



ELT2- Social Media Technologies for Teaching and Learning

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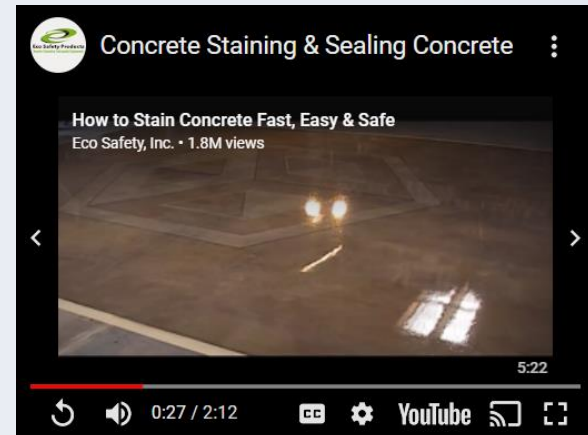
1.

Home Improvement

Concrete Staining & Sealing Concrete

TARGET AUDIENCE

- ☐ Beginners to Professionals
- ☐ DIYers
- ☐ Self-Motivated
- ☐ Desire Ease of Use
- ☐ Desire Green Products



youtu.be/1gWNp_B-dhw

“The Best Just Got Easier”



STRENGTHS – MULTIPLE

Pros:

- ☐ Concise, focused, well paced
- ☐ Visually and aurally aligned
- ☐ Sequentially based
- ☐ Each step was clearly described using three modalities, including its purpose
- ☐ Best practices were provided

STEP PRESENTATION

A single action conveyed with spoken word, written word, and visual image



Followed by instruction on how to carry out the action as easily as possible

WEAKNESSES – FEW

Cons:

- ❑ Small amount of missing information
 - ❑ EX: How messy is this? Is there a proper way to protect surrounding walls, etc.?

COGNITIVE LOAD

	CONCRETE STAINING WITH ECO SAFETY PRODUCTS 5:21 VIDEO
INTRINSIC	<ul style="list-style-type: none">•Moderate load for a beginner, well distributed segments, sequentially presented tasks•Possibly a moderate load for a professional if they are more familiar with a different method
GERMANE	Uses and skills can be applied in a variety of locations, techniques are very similar
EXTRINSIC	None



Video 2: How to Separate Egg White and Egg Yolk

Watch
Video



Questions:

1. Who might be the target audience of the clip?
 - *Entry level cooks on an international level*
 - *Anyone who has to make a meringue pie during Thanksgiving*
2. What is the strength of the video clip in terms of its instructional quality?
 - *There is no extraneous information in this video. It is straight to the point.*
 - *It starts out (visually) with the supplies that you need and goes straight into the steps to master the skill.*
 - *You do not need to be able to read English to understand the steps of this video. It can be used for a non English speaking audience.*
 - *It shows the efficiency of the new instruction compared with the traditional way of separating yolks.*
 - *The music is a nice touch and keeps the learner engaged in the process.*

Questions:

3. What is the weakness of this video clip in terms of its instructional quality?

In the end when they were comparing the speed of the egg process, they did not need to drag out the time for the traditional method to be completed. The viewer gets the point well before the time ends.

4. What can be added, or removed, in order to improve the clip's instructional quality?

From a design principal, it is never safe to assume that the learner understands the context or background of a previous method. This video assumes that the learner understands how to separate eggs in the traditional way. He does not take time to explain what he is doing with the egg shells.. A more clear explanation of this could be added.

Video 3: How To Play Steely Dan's "Peg"



Who might be the target audience of the clip?

- ☐ *The target audience for this clip would be intermediate to advanced level piano players.*
- ☐ *While there is some music theory, a knowledge of theory isn't absolutely necessary to learn from the video.*

What is the strength of the video clip in terms of its instructional quality?

- ❑ The video uses an overhead camera angle so viewers can see what the instructor is playing.
- ❑ There are also animations which highlight which notes he is playing and how long they are to be held (sustained).

**What is the weakness of this video clip
in terms of its instructional quality?**

*I see no glaring weakness in
terms of the instructional
quality for this video.*

What can be added, or removed, in order to improve the clip's instructional quality?

- ❑ The instructional quality was pretty effective as is. The designer didn't include any onscreen text, which would have distracted from the playing. The inclusion of the narration enhanced the learning experience. Someone who wasn't knowledgeable about music theory could have safely ignored the narrative and still learned a lot.

THANKS!

Any questions?

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CREDITS

- ❑ Presentation template by [SlidesCarnival](#) (Special thanks to all the people who made and released these awesome resources for free)
- ❑ EcoSafety, Inc. "How to Stain Concrete Fast, Easy & Safe". YouTube, June 4, 2010, https://www.youtube.com/watch?v=lgWNp_B-dhw
- ❑ A Cool Way to Separate Eggs, YouTube, Nov 13, 2013, <https://www.youtube.com/watch?v=iAp8pEaWB1Y>
- ❑ HDpiano. "'Peg" by Steely Dan | HDpiano (Part 1)". Youtube YouTube, November 2, 2014, <https://www.youtube.com/watch?v=WpppcfDt1vRE>