

5 Ways to Level Up Engagement using Camtasia



 TechSmith®

We empower people to create remarkable videos and images that help share knowledge and information



Camtasia

The best all-in-one video editor and screen recorder.

- 35 Million users
- 269 Million videos created



Snagit

The best screen grab software to easily capture a process, enhance it with instructions and quickly share with your audience.

- 39 Million users
- 3.4 Billion images captured



 **TechSmith[®]**

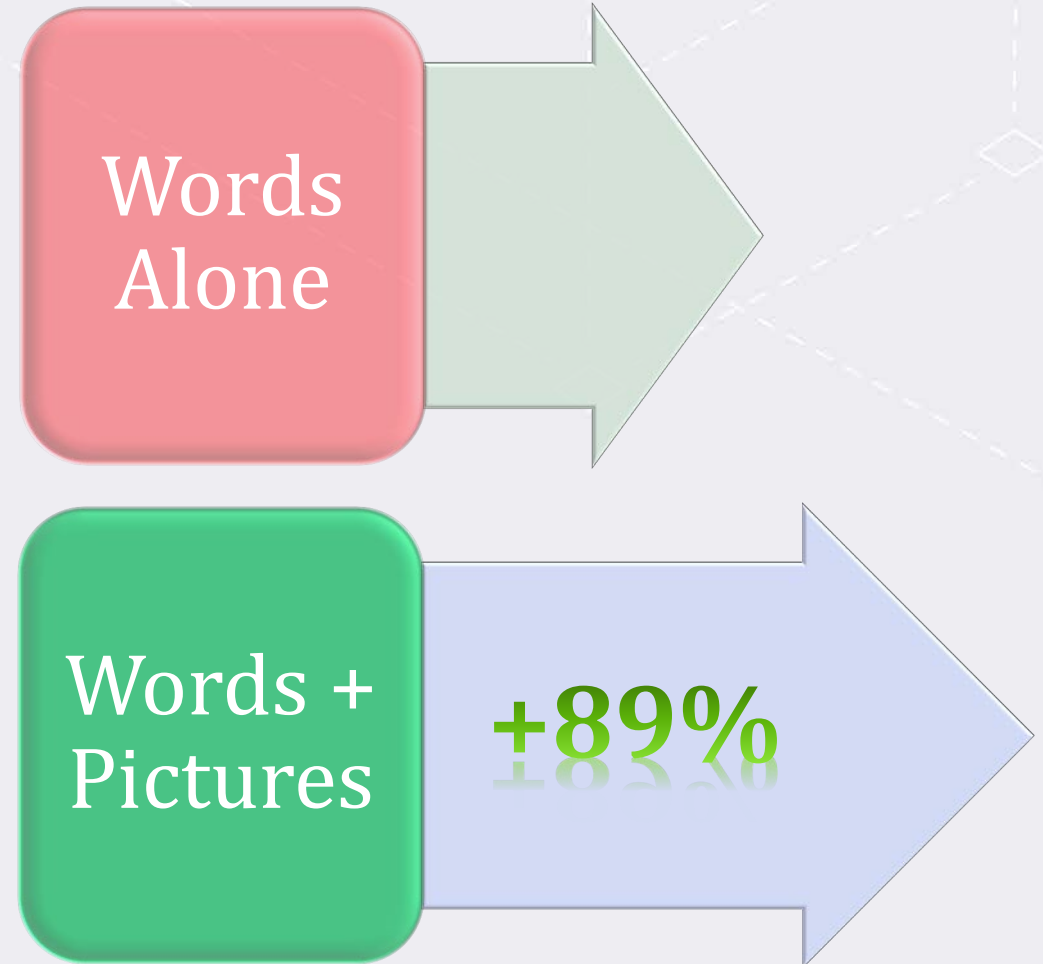
Engagement Research

Research-Based Principles for Designing Multimedia Instruction

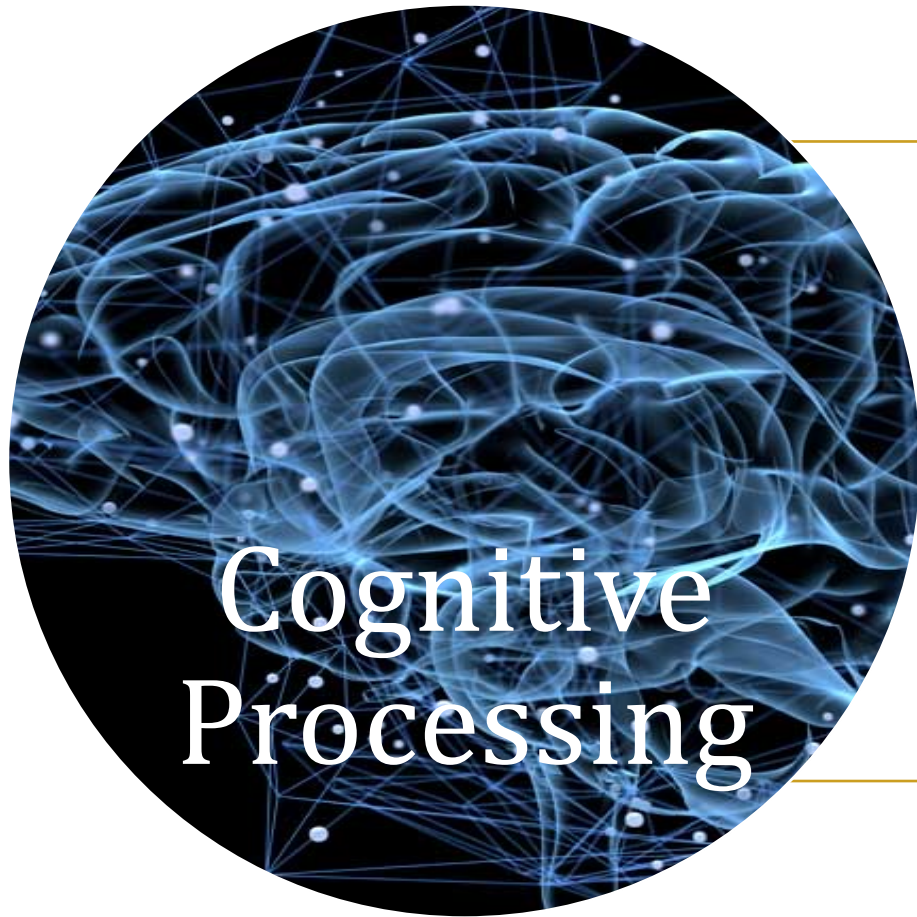
Richard E. Mayer
University of California, Santa Barbara

People learn more from words and graphics –

multimedia principle



Three Kinds of Processing in Learning



Extraneous



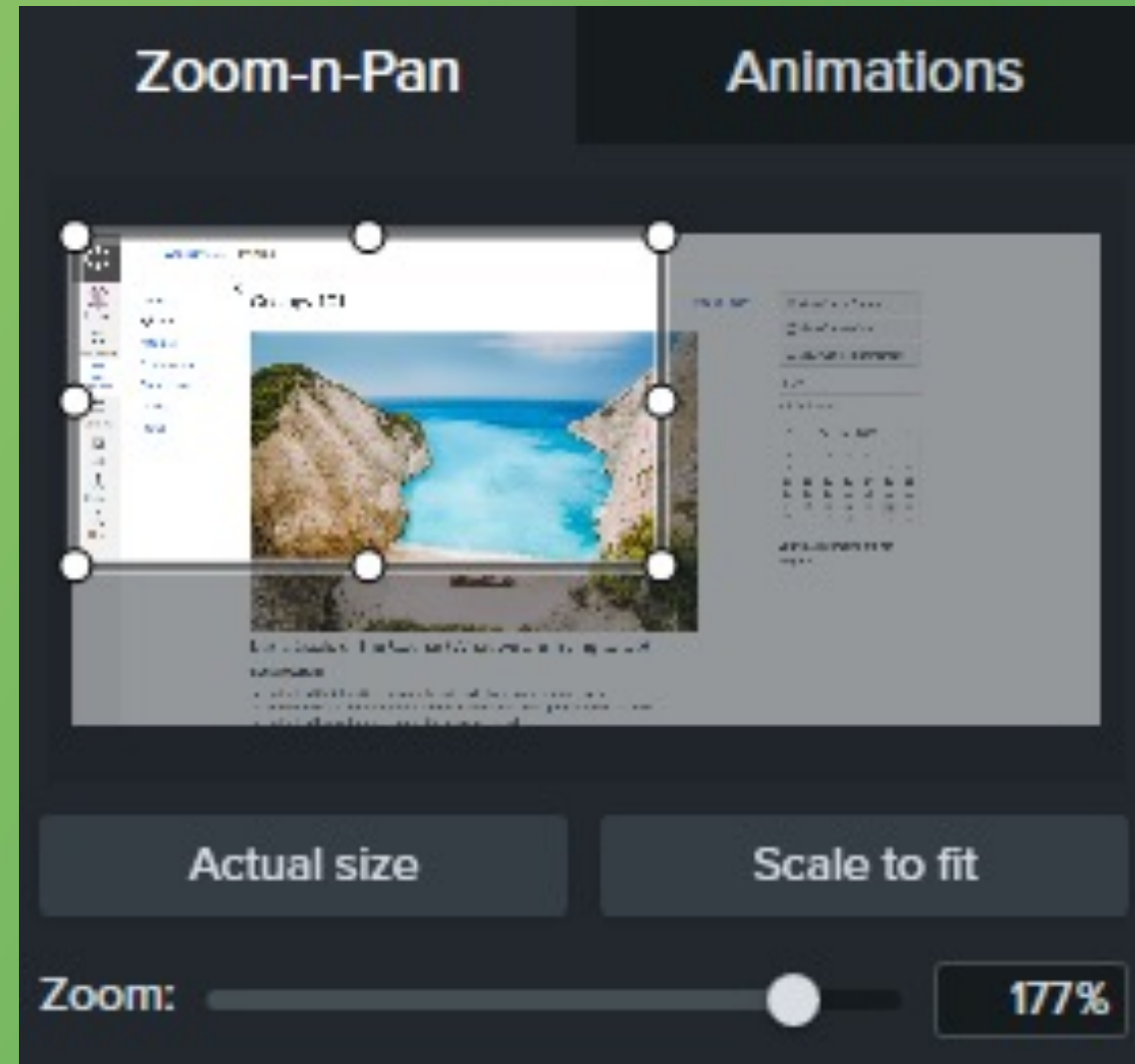
Essential



Generative

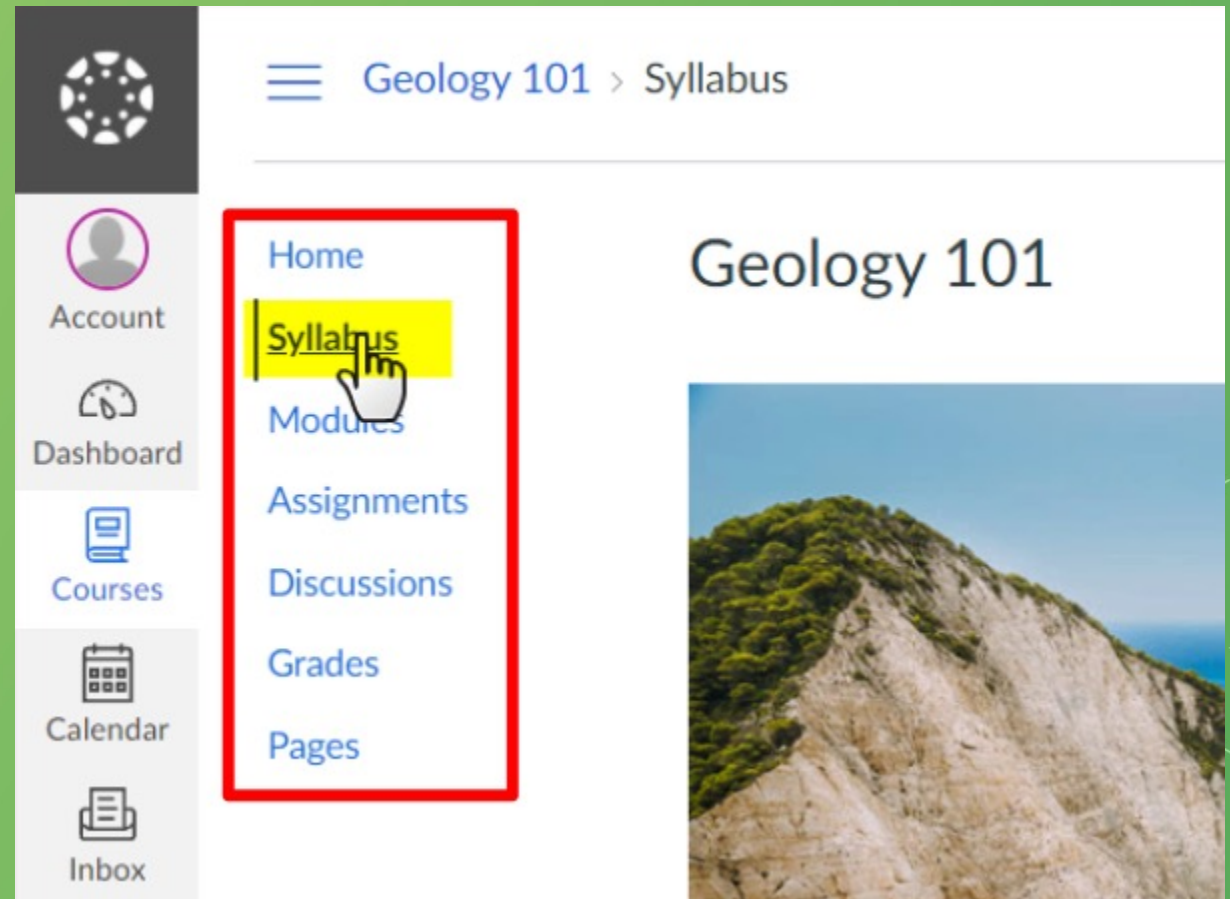
1. Zoom and Pan

- Motion engages viewers
- Reduces extraneous processing
 - Coherence
 - Signaling



2. Behaviors & Annotations

- Reduces extraneous processing
 - Signaling
 - Spatial Contiguity
 - Temporal Contiguity



3. Table of Contents

- Manages essential processing
 - Segmenting

Flipped Class

Search...

What is Flipping?

Before and After

Before and After

Before and After

Save time, stop repeating yourself

Spend more time with students

Before and After

listen to a lecture.

DURING CLASS

Students practice applying key concepts with feedback.

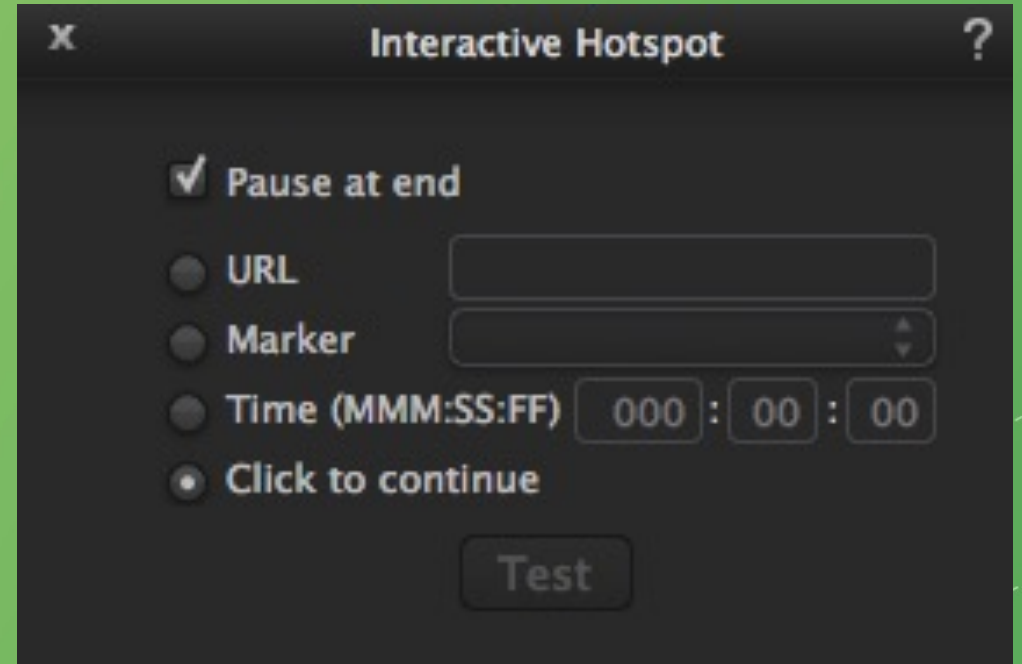
on the key concepts versus the lecture.

0:35 / 1:47

CC

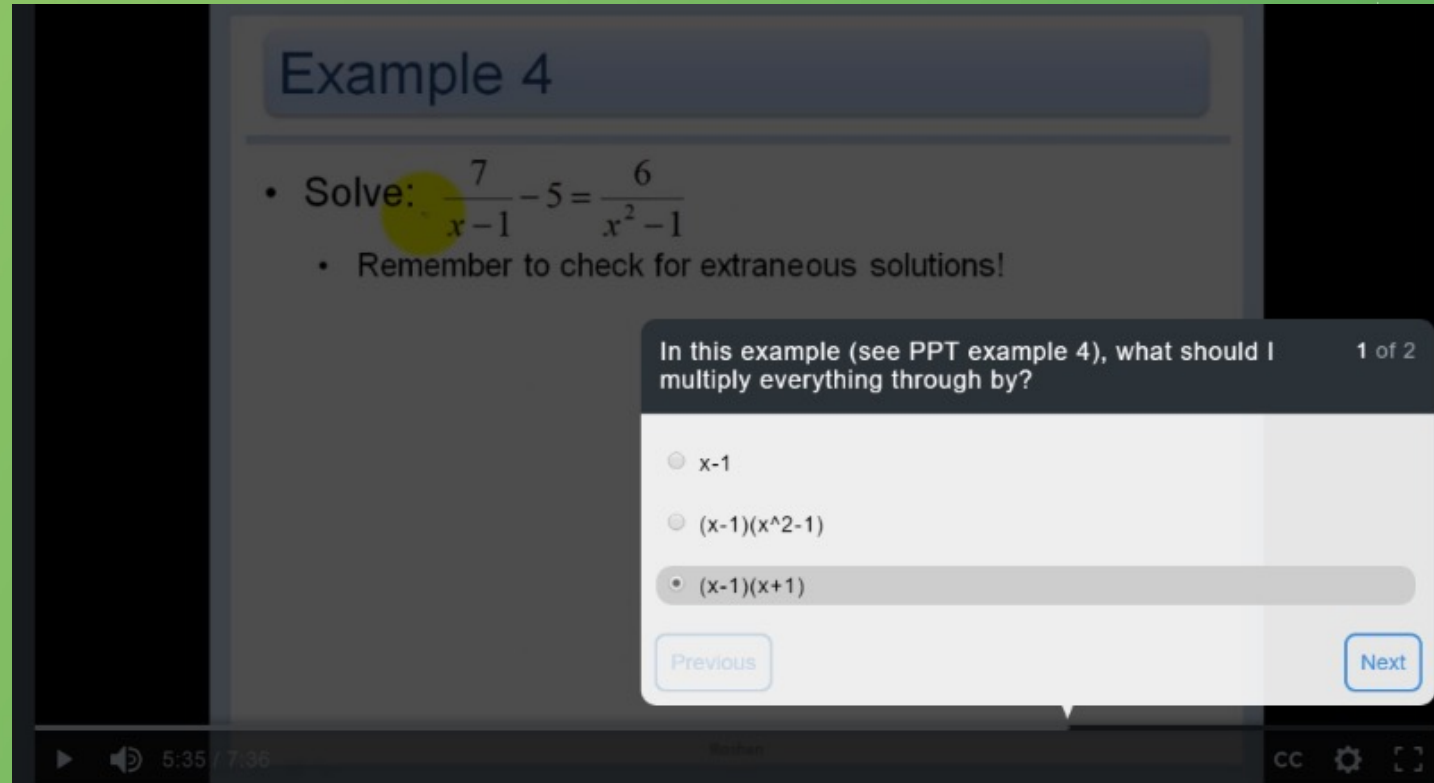
4. Hotspots

- Manages essential processing
 - Segmenting
 - Pretraining



5. Quizzing

- Presented in video for formative assessment and feedback
- Fosters generative processing
- Reduces mind wandering
- Increases note taking



The screenshot shows a video player interface. The main content is a slide titled "Example 4" with the following text:

• Solve: $\frac{7}{x-1} - 5 = \frac{6}{x^2-1}$

• Remember to check for extraneous solutions!

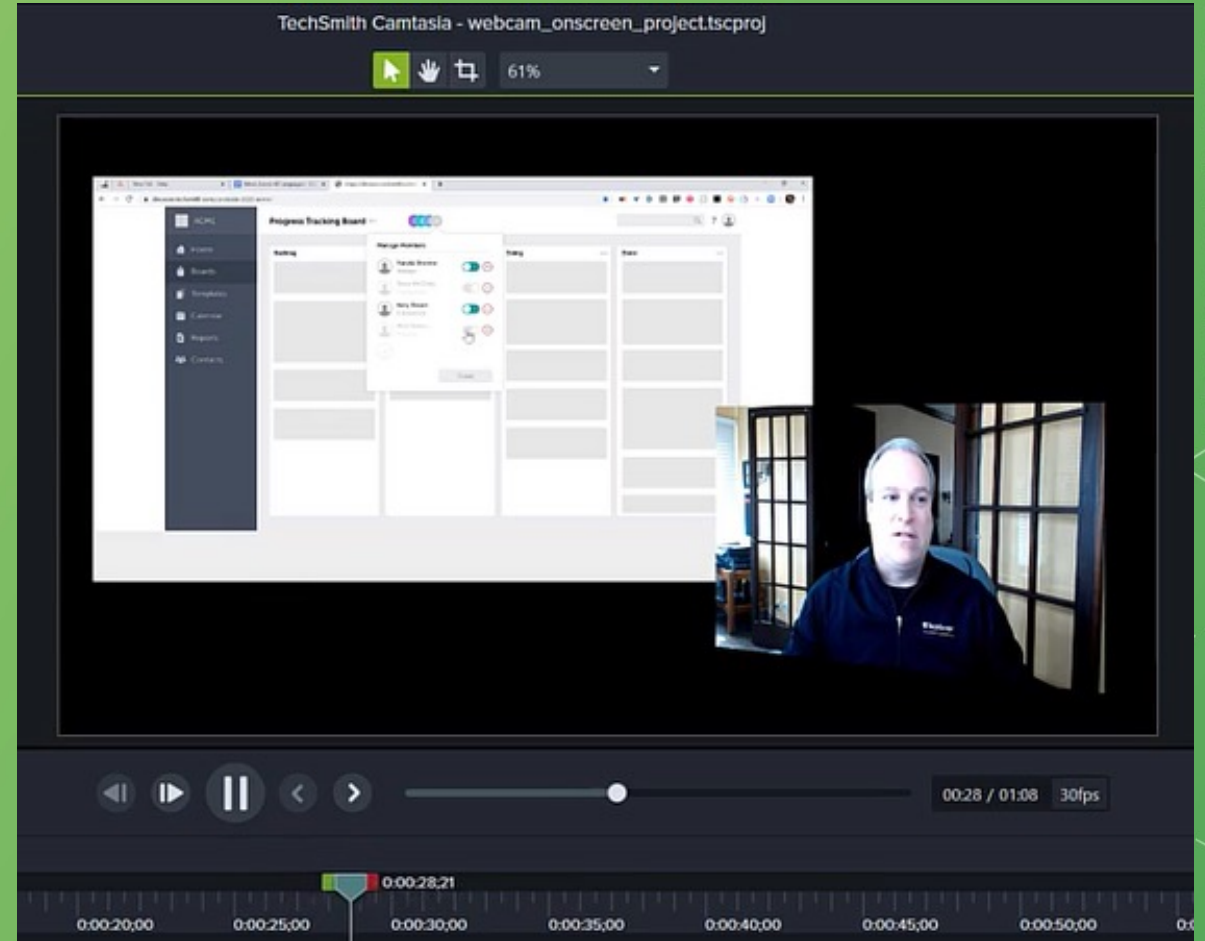
Overlaid on the bottom right of the video is a quiz window. The quiz question is: "In this example (see PPT example 4), what should I multiply everything through by?" The options are:

- x-1
- (x-1)(x^2-1)
- (x-1)(x+1)

The quiz window also includes "Previous" and "Next" buttons. The video player controls at the bottom show a play button, a volume icon, and a progress bar at 5:35 / 7:36. There are also icons for closed captions (CC), settings, and full screen.

Bonus: Camera Video

- Increase social presence
- Fosters generative processing
 - Personalization
 - Voice



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