

A Complete Guide to the Flipped Classroom and eLearning

DaCast 

Education is changing rapidly as modern technologies are increasingly influencing the way we teach. Over the past decade, we've seen the rise of the LMS, or Learning Management System, for online testing and course management. Another major trend is the use of flipped classroom video—an experiment that is proving to be radically effective for learning outcomes.

This eBook will explore eLearning with a focus on flipped classroom video and video in education in general. We'll review how video is affecting education, explain the flipped classroom video model, discuss how to implement the flipped classroom, and then review important tips and features for video use in education. Finally, we'll provide a checklist to help you make sure you dot all your i's and cross all your t's when it comes to video for education.

How Video is Changing Education

First, let's review briefly how video is changing education. And it is! In one recent study, eighty-eight percent of universities reported findings that video increases student achievement levels. Other research studies have shown that video use in education “can be “highly effective””.

This trend is reflected among educators as well. About two-thirds of teachers agree that video education helps students to learn. And these numbers continue to rise, as best practices become standardized and methods evolve.

Globally, the number of students enrolled in higher education has more than doubled since the year 2000. With the rise of how-to video and free/paid online educational courses on platforms like Coursera, there are more learners than ever before. In both this modern learning environment, and in traditional classrooms, video can be a highly effective teaching tool.



What is the Flipped Classroom?

In a traditional classroom, most of class time involves a teacher or professor giving lectures while students take notes. Then, students are given homework to complete individually, at home. It's a model that's been used for hundreds of years. But is it the most effective model for student outcomes?

Jonathan Bergmann is the originator of the flipped classroom method. Bergmann notes that "[t]he flipped classroom starts with one question: What is the best use of my face-to-face class time?" Flipped classroom educators will respond to this question with an atypical answer. These educators will often agree that lectures are less important than questions, review, and interactive activities.

The basic idea of the flipped classroom is this: students should watch lectures at home. This allows students to learn at their own pace. They can watch a video multiple times, go back to a section that's confusing, or even watch in slow motion.

So what about classroom time? Well, the flipped classroom model recommends that you use the classroom for questions and clarifications and exercises. Instead of having to take notes, students can use this time to think—to make sure they actually understand the material.

And they have time to ask questions as they arise. In other words, lectures and homework time are flipped.

Hence, the flipped classroom moniker. What used to happen in class (lectures and quizzes) should be done at home, and what used to be done at home (practice exercises and problem solving) should be done in class.

Dr. Matthew Verleger and Jacob Bishop, in their review of flipped classroom, describe it in this way:

"The flipped classroom... employs asynchronous video lectures and practice problems as homework, and active, group-based problem solving activities in the classroom. It represents a unique combination of learning theories."

Benefits of the Flipped Classroom

With the flipped classroom concept in mind, what are the results? Well, it's pretty clear that the flipped classroom works. San Jose State University found that when students learned via video lectures at home prior to class-room discussion ("the flipped class-room") average scores rose by 10 to 11 points.

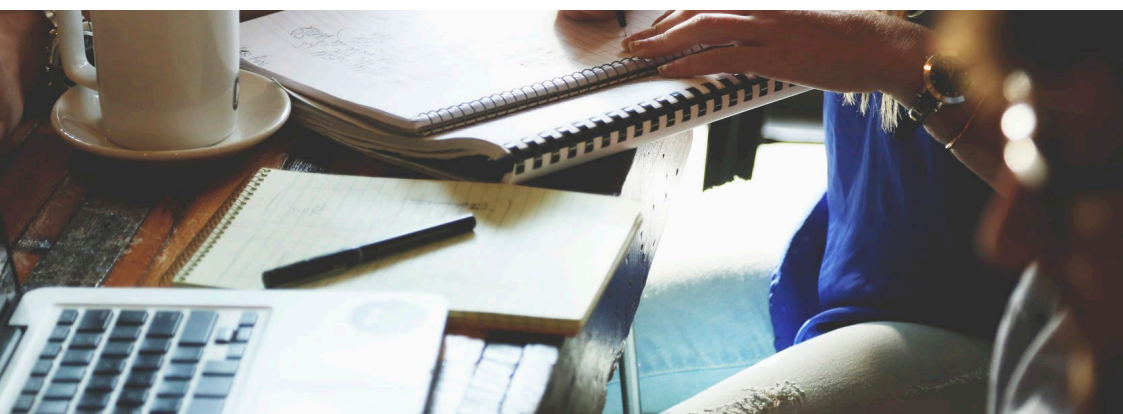
Other studies show that video lectures lead to better performance than in-person lectures. That performance becomes even higher when the online videos are interactive.

One major benefit of the flipped classroom is the ability to reach students with different learning styles. Another is the ability to leverage "peer-assisted, collaborative, and cooperative learning." In other words, this can be an excellent way to get buy-in from your students and create a culture of active learning.

According to one [review of the scientific research](#), the benefits of using online video for education include:

- ◇ Enhance "comprehension and retention of information"
- ◇ Support for multi-modal learning
- ◇ Appeal to multiple learning preferences
- ◇ Help students understand complex information
- ◇ Develop digital literacies

To summarize, the flipped classroom is an active, student-centric learning model. It encourages students to learn at their own pace. It allows for customized interaction and one-to-one learning. Overall, the data shows that this learning model can be an effective way to improve learning outcomes.



How to Implement the Flipped Classroom

The flipped classroom clearly works, as long as you implement it correctly. However, the flipped classroom also doesn't refer to a specific procedure in particular. Rather, it's a basic guideline that requires customization for your students and your subject.

So, how can you get started with the flipped classroom model? Here's a basic step-by-step guide for the process.



1 Start with a new term

First, we recommend that you start with a new term when implementing the flipped classroom. You need some time to prepare, and changing your classroom style in the middle of a course is a poor idea.

2 Plan ahead

The flipped classroom presents some new challenges for educators. For example, you'll have to prepare in-class activities. This can always include questions and answers. Interactive, individual, and group-based activities are also very common.

3 Record your lectures

The flipped classroom requires some up-front work to record your lectures. One way to make this simple is to simply stick with the normal classroom model for your current term, but record every lecture you give. That way, when the next term rolls around, you'll already have all your lectures pre-recorded and can focus on in-class activities. Check out our [blog](#) for resources on how to do this.

4 Experiment

Whenever changing your classroom model, you're going to need to do a lot of experimentation to see what works--and what doesn't.

You'll probably need to modify your approach. This is especially true with the flipped classroom, since it's complex and student-centric. Be prepared for this to be an experimental process, and be prepared to change as you receive feedback.

5 Get help

The flipped classroom makes in-class assistants very valuable. Whether with the support of a TA, a grad student, or perhaps just a highly-skilled student, be prepared to engage others in helping you to teach and review the material in class. You should also be prepared to work with the IT department at your school or university. The more active a role these individuals can play, the better. Also, if you're using a professional online video host, they may offer 24/7 tech support to assist you.

6 Make sure students know how to use the system

The switch to an entirely new method of learning can be challenging for students. As an educator, it's your responsibility to make sure they understand the new flipped classroom method. They also need to understand their responsibility for coming to class prepared. If they skip the home-based lectures, they will fall behind rapidly.

Make sure you make it clear to them that they need to watch all video content from the beginning and ahead of time.

We hope this list has introduced you to some of the planning and administrative steps you'll need to transition to a flipped classroom. We'll cover other important considerations, including technical needs, later in this eBook.

Where to Host Educational Video

"Video is becoming as ubiquitous in classrooms as laminated periodic tables and white boards."

There are plenty of free platforms for video hosting and streaming, like YouTube. But for teachers at universities and other professional institutions, as well as eLearning providers who monetize their course video, free platforms aren't sufficient. You need to look elsewhere to host your professional educational video.

The solution is an online video platform, often abbreviated to OVP. I often refer to an OVP as being like a "Swiss Army Knife for video." In other words, an OVP provides a huge range of tools that you can use to host, deliver, organize, monetize, and analyze your content—and more.

An online video platform is an essential tool for modern video. It can also be the perfect place to host flipped classroom video. Additionally, a professional alternative to free social platforms will provide a great deal of flexibility and power. For example, these tools are often "white label," meaning users can custom-brand them with your logo and colors. They also sometimes include powerful monetization tools, scalable global delivery, and more.

Useful Online Video Platform Features for Educators

Not all online video platforms are created equal. As we've covered elsewhere, OVPs can vary widely in feature availability. Pricing can vary widely too. A feature that's included with entry level plans with one OVP can be extremely expensive, or even unavailable, with another. Let's take a look now at some of the features that might be important for teachers, professors, and educators. This list will help you choose the best online video platform for you.

White label platform and video player

We mentioned this one earlier, but a "white label" service means no corporate branding. Instead, you can include your own branding on your content.



Some online video platforms, such as DaCast, feature both a white-label video player and a white-label platform option. You can embed a white-label video player on your website (or anywhere else) with no logo (except your own, if you want it).

A white-label platform is more powerful and complex. A white-label platform means that the entire video hosting platform includes a white-label option. In an educational context, this means that, for example, you could teach a class in which students use the video hosting and streaming solutions of an OVP. But while they do so, instead of seeing the DaCast logo, they only see the logo for your university.

Content security

Security is essential for many educational situations. If you're showing student faces or sensitive information, it's strictly necessary. If you're monetizing your video, or students are paying for their education, you don't want to leak all your material for free.

Therefore, when selecting an online video platform, you should look for security features. Good security features to seek include:

- AES video encryption
- Password protection for videos
- Geographic restrictions (only allow viewers in certain countries)
- Domain restrictions (only allow video viewing on certain websites)
- SSL payment security
- CDN delivery for DDoS protection and scalability

Video monetization

If you want to directly monetize your educational videos, you need monetization tools. There are three main methods of video monetization: transactional, subscription, and advertising. The first two are the most common for eLearning, while advertising is more common for general interest how-to videos. Package pricing can also be important when monetizing a course consisting of multiple parts.

Analytics

Data is valuable in education, because it allows you to learn how much your videos are being watched. A powerful and complete analytics dashboard is an essential feature!

Chapter markers

All streaming video players feature a seek bar at the bottom of the video player. Chapter markers allow you to annotate the seek bar to designate given portions of the video. When you mouse over one of these locations, you will see the name of that section of the video.

These are highly useful in education, because they allow students to:

- ◊ Skim chapters to get a sense of what material is included in a given video
- ◊ Return at a later time to review a given section, and easily locate the segment they want to watch
- ◊ Skip ahead to the section of the video that is most interesting or important

Subtitles

Do you teach a foreign language or have students who are still learning your language? If so, subtitles might be essential. If you have deaf or hard-of-hearing students, this feature is important as well. In fact, some public institutions are legally required to subtitle all video content.

Overlay text and CTAs

The ability to overlay text allows you to annotate your lectures and give instructions to students. Calls to action (CTAs) can be used to remind them to do a quiz or anything else.



Case Study: Gresham College

Now we know more about features. But let's make things a little more concrete and look at a real-world example of how one educational institution is using video.

Gresham College has provided free public talks within the City of London for over 400 years. Founded in 1597, it is London's oldest Higher Education Institution. The college uses video as a way to extend its reach.

"Although we are reaching thousands of people in London in our lecture halls each year, we are reaching millions online through our videos. We film our lectures and then release them online for free viewing on our website. For us, our videos are another method of achieving the central aim of the college - the provision of free education."

James Franklin, Communications
Manager at Gresham College

eLearning Video Checklist

The Gresham College case study provides a good example of how video for education can work for you. When getting started, however, you might need a basic checklist as well. Now, let's review a basic checklist for eLearning and flipped classroom video.

1 Identify your objectives

Clear goals and a well-defined plan underlie every success!

2 Determine necessary features

Once you have a plan, you can determine which online video features you specifically need.

3 Gather the proper equipment

This can include camera, tripod, microphone, and—if you're live streaming—a computer with a software encoder like OBS, Wirecast, or vMix. Reference the list we've covered here to help decide what's most important for you.

4

Sign up for necessary services, such as an online video platform

Based on the features you need and your budget, look for the best online video platform for you. Reference the list we've covered here to help decide what's most important for you.

5

Train students and staff

The transition to a new style of learning will bring its own challenges. Make sure that you're working with faculty, students, and staff to make this transition as smooth as possible.

6

Record, edit, and launch

This is where the magic happens. Record your lectures (via your [encoding software](#) or the live recording feature of your [streaming platform](#)). Then use the OVP tools to embed the videos on the website of your choice, monetize if you choose to do so, etc.

7

Measure success and refine your approach

Finally, let's wrap it all up by analyzing the results. Look at the numbers and study your analytics. Then look back and assess how you can make your eLearning more effective. You'll be even more successful the next time around.



Conclusion

We hope that this eBook has introduced you to the world of eLearning and the flipped classroom. And we also hope it's started you on your journey toward implementing these transformative methods.

If you're looking for an online video platform to help you in this process, we hope you'll consider DaCast. Our platform includes all of the features discussed above—monetization, API access, security, 24/7 support, and more. And pricing starts at just \$19 per month. DaCast offers a 30-day free trial (no credit card required). You can also contact us to learn more about our advanced video hosting features for education.

Any Questions?

Contact us 24/7 at [DaCast.com](https://dacast.com)
or via email at sales@dacast.com

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