



ITS Teaching  
& Learning

2022  
Summit

# **The Importance of Video for Future Teaching:**

## **Video Usage Analysis Pre-pandemic vs. Post-pandemic**

**Paul Schmidt & Niurca Quirarte**  
**Advisor: Melinda Kraft**

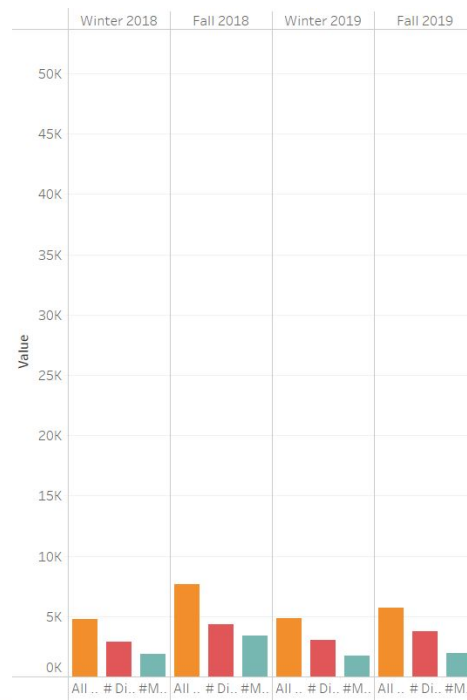
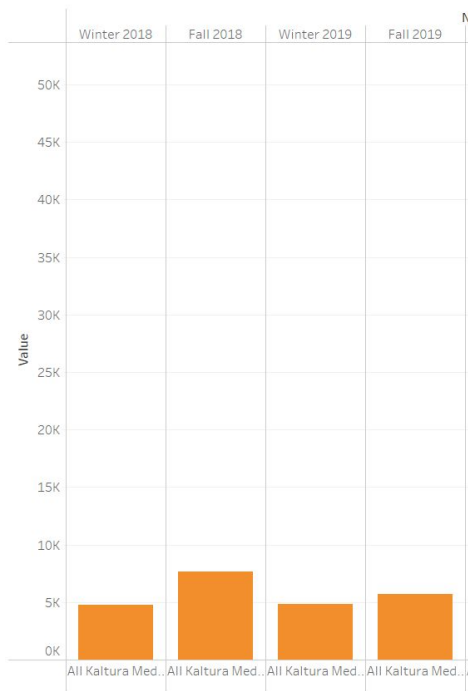
[paulvsch@umich.edu](mailto:paulvsch@umich.edu)  
[niurcaq@umich.edu](mailto:niurcaq@umich.edu)

**12:55 pm, August 9th, 2022**

# Introduction

- The presentation will provide data of media upload trends & media consumption trends pre-pandemic vs. post-pandemic.
- Our goal was to determine the frequency of media usage in order to predict the future of media at the University of Michigan & allow better accessibility for faculty and students.
- Data was gathered from KMC Analytics Audience Engagement with the filters of the learning management systems of the three campuses: BB\_KAF\_Prod, Canvas\_Dearborn\_Prod, Canvas Umich, and Flint Canvasprod.

# Pre-Pandemic Media Uploads

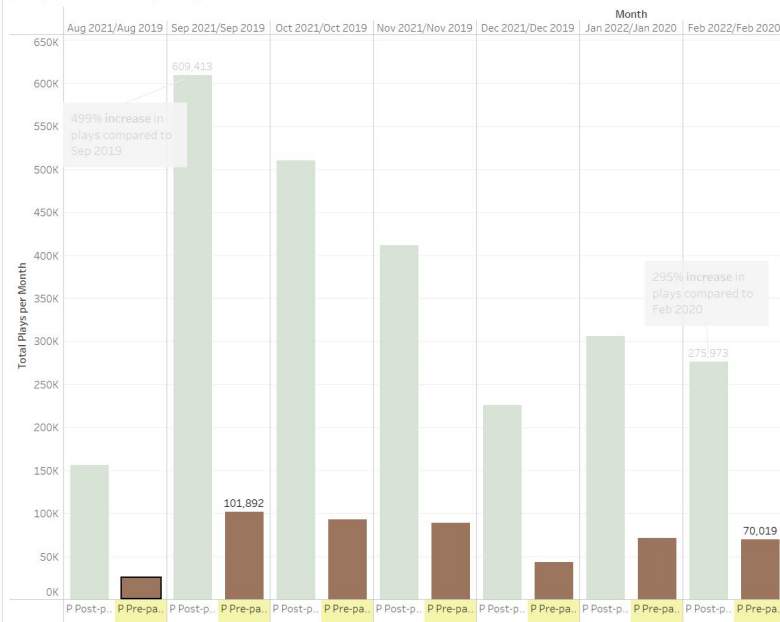


# Pre-Pandemic Media Consumption

Video Usage (plays) Analysis

August 1, 2019 - June 5, 2020 vs. August 1, 2021 - June 5, 2022

pre-pandemic vs. post-pandemic



- Number of media plays gives us an approximate of the frequency of media consumption
- Before the pandemic, the highest number of media plays was in Sep 2019: 101,892 plays
- Pandemic hit after February
- Frequency of media consumption is low

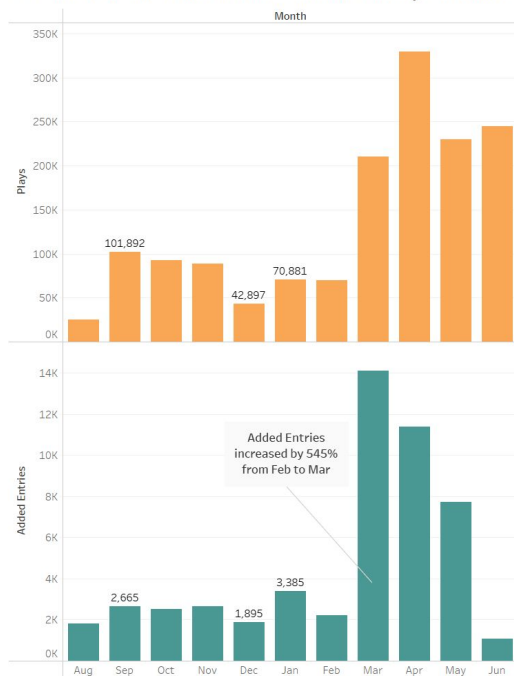
Teaching & Learning 2022 Summit



INFORMATION AND  
TECHNOLOGY SERVICES  
UNIVERSITY OF MICHIGAN

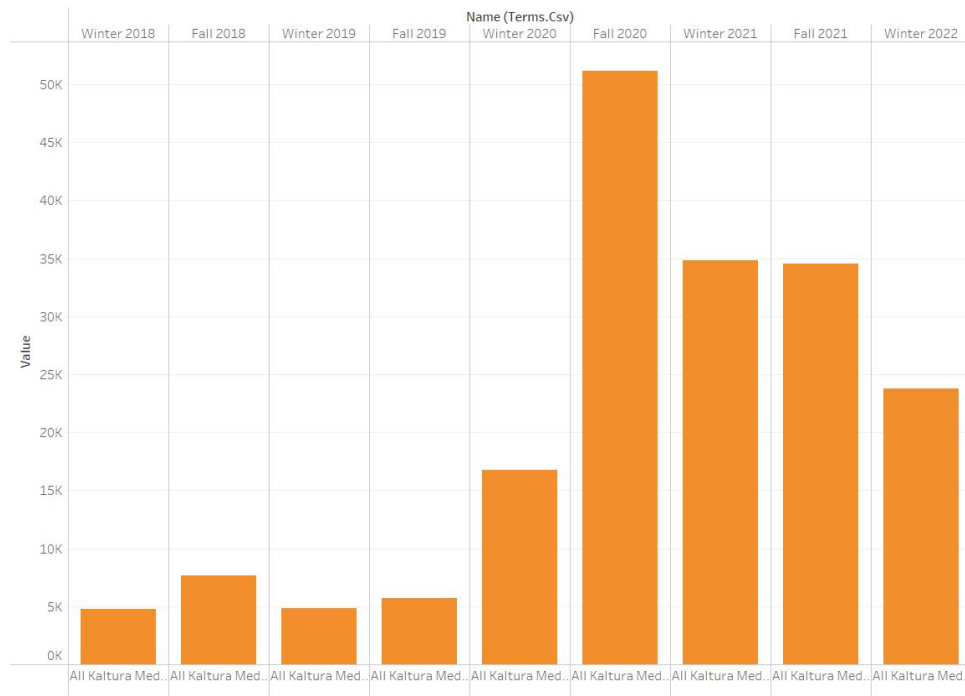
# Media Upload & Consumption Analysis: Pre-Pandemic

Correlation between Added Entries and Media Plays in 2019-2020



- The largest amount of plays are in Sep
- The largest upload of media is in Jan & Sep
- Decrease always present in Dec
- Pandemic started in March causing a huge abnormal spike in the data

# Post-Pandemic Media Uploads



Teaching & Learning 2022 Summit



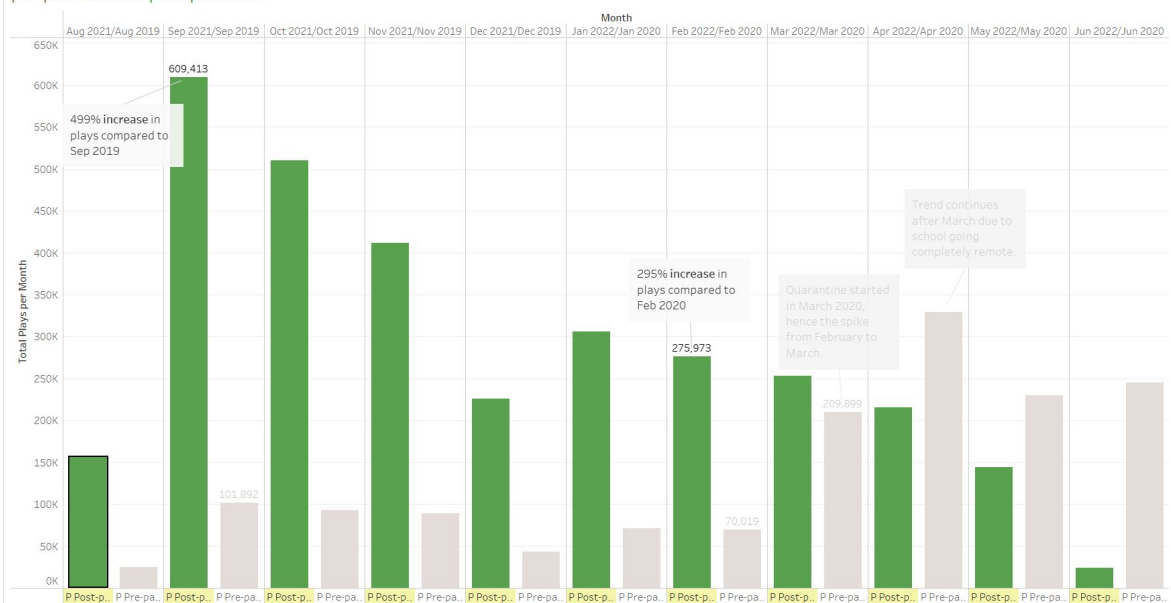
INFORMATION AND  
TECHNOLOGY SERVICES  
UNIVERSITY OF MICHIGAN

# Post-Pandemic Media Consumption

## Video Usage (plays) Analysis

August 1, 2019 - June 5, 2020 vs. August 1, 2021 - June 5, 2022

pre-pandemic vs. post-pandemic



- Within Sep 2021, there are almost 5 times more plays than in Sep 2019
- Mar 2022 has higher plays than in Mar 2020
- Plays increased by 295% in Feb 2022 compared to Feb 2020
- Overall, the plays in the school year 2021-2022 increased by 85% when compared to 2019-2020.

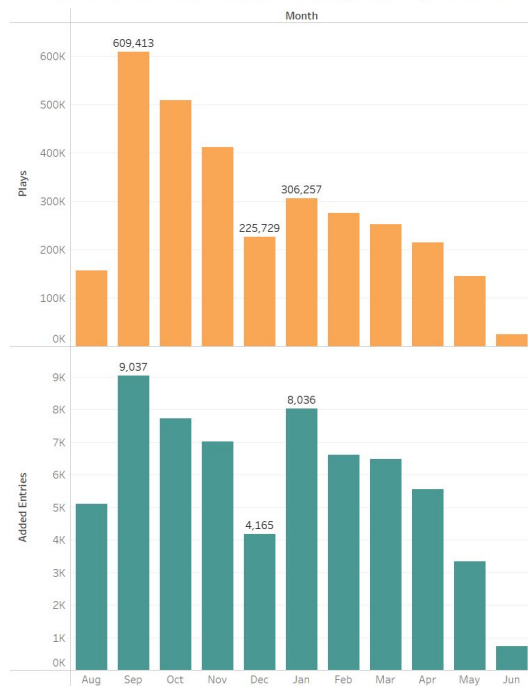
## Teaching & Learning 2022 Summit



INFORMATION AND  
TECHNOLOGY SERVICES  
UNIVERSITY OF MICHIGAN

# Media Upload & Consumption Analysis: Post-Pandemic

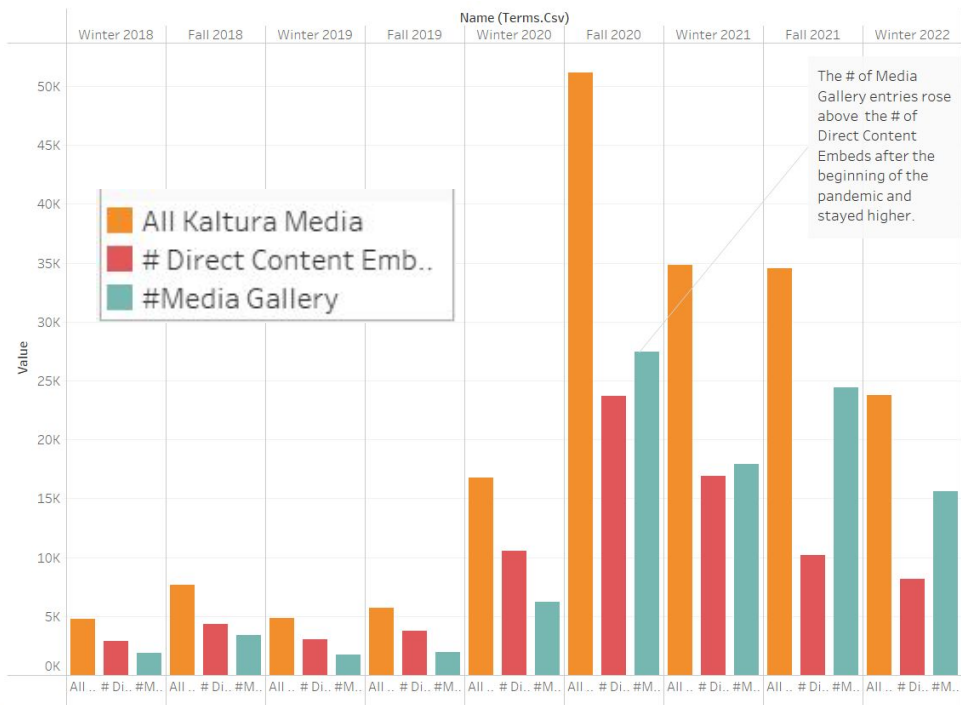
Correlation between Added Entries and Media Plays in 2021-2022



- Largest media upload trend continues post-pandemic as Sep has the highest uploads of 9,037 added entries.
- Largest media consumption trend continues as well with Sep having the highest media plays: 609,413.
- Media usage is lower within the month of Dec
- Ultimately, media usage is still high within these post-pandemic days and will continue to stay at a higher usage than in the previous years.



# Current Trend of Video Usage



- **Media Gallery Entries are more common**
- **Video usage is still much higher than before the Pandemic**
- **Media Gallery entries have stayed fairly consistent**

# Comparing Uploads by College

College Name	Fall 2019			
	#Courses	All Kaltura Media	# Direct Content ..	#Media Gallery
College Of Engineering	6,372	99	80	19
College Of Lit, Science & Arts	10,198	3,227	1,866	1,361
Medical School	821	73	73	0
Non-Academic Account Holding Area				
Office Of Vp For Research	25	196	196	0
School for Environment and Sustainability	124	2	1	1
School of Business Admin	4	4	4	0
School of Dentistry	46	33	16	17
School of Music, Theatre & Dance	519	47	47	0
School of Nursing				
School Of Public Health	498	79	7	72
Unsorted	8,855	1,889	1,417	472

- **LSA was the College using video the most**
- **Many colleges hardly used video at all**

# Comparing Uploads During Pandemic

College Name	Fall 2020			
	#Courses	All Kaltura Media	# Direct Content ..	#Media Gallery
College Of Engineering	7,327	4,481	3,498	983
College Of Lit, Science & Arts	10,900	30,278	13,172	17,106
Medical School	1,161	1,173	782	391
Non-Academic Account Holding Area	0	7	0	7
Office Of Vp For Research	34	15	15	0
School for Environment and Sustainability	203	261	184	77
School of Business Admin	19	33	0	33
School of Dentistry	48	424	96	328
School of Music, Theatre & Dance	526	245	159	86
School of Nursing	269	1,153	92	1,061
School Of Public Health	540	288	149	139
Unsorted	9,336	12,401	5,214	7,187

- **Significant increase in all colleges**

- **Even after returning to classes, uploads were much higher**

College Name	Fall 2021			
	#Courses	All Kaltura Media	# Direct Content ..	#Media Gallery
College Of Engineering	6,918	1,862	973	889
College Of Lit, Science & Arts	10,281	21,245	5,003	16,242
Medical School	1,133	1,032	636	396
Non-Academic Account Holding Area	1	0	0	0
Office Of Vp For Research	19	54	50	4
School for Environment and Sustainability	178	119	72	47
School of Business Admin	41	56	1	55
School of Dentistry	39	332	204	128
School of Music, Theatre & Dance	509	98	55	43
School of Nursing	81	1,644	66	1,578
School Of Public Health	535	255	47	208
Unsorted	9,210	7,393	2,854	4,539

# Importance of Videos in Teaching

- Can offer new ways of learning outside of the classroom
- More people will take classes online
- Can help students who cannot attend class catch up
- Can help prepare students and teachers if classes would need to be taught online again
- Improves the accessibility of courses

# Concluding Remarks

- Although media upload & consumption was used before the pandemic, the pandemic caused the frequency of media usage to increase heavily
- Even with classes being back to normal, media usage continues to increase and stay high
- This leads us to conclude that media usage is very valuable in teaching & learning now and for the future
- While also making media upload & consumption tools severely beneficial & necessary for complete accessibility across all Umich students & staff

# Q&A

**Any questions?**

**Teaching & Learning 2022 Summit**



**INFORMATION AND  
TECHNOLOGY SERVICES**  
UNIVERSITY OF MICHIGAN