

Utilizing Instructor Created Video Content To Enhance Student Learning and Engagement

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ABSTRACT

This research seeks to explore the impact of utilizing Instructor Created Video Content on student learning, engagement, and course satisfaction in asynchronous online courses. Understanding how Instructor Created Video Content is designed and utilized, and its impact on the educational experience is crucial due to the increasing popularity and usage of online learning in universities.

This research seeks to answer the following question: *How does Instructed Created Video Content influence students' satisfaction of course, engagement with course material, understanding of instructions and connections with professor?*

INTRODUCTION

❖ The phenomenon of presence in the online learning environment can be examined through the Community of Inquiry Theory which suggests that, instructor presence is a crucial factor in the success of asynchronous online courses and has a significant impact on students' satisfaction of course.

❖ Instructor Created Video Content improves the social presence of the instructor which increases students' perception of feeling connected to the instructor.

❖ Courses which contain Instructor Created Video Content improves the quality of the course both for the instructor and students in online asynchronous courses.

Davidson-Shivers, 2009; Dennen, 2011; Griffiths & Graham, 2010).

MATERIALS & METHODS

This study employed a mixed-methods design which included quantitative and qualitative data collection. The instructor created mini lectures that accompanied each weekly module with an average length of six minutes, to personalize the online learning experience for the students. Furthermore, the instructor created an introductory video for each module that outlined the learning objectives and provided instructions on assignment expectations, and a midway video that reviewed the course material covered up to that point. Class announcements were also made through video, answering common questions that students asked. All videos were uploaded to YouTube and then shared on the online course shell. The remaining course content, such as PowerPoint presentations, chapter readings, media, and literature assignments, remained consistent throughout the study.

RESULTS

❖ The results of this survey indicates that, Instructor Created Video content is effective in enhancing students' satisfaction and engagement with the course. Specifically, 93% of the students reported that they were satisfied with the course indicated on the end of course evaluations, while 92% reported high levels of engagement with the course material as shown in the students' written reflection about the content contained in the ICVCs. Furthermore, 90% of the students felt that the Instructor Created Videos increased their understanding of the course instructions.

❖ In terms of instructor presence and connection with students, the results were equally positive. 94% of the students felt that the instructor demonstrated a strong presence in the online class environment through the use of ICVCs and the Instructor Created Videos made them feel more connected with the professor.

❖ Overall, these results suggest that the use of Instructor Created Video Content is a highly effective instructional method for enhancing student satisfaction, engagement, understanding, and connection with the professor.

DISCUSSION

The results of the survey indicates that incorporating Instructor Created Video Content into an online course can have a positive impact on student satisfaction, engagement, understanding of course instructions, and connection with the professor. These findings are consistent with previous research that has demonstrated the benefits of video content in online education.

The high level of course satisfaction and engagement reported by students suggests that Instructor Created Video Content can be an effective tool for delivering course material in online classes. Additionally, the finding that the Instructor Created Video Content increased students' understanding of the course instructions highlights the potential for this medium in improving learning student outcomes. Furthermore, the fact that the Instructor Created Video Content enhanced connection between the students and the professor is significant in the context of online education where the lack of face-to-face interaction can be a barrier to student engagement and success.

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