

Constructivist Design Approaches to Video Production for Distance Education in Business and Economics

Authors : C. von Essen

Abstract : This study outlines and evaluates a constructivist design approach to the creation of educational video on postgraduate business degree programmes. Many online courses are tapping into the educational affordances of video, as this form of online learning has the potential to create rich, multimodal experiences. And yet, in many learning contexts video is still being used to transmit instruction to passive learners, rather than promote learner engagement and knowledge creation. Constructivism posits the notion that learning is shaped as students make connections between their experiences and ideas. This paper pivots on the following research question: how can we design educational video in ways which promote constructivist learning and stimulate analytic viewing? By exploring and categorizing over two thousand educational videos created since 2014 for over thirty postgraduate courses in business, economics, mathematics and statistics, this paper presents and critically reflects on a taxonomy of video styles and features. It links the pedagogical intent of video - be it concept explanation, skill demonstration, feedback, real-world application of ideas, community creation, or the cultivation of course narrative - to specific presentational characteristics such as visual effects including diagrammatic and real-life graphics and animations, commentary and sound options, chronological sequencing, interactive elements, and presenter set-up. The findings of this study inform a framework which captures the pedagogical, technological and production considerations instructional designers and educational media specialists should be conscious of when planning and preparing the video. More broadly, the paper demonstrates how learning theory and technology can coalesce to produce informed and pedagogical grounded instructional design choices. This paper reveals how crafting video in a more conscious and critical manner can produce powerful, new educational design.

Keywords : educational video, constructivism, instructional design, business education

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