Netflix for learning?
Using video and interactivity for student engagement
Patricia Mangeol, Lead, Digital Learning Initiatives, Sandbox Labs

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WHO WE ARE

We are a digital media agency working with organizations that aim to improve people's lives.
90+ clients and partners

- International organizations
- Colleges and universities
- Ministries and government agencies
- Nongovernmental organizations
- Trade unions
- Think tanks / 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
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
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.
An Activist Goes to (Policy) School (2006)
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
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?

**GERMANY**

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**UNITED STATES**

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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
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)
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.
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
What has been your experience with student engagement during the pandemic and as we emerge from it?
What have been your biggest successes and challenges with tools such as learning management systems?
How would you use a platform like Dive?
We’d love to hear from you!
Contact us to hear more.

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