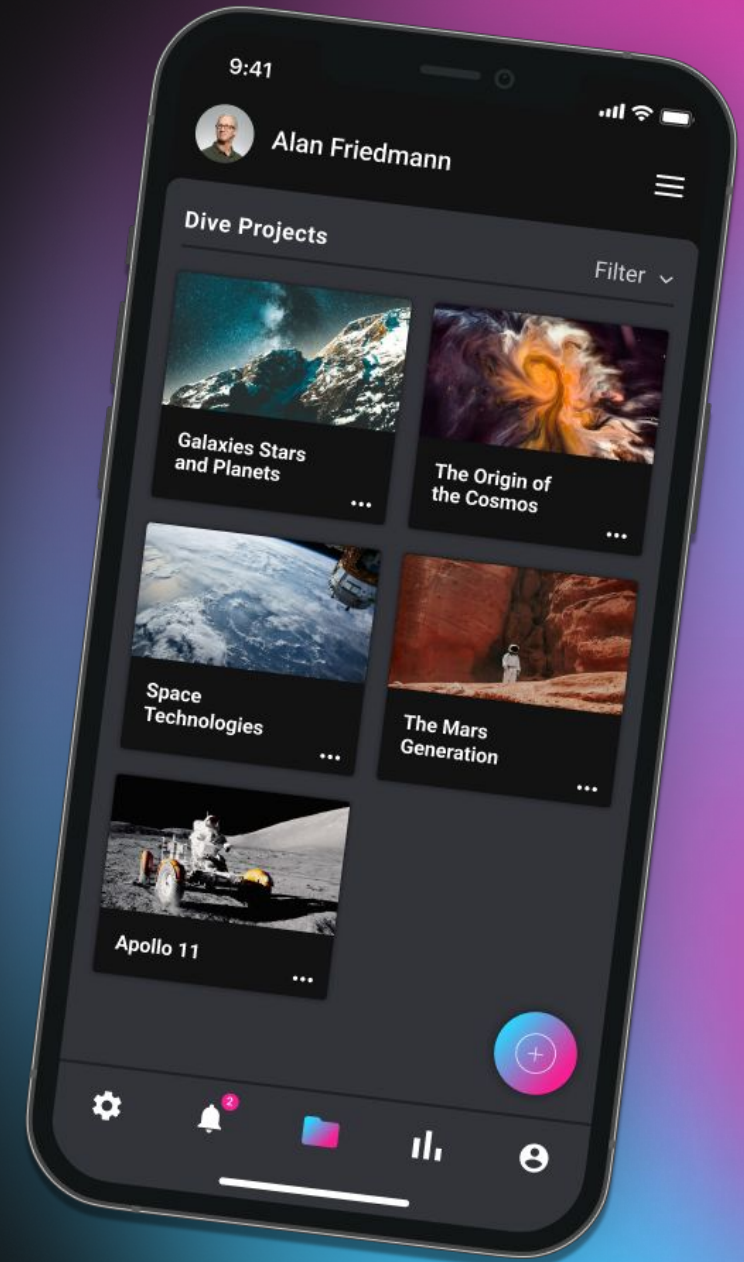
Netflix for learning?

Using video and interactivity for student engagement

Patricia Mangeol, Lead, Digital Learning Initiatives, Sandbox Labs

30 MAY 2022

Educational Pioneers and Educators Conference (EPIC),
Rotterdam, 30 May 2022 – 2 June 2022



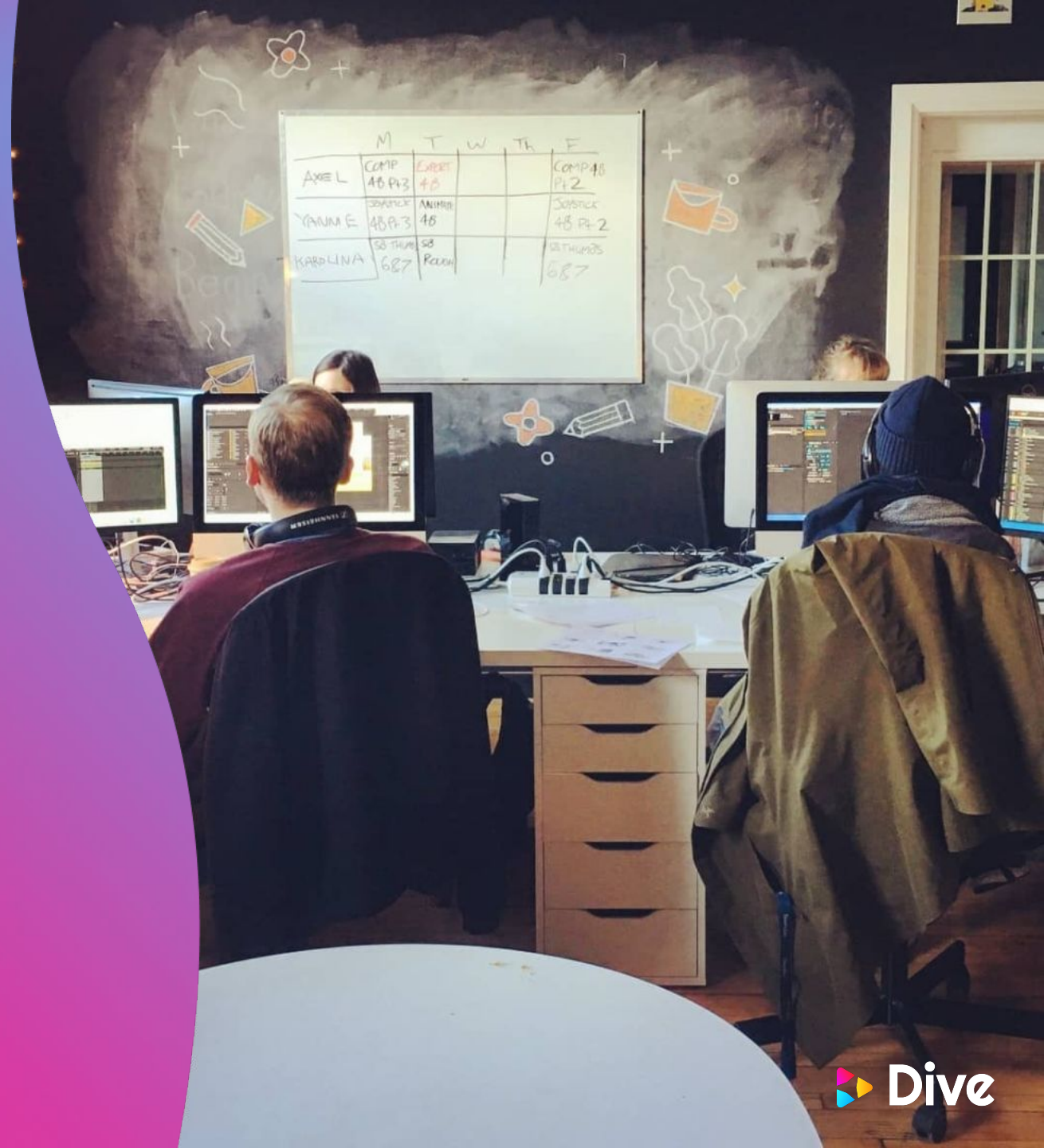
WHO WE ARE



sandbox

agency / labs / media

We are a digital media agency working with organizations that aim to improve people's lives.



A world map composed of a grid of small dots. Numerous pink dots of varying sizes are scattered across the map, indicating global locations. The dots are more densely clustered in North America, Europe, and East Asia.

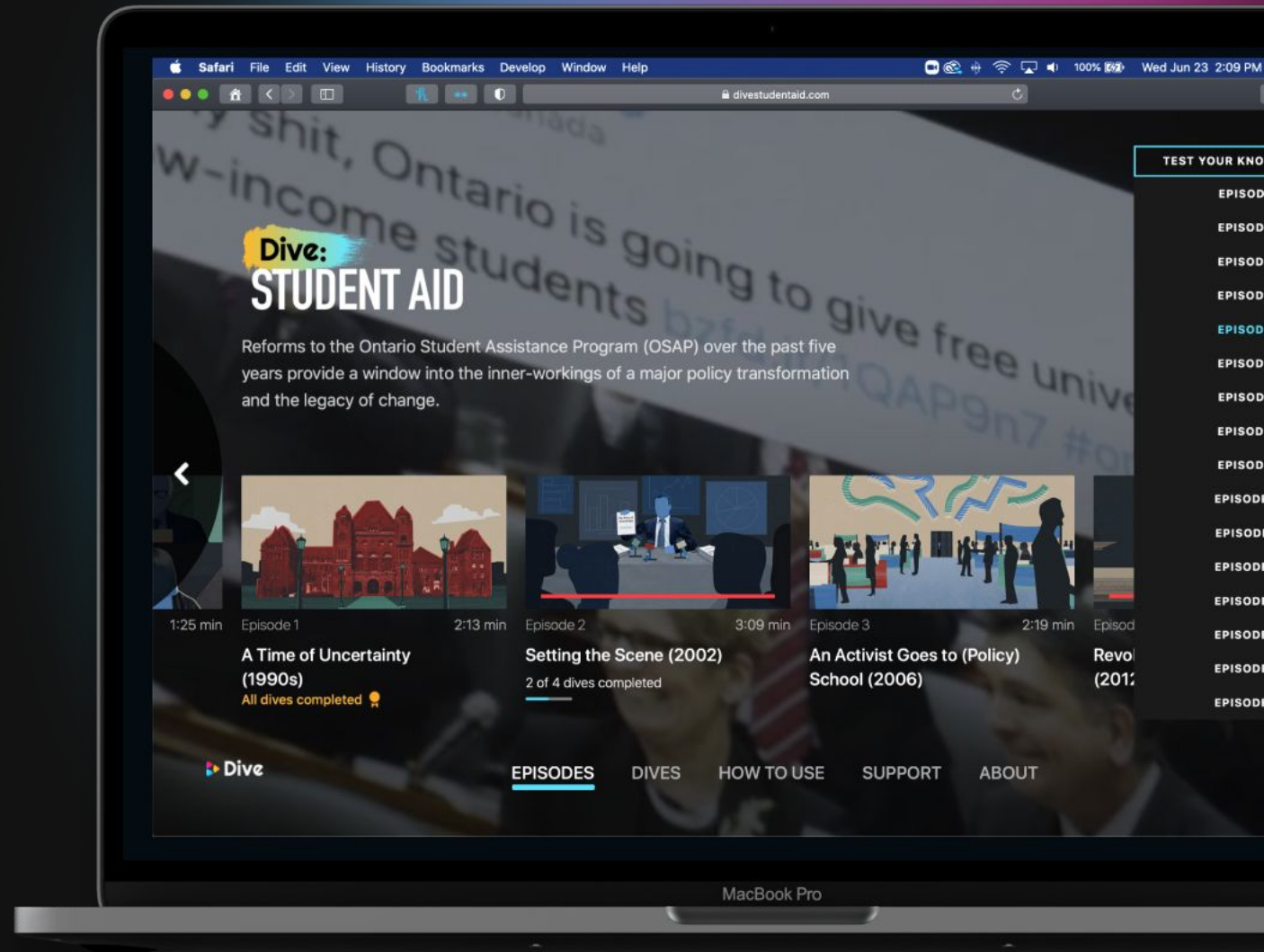
90+

clients and partners

- International organizations
- Colleges and universities
- Ministries and government agencies
- Nongovernmental organizations
- Trade unions
- Think thanks / research organizations

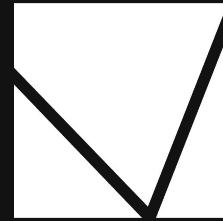
Dive Student Aid: The Beta Product

A digital case study and a demonstration project for a new kind of video-driven digital learning experience



DIVE: STUDENT AID
THE BETA PRODUCT

A public-private partnership



sandbox

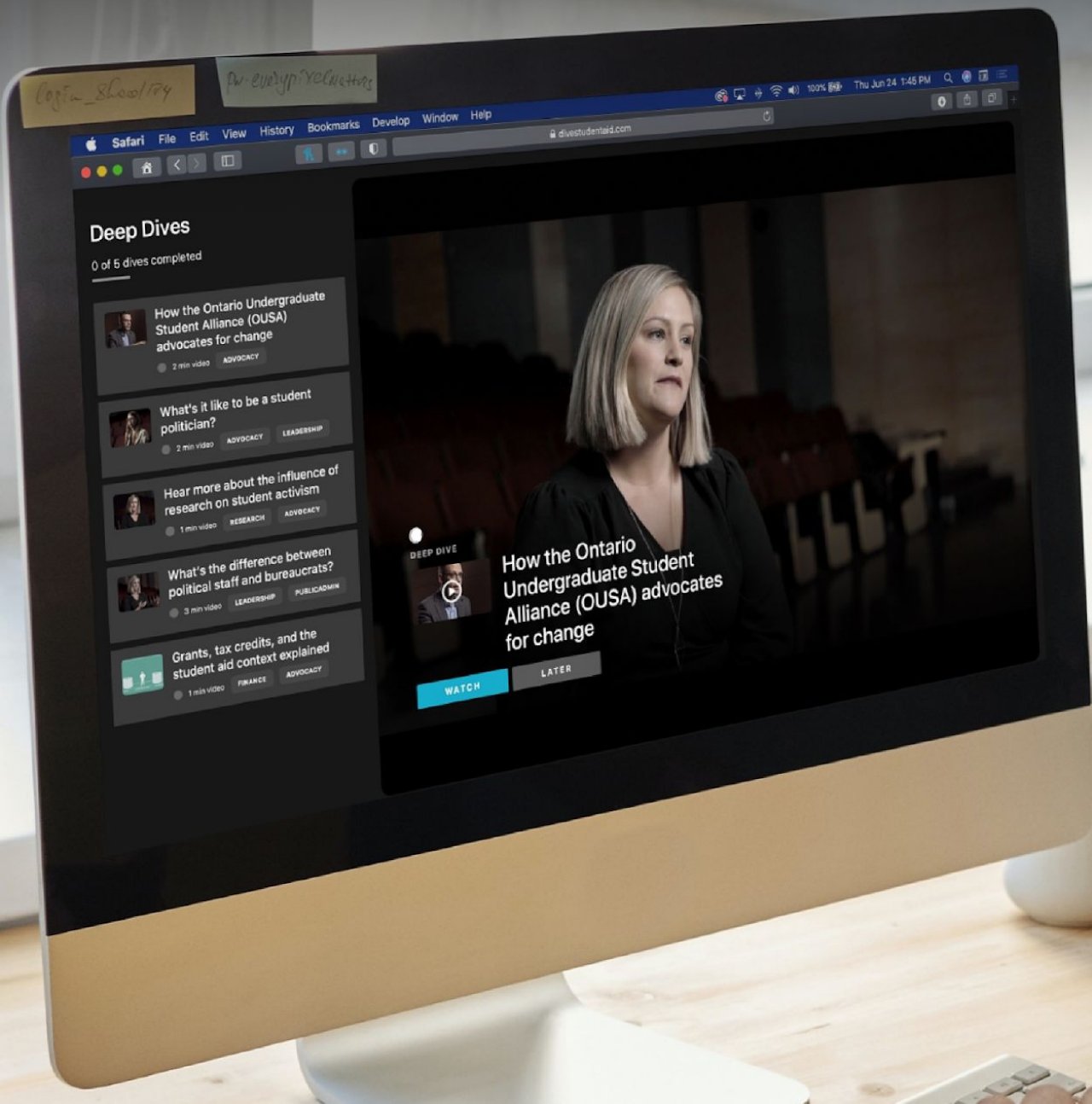
agency / labs / media



**RYERSON
LEADERSHIP
LAB>>>**



Meadow



DIVE: STUDENT AID THE BETA PRODUCT

1

User-friendly platform

16

High-quality documentary episodes
creating a “thread” for the course

53

Multimedia resources with
labels for easy retrieval



Interactive features for a flexible
and adaptive learning experience

DIVE: STUDENT AID

VIEWS FROM STUDENTS & INSTRUCTORS

10

Instructors

8

Institutions

410

Students



Surveys, focus groups
and interviews

80% + of learners and teachers
who shared feedback...

- Found the tool effective in helping achieve learning outcomes
- Would prefer to use **Dive** rather than widely-used content platforms like YouTube and Vimeo



DIVE: STUDENT AID

VIEWS FROM STUDENTS



I thought it was a fantastic resource.

As someone with ADHD, I find text-based learning to be really difficult. I felt like this case study was engaging and very accessible, making it easy and enjoyable to understand the case study, what policy change looks like in Ontario, and who the involved actors are.

I would definitely elect to use this resource again if given the opportunity, and I am hopeful that more professors will take this more accessible approach to delivering course content.



The case study was a powerful instruction tool in the way the content is chunked, making it adaptable to a wide variety of lessons and courses.



DIVE: STUDENT AID
THE BETA PRODUCT

Product demo

▶ **PLAY**

Dive: Student Aid what we learnt about video & learning

Opportunities:

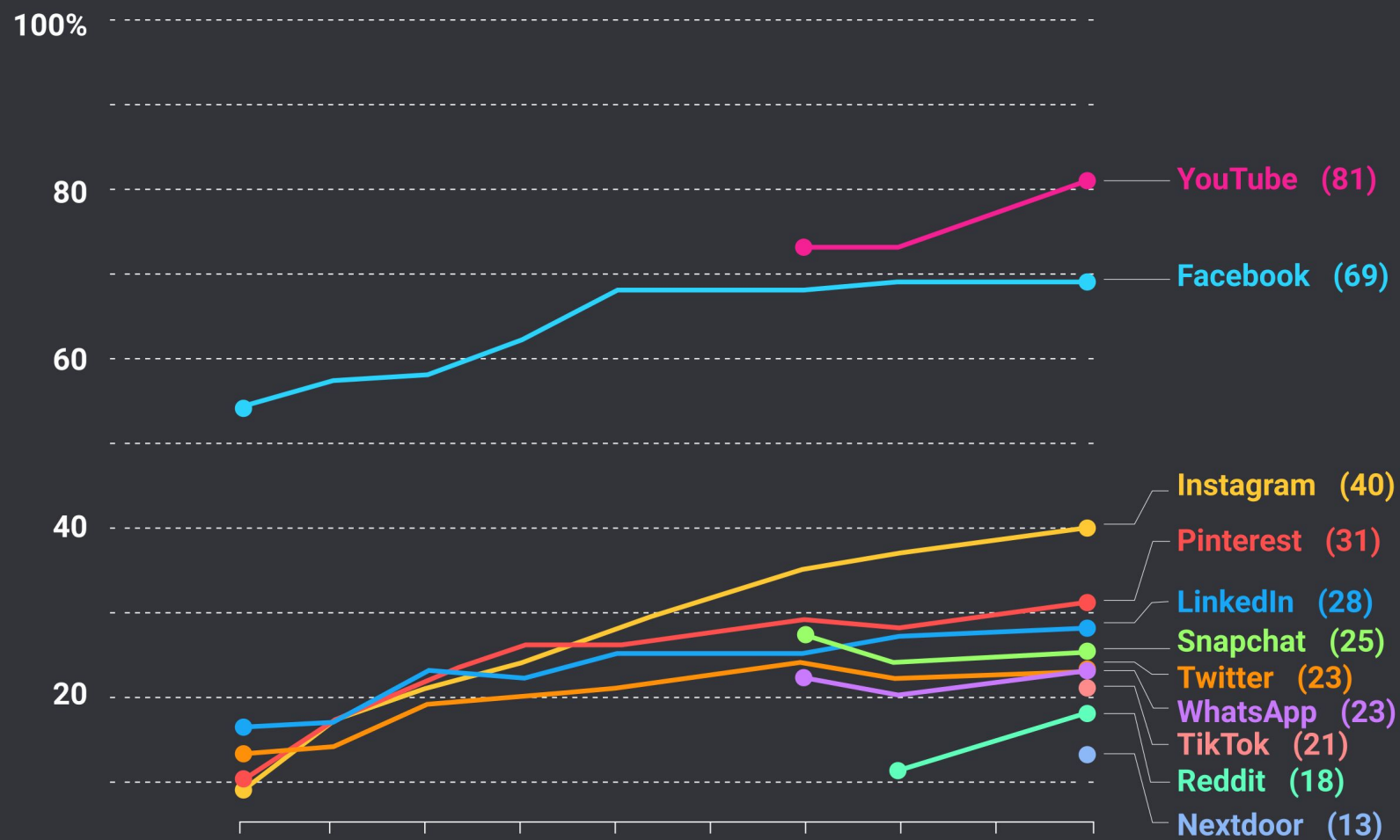
- Learners use video in school and in life
- Video supports innovative teaching
- User-oriented design has value

Challenges:

- Good video is hard to produce and find
- Academics and videographers think very differently
- It is hard to integrate video smartly into a learning experience

Dive: Moving forward

GROWING SHARE OF AMERICANS SAY THEY USE YOUTUBE



Video is a driving force... for good and for bad.

The Potential of Online Video: Untapped for Learning?

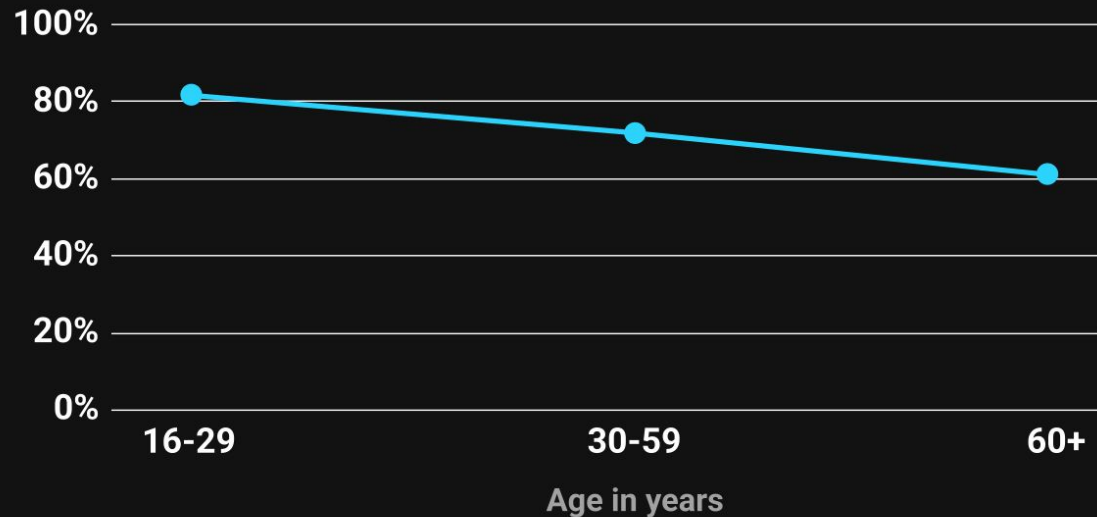
EXPERIENCES WITH EXPLAINER VIDEOS ACCORDING TO AGE GROUP

Question asked: Explainer videos are short animated videos, which explain a product, or a service or a topic. Have you ever watched an explainer video?

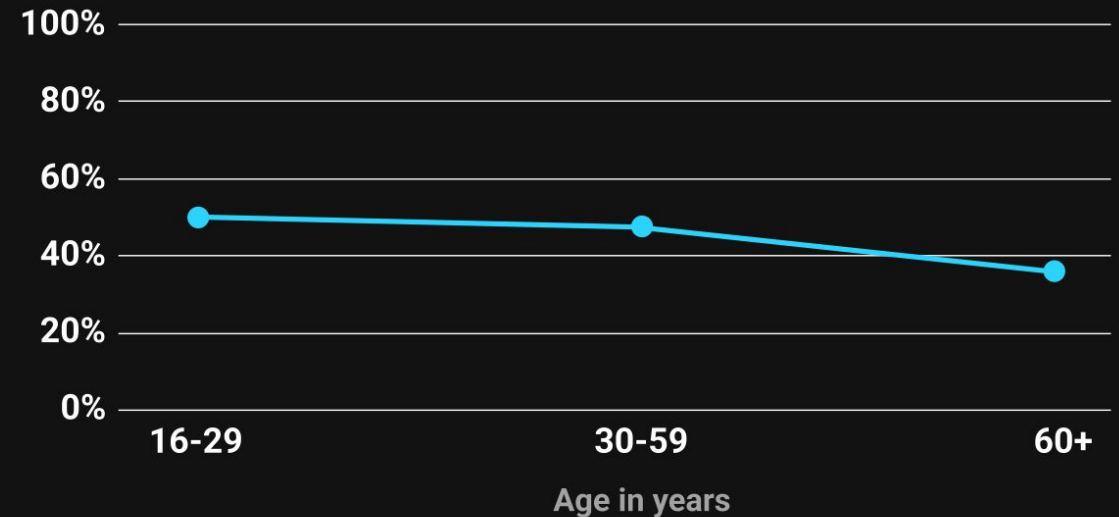
Answered: YES



GERMANY

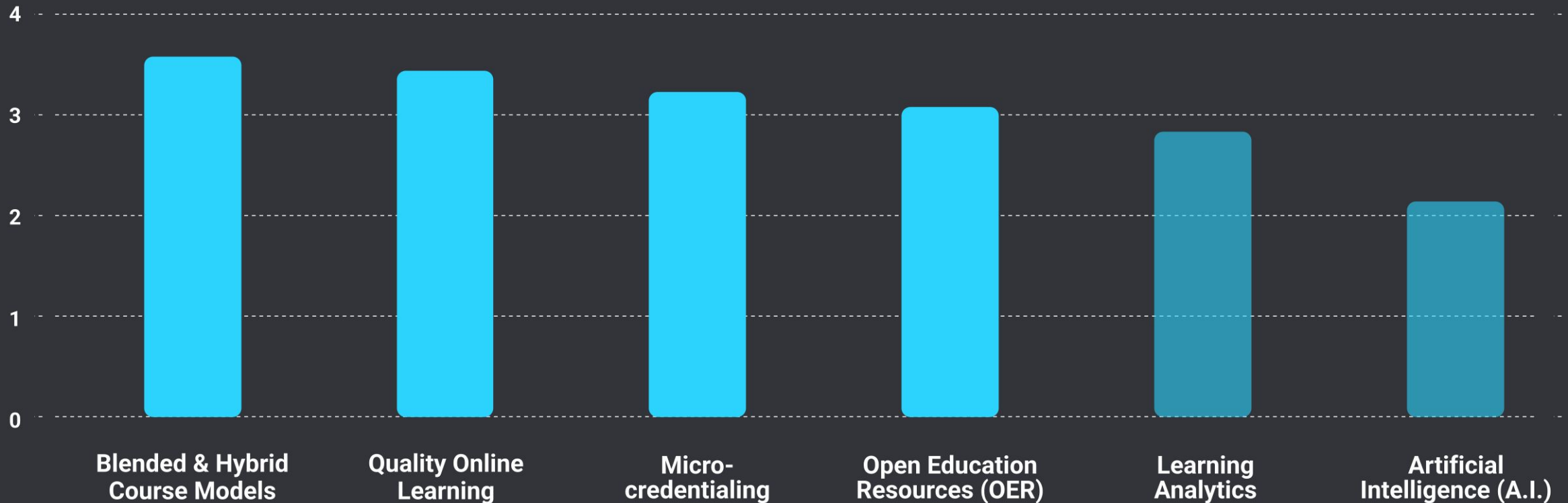


UNITED STATES



THE FUTURE OF LEARNING: DIGITAL, DECENTRALIZED, LEARNER CENTRIC

“How important do you think these **key technologies and practices** will be for institutions seeking to establish more **flexible approaches** to teaching and learning as we emerge from the pandemic?” - Expert Panel



Source: international expert assessment, EDUCAUSE Horizon Report (2021)

The future of learning

● May 2021

A group of top European universities and business schools has created the European Common Online Learning (ECOL) network in response to the impact of the Covid-19 pandemic on education

● March 2022

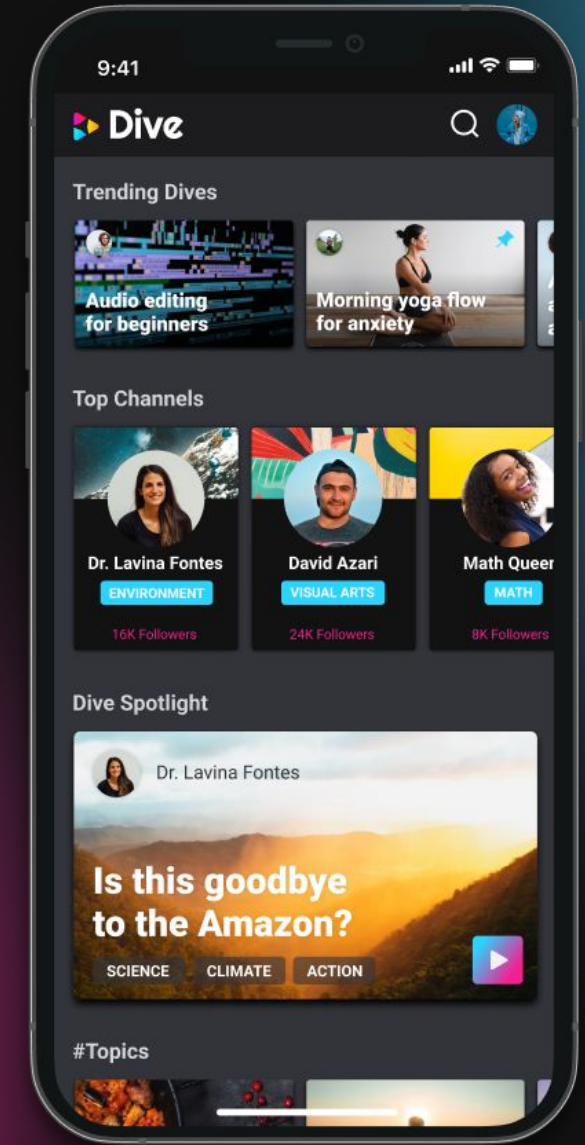
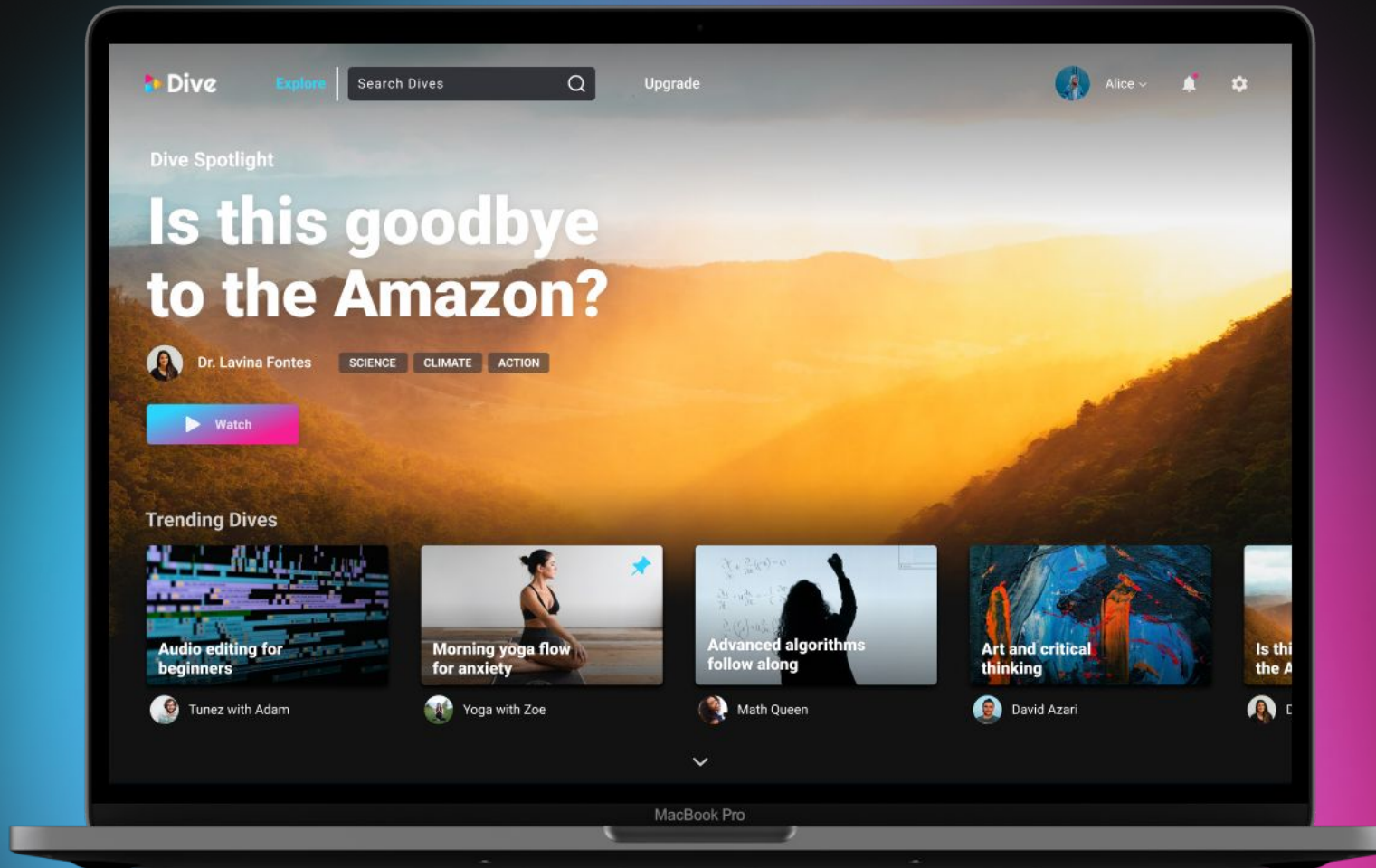
The City University of New York is investing \$8 million in federal stimulus funds to develop CUNY Online, a new initiative to build online degree capacity at CUNY

● Fall 2022

St. Mary's University School of Law will become the first fully online J.D. program to be accredited by the American Bar Association



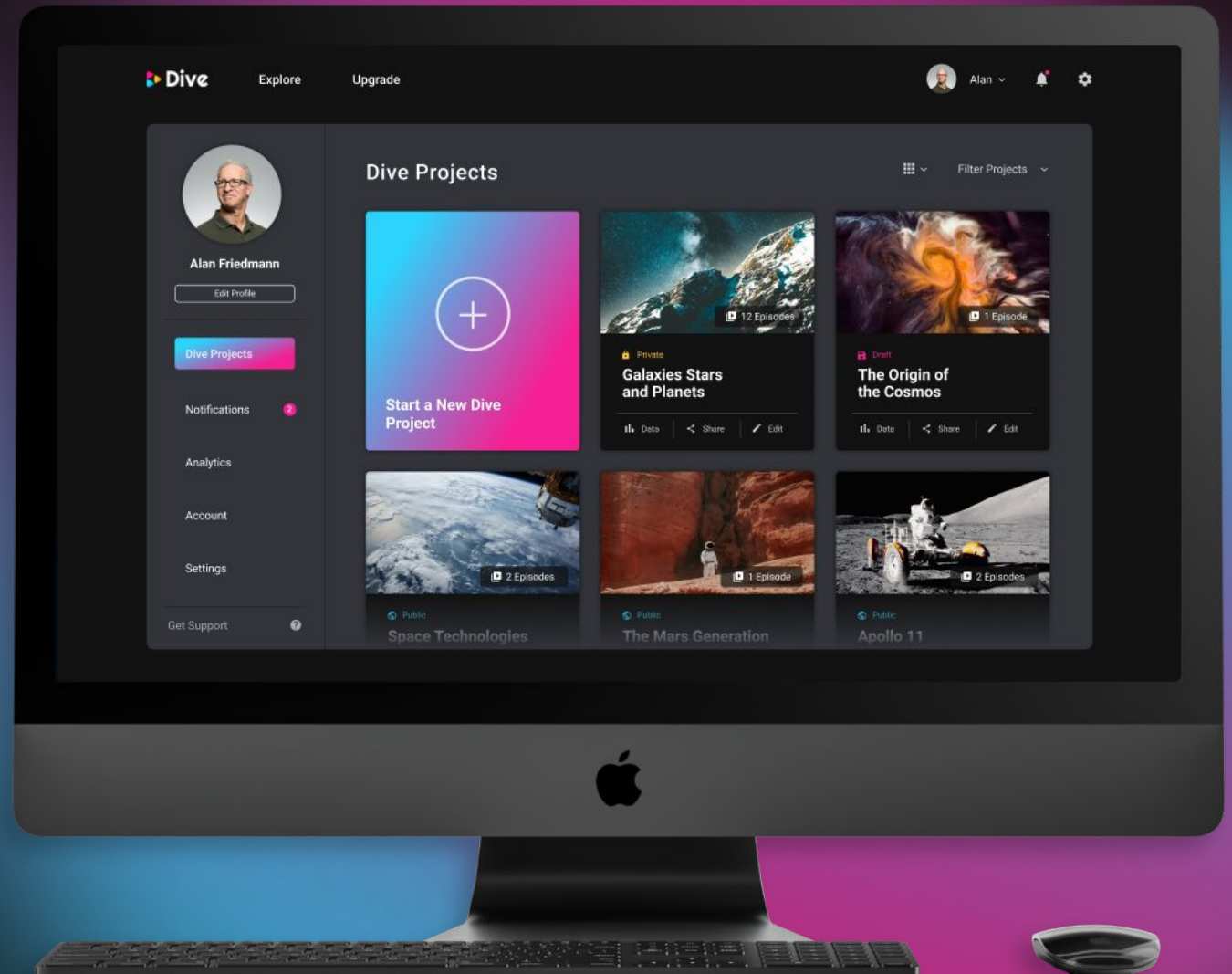
Dive: A global **community** of educators and learners



THE NEW DIVE PLATFORM

A video-driven platform for learning

Educational content creators have a place to create, curate and archive multimedia learning content. Learners have a place to access and navigate the best education and explainer videos.

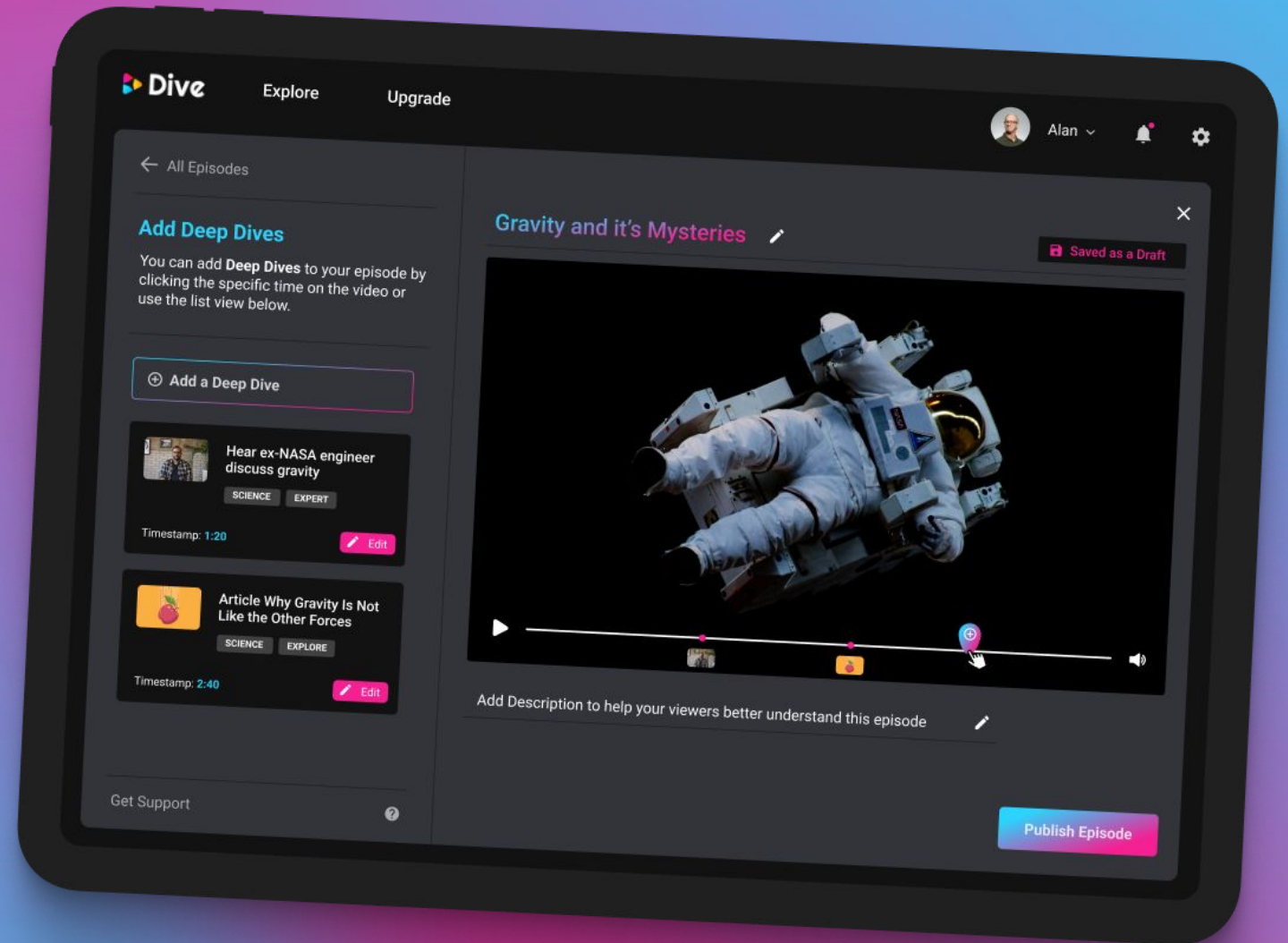


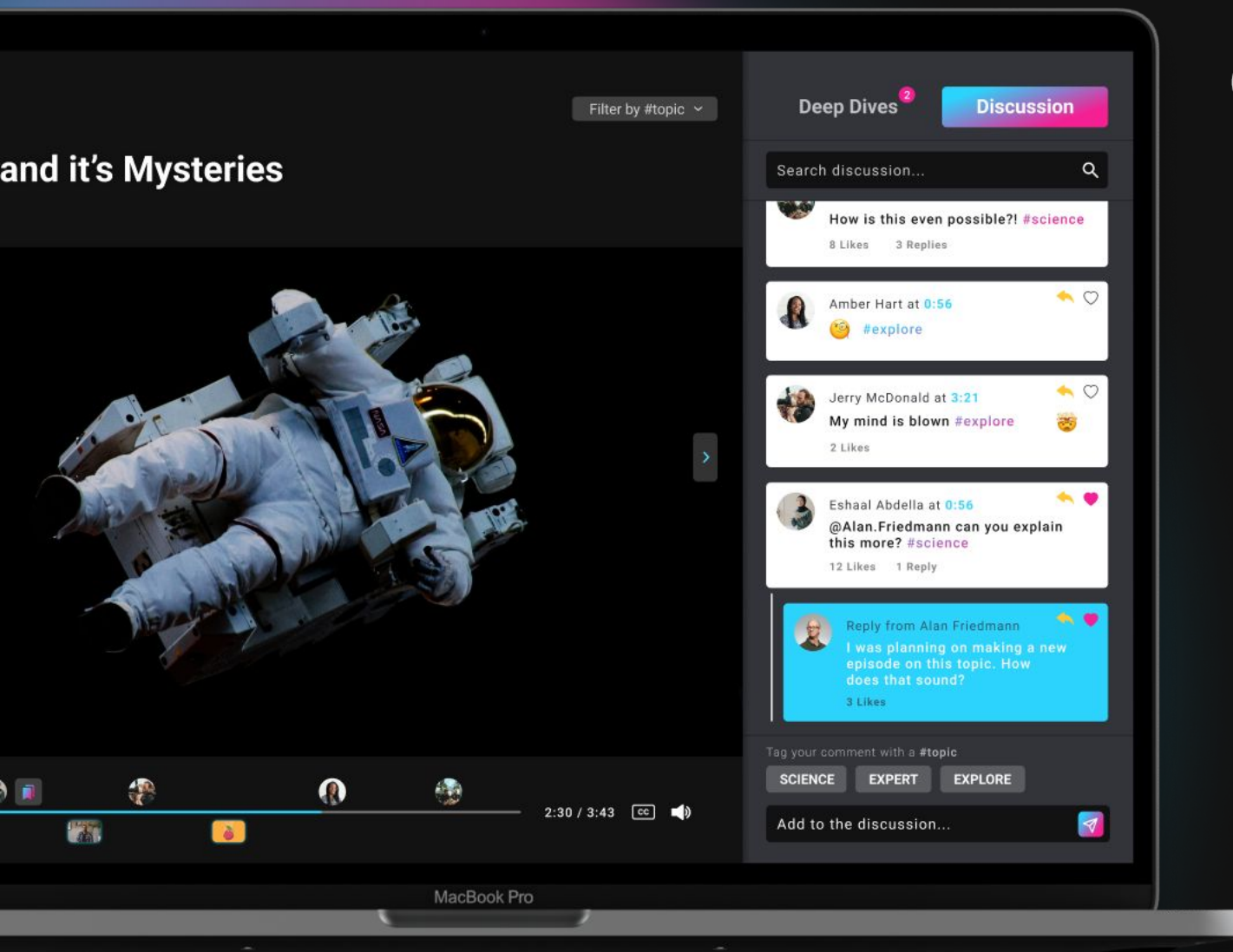
THE NEW DIVE PLATFORM


Empowered educators

Educators create high-quality learning libraries by:

- Uploading videos
- Adding "deep dives", including video, audio recordings, text, links to articles, websites, etc.
- Choose how they want students to interact (e.g. quizzes, comments)









Eshaal Abdella at 0:56

@Alan.Friedmann can you explain this more?

12 Likes



THE NEW DIVE PLATFORM

Engaged and active learners

Learners can actively engage with rich multi-media content by making comments, taking quizzes and submitting assignments.



**Higher education
faculty & students**

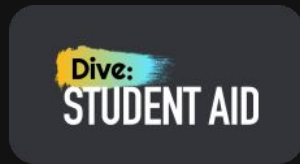


**Media & journalism content
creators and consumers**



**Employers
and workers**

GETTING THERE: OUR METHODOLOGY



Release of Dive Beta product and testing in classrooms



Partnerships with institutions, educators, learners and more



2023

Design, develop and test new Dive platform

- Fully responsive and mobile focused
- New features and tools

OPEN Q&A

What has been your experience with student engagement during the pandemic and as we emerge from it?

OPEN Q&A

What have been your biggest successes and challenges with tools such as learning management systems?

OPEN Q&A

How would you use a
platform like Dive?

We'd love to hear from you!
Contact us to hear more.



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