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Interactive Videos: What are they and how can I make one?

NSU's Teaching & Learning Conference,
"Connect, Engage, Inspire"

November 2–3, 2022 (Virtual Event)

Agenda

1. About interactive videos
2. Examples
3. Kaltura (SharkMedia) interactive video and editing tools
4. Kaltura Interactive video paths:
Process and product
5. Best practices and takeaways
6. Demonstration/discussion

Goals

Identify

- key features in interactive videos

Discuss

- factors to consider when creating interactive videos

List

- main Kaltura features to create interactive videos

Discuss

- ideas, opportunities, and challenges for interactive videos for learning

Engaging learners with video

MOTION: The power of video



Linear video

Teacher guides, learner watches/pauses/plays, learner engages



Interactive video

Learner interacts/engages while watching



Video production

Learner produces/creates



Interactive Video



Requires the viewer to interact with the content



Includes clickable elements that prompt the viewer to act while watching

Basic features used to create interactive videos

Hotspots

- Clickable areas in the video

Overlays

- Pop-ups that appear when a hotspot is clicked on

Quizzes

- Prompts the viewer to answer questions

Branching

- Gives the viewer the option to control the narrative by choosing the next scene
- Provides the audience with a more personalized viewing experience

360 viewing

- Provides the viewer with a more immersive experience
- Viewer can change the angle to any position that they prefer

Interactive video strategies

Gamification

Real-life scenario-based learning

Microlearning

Story-based learning where learners explore/drive the plot

Decision-making through assessments and branching scenarios

Immersive experience (AR and VR)

Interactive Videos: Key aspects to consider



Purpose

for engagement or reinforcement
higher-level thinking



Quality

content to arouse curiosity
well-planned production
motion and audio



Goals and objectives

clear
achieve the purpose

Interactive Video: Example



Interactive Video Example: Recruiting for Deloitte

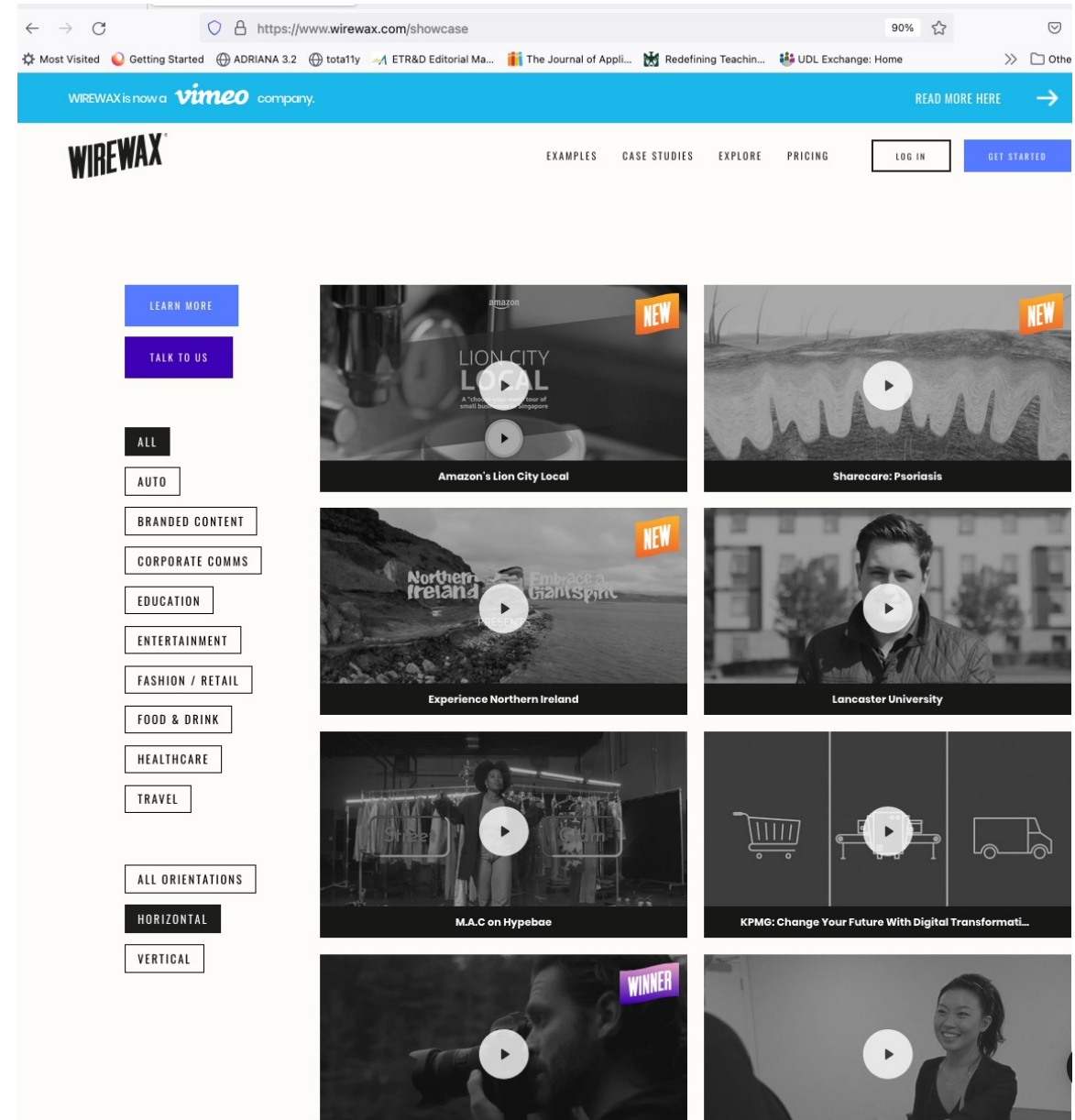
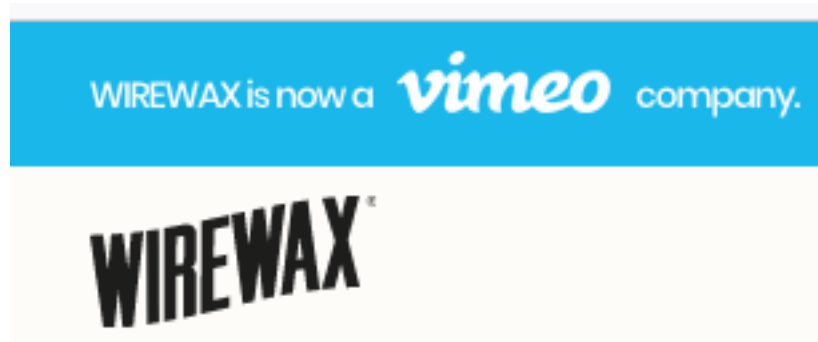
https://corp.kaltura.com/video_resource/interactive-video-example-recruiting-for-deloitte/



Interactive Video: Examples

<https://www.wirewax.com/showcase/>

<https://www.wirewax.com/case-studies/>



Interactive Video: 360-video Examples

<https://www.with.in/>

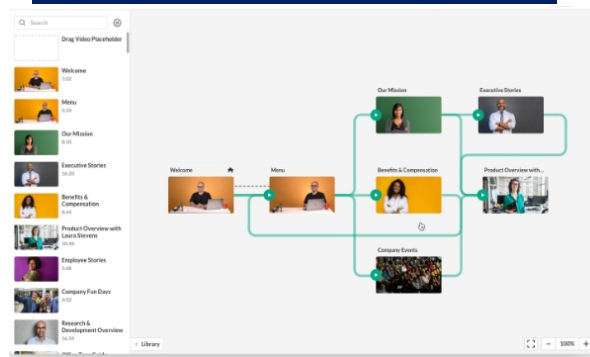
<https://www.with.in/watch/the-displaced>



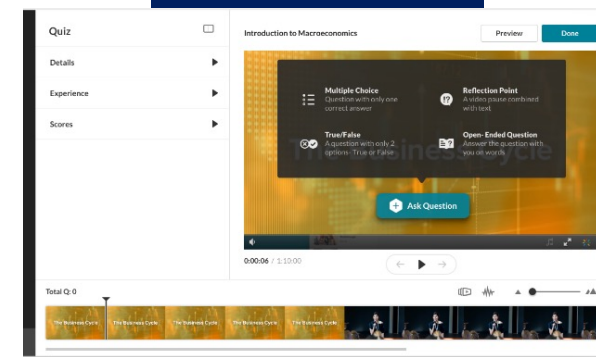
Interactive Video and Editing Tools



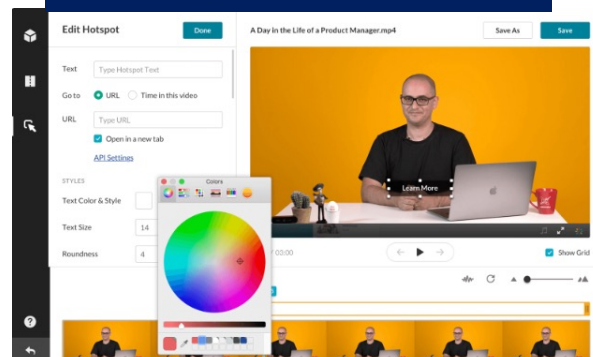
Interactive video paths



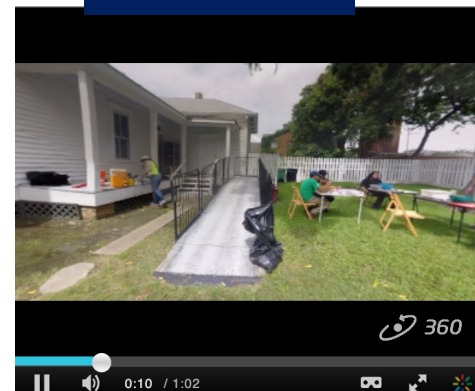
Video quizzes



Hotspots (coming soon)



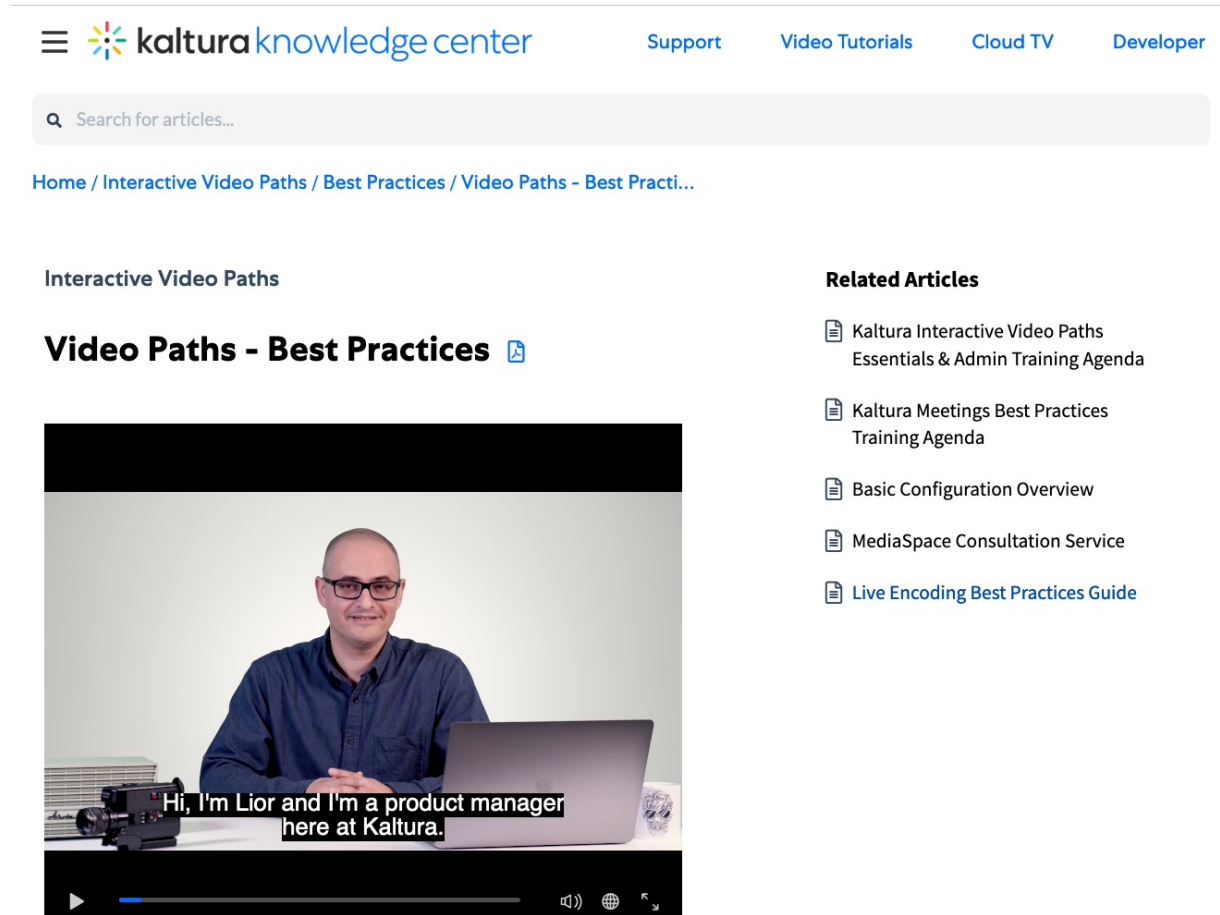
360 Video



Chapters



Interactive Video Paths - Best Practices




The screenshot shows the Kaltura Knowledge Center interface. At the top, there is a navigation bar with the Kaltura logo, a search bar, and links for Support, Video Tutorials, Cloud TV, and Developer. Below the navigation bar, a breadcrumb trail reads: Home / Interactive Video Paths / Best Practices / Video Paths - Best Practices. The main content area features a video player with a man speaking. The video title is "Video Paths - Best Practices" with a download icon. To the right of the video player, there is a section titled "Related Articles" with a list of links: "Kaltura Interactive Video Paths Essentials & Admin Training Agenda", "Kaltura Meetings Best Practices Training Agenda", "Basic Configuration Overview", "MediaSpace Consultation Service", and "Live Encoding Best Practices Guide".

≡ **kaltura** knowledge center Support Video Tutorials Cloud TV Developer

Search for articles...






Home / Interactive Video Paths / Best Practices / Video Paths - Best Practices

Interactive Video Paths

Video Paths - Best Practices 

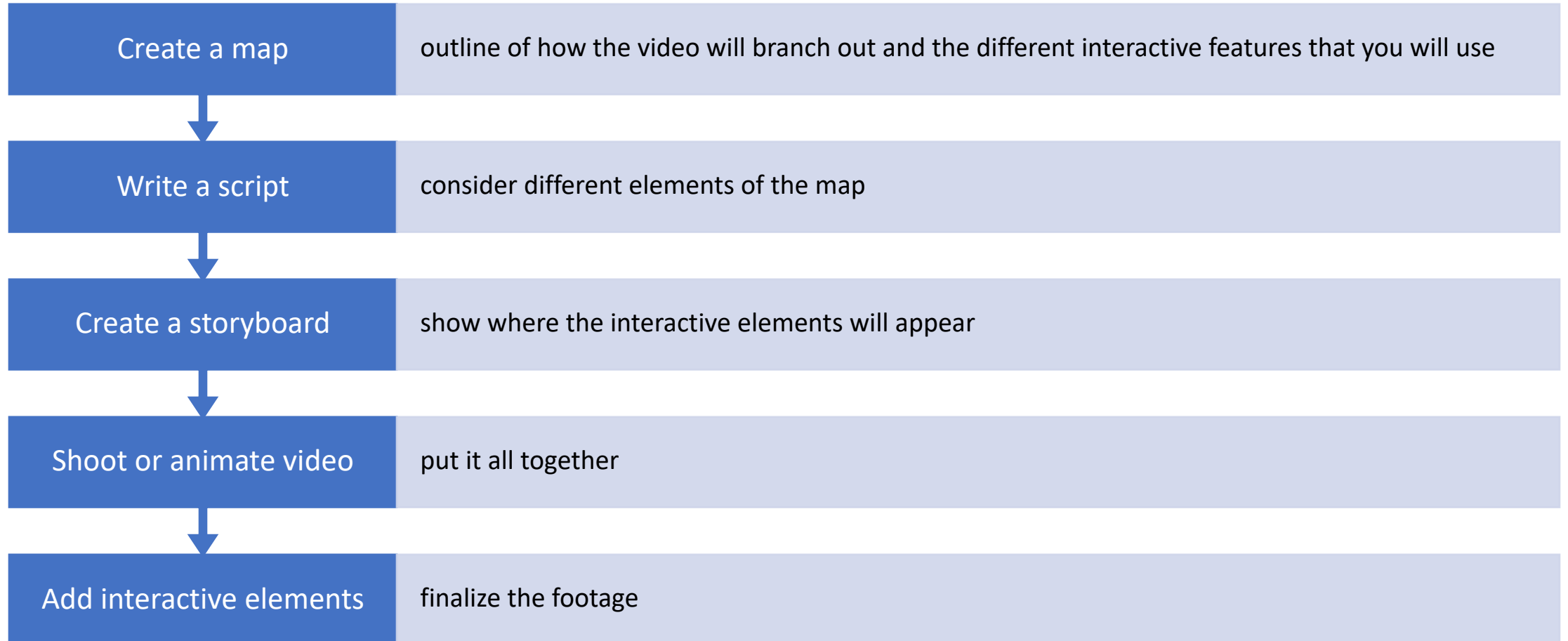
Hi, I'm Lior and I'm a product manager here at Kaltura.

Related Articles

-  Kaltura Interactive Video Paths Essentials & Admin Training Agenda
-  Kaltura Meetings Best Practices Training Agenda
-  Basic Configuration Overview
-  MediaSpace Consultation Service
-  [Live Encoding Best Practices Guide](#)

<https://knowledge.kaltura.com/help/interactive-video-paths-best-practices>

Basic process



Simple Examples to Showcase Differences

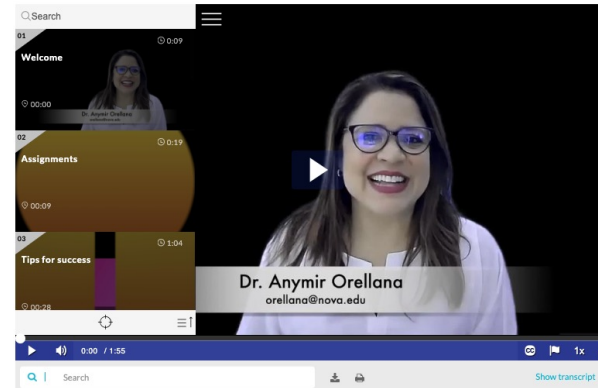
Always think which option is best for the purpose. In this case, the linear video is probably the way to go

Linear Video



https://sharkmedia.nova.edu/media/Orellana+introduction+%28original%29/1_gnji30zh

Video with Chapters



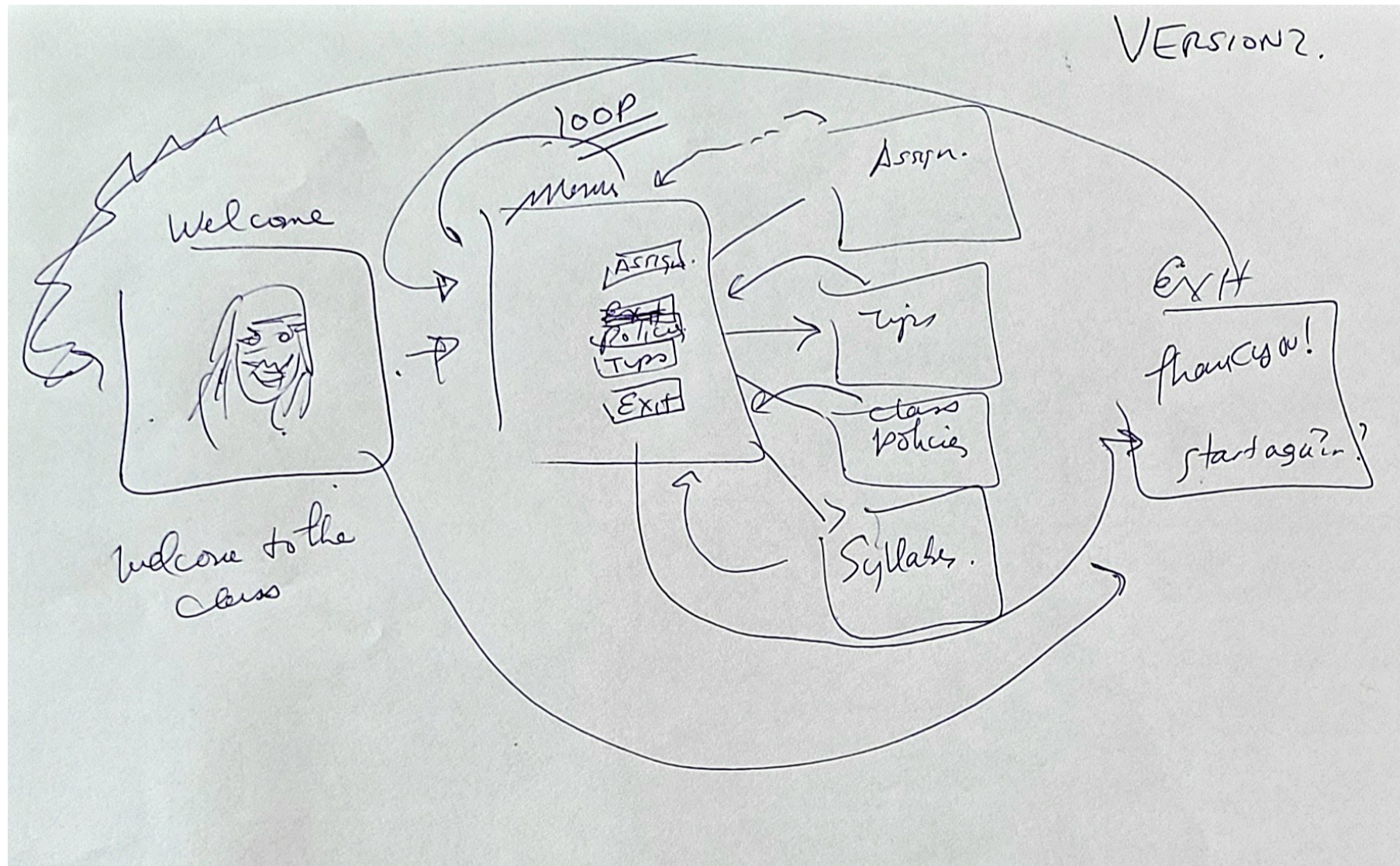
https://sharkmedia.nova.edu/media/Orellana+introduction+%28chapter%29/1_g9fe2h5i

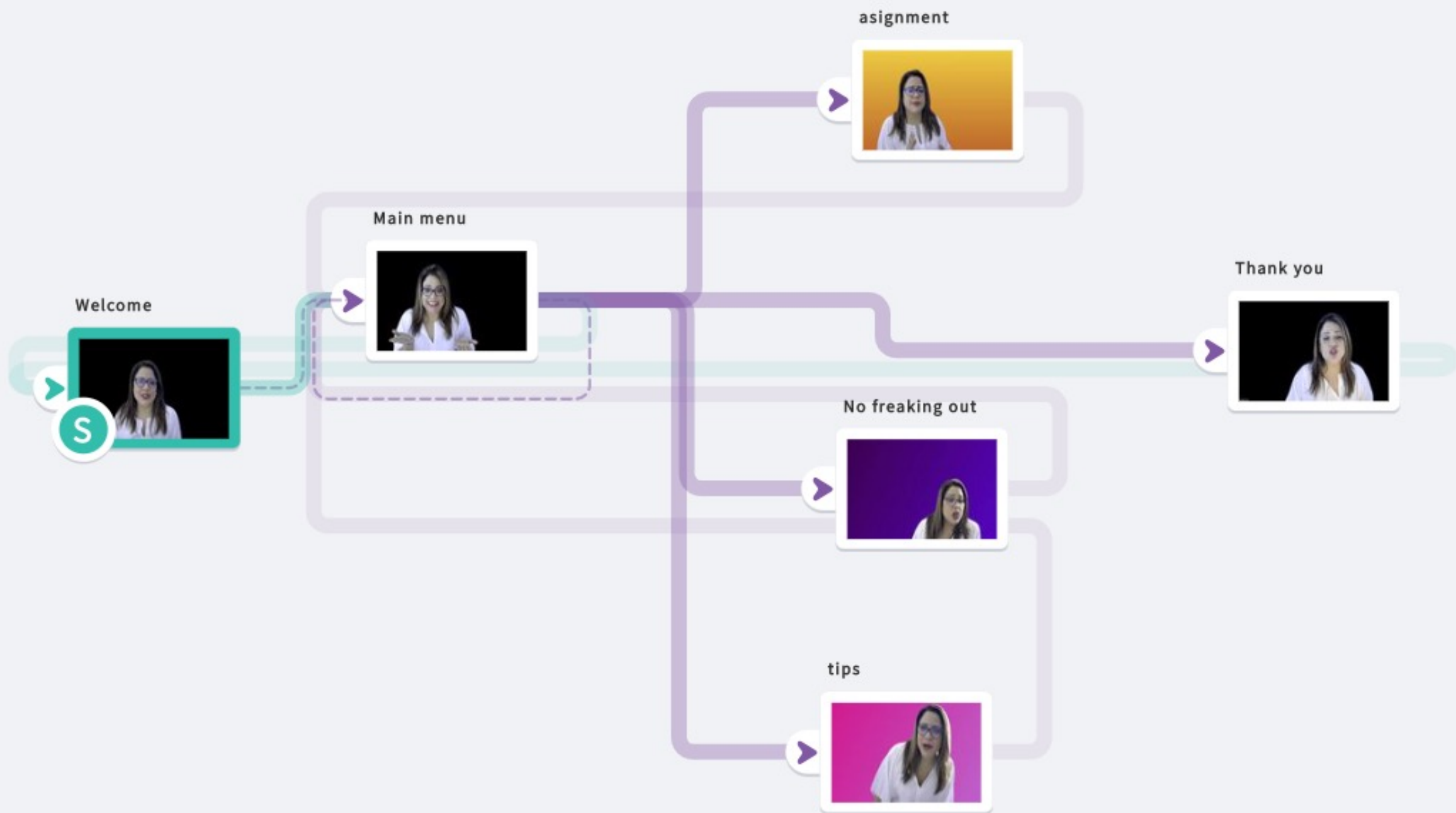
Interactive Video Paths



https://sharkmedia.nova.edu/media/Dr.+Orellana%27s+interactive++introduction+/1_vplwmxjp

Interactive Video Paths: My Map/Storyboard





Takeaways



Learner engagement can increase with interactive activities, such as as interactive videos



Interactive videos should take advantage of the power of motion media combined with audio



A clear purpose for integrating interactive videos is needed: Don't do it just because you can



First think of the goal and then see if an interactive video is a solution... not backwards



Kaltura's interactive video tools are relatively easy (the key is video planning, production, and editing)

Takeaways



Good video production skills (planning/storyboarding, shooting and editing video) are needed



Before shooting video: Take time to carefully plan the story, flow, and interactivity of the video



Use proper tools: lights, camera, video and audio editor



Caption each video clip BEFORE creating with interactive video path

https://sharkmedia.nova.edu/media/Creating+Engaging+Video+Paths+in+Shark+Media+Workshop+10-27-2022/1_urbunr3u



Creating Engaging Video Paths in SharkMedia

Lights, Camera, Action! Would you like to create an interactive video? Sharkmedia has been enhanced with an exciting feature from Kaltura called Interactive Video Paths. Interactive Videos enables you to create a more personalized, "choose your own adventure" learning experience by adding choice-based learning paths to your videos. Interactive videos are well known for their ability to increase viewer's participation, reduce cognitive overload, maximize retention, and provide real world learning experiences. This workshop will explore pedagogical tips and tools for assembling an engaging interactive video path through a step-by-step process that will help you to make your own interactive learning experience.

PRESENTED BY:
JOHN SCIGLIANO
Faculty Trainer
&
MARY YOUNG
Instructional Designer

01:01:43
Creating Engaging Video Paths in Shark Media...
Online Via Zoom
October 27th, 2022 12:05 pm - 1:00 pm
THE LEARNING AND EDUCATIONAL CENTER

Interactive Video and Editing Tools kaltura

- Interactive video paths
 - <https://corp.kaltura.com/video-content-management-system/kaltura-interactive-video-paths/>
 - <https://knowledge.kaltura.com/help/interactive-video-paths>
 - <https://knowledge.kaltura.com/help/interactive-video-paths-best-practices>
- Video quizzes
<https://corp.kaltura.com/video-content-management-system/interactive-video-quizzes/>
- Chapters
<https://knowledge.kaltura.com/help/manage-chapters-and-slides>
- Hotspots (available soon)
<https://corp.kaltura.com/blog/adding-hotspots-to-your-video/>
- 360 Video
<https://knowledge.kaltura.com/help/i-am-looking-at-a-360-video-and-i-cannot-interact-with-it-why>

Other sources

- Instructional Design: 7 Branching Scenario Tips <https://youtu.be/qVHMvA5dqt8>
- What is Interactive Video? (Best Examples and Software) <https://www.youtube.com/watch?v=Xps62bwtXd0>
- How to Increase ENGAGEMENT in eLearning Scenarios <https://youtu.be/tUZk5miihCY>
- How to Create Amazing Interactive Videos (Plus Top Interactive Video Platforms)
<https://www.youtube.com/watch?v=QkGI4OHSjA0>
- What is an interactive video platform and how do they work? <https://www.vudoo.com/blog/what-is-an-interactive-video-platform>
- How to make an interactive video on Vimeo. <https://vimeo.com/blog/post/how-to-make-interactive-video/>
- Interactive Video-based Learning Strategy and Learning Effectiveness
<https://blog.originlearning.com/effective-implementation-of-interactive-video-based-learning/>