TO TEASE SOMEBODY

Significant Differences Between Advertised Educational
Course Intro Videos and Actual Lecture Videos

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1. Introduction
2. Data Set
3. Results
   a) Visualization and Style
   b) Epistemic Camera
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Intro Trailer Video (Course Trailer)

Lecture Videos

INTRO VIDEO

DATA SET

Total number of Videos: 896
448 Trailer Videos
448 Course Videos (First video; 3th week)

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MOOCs from 4 platforms
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Average Durations	Total
Intro Videos	2min 25sec
Lecture Videos	10min 26sec

DATA SET

	MOOC COURSES	DIFFERENT COUNTRIES	DIFFERENT UNIVERSITIES
edX	136	15	41
coursera	222	24	73
Future Learn	68	6	26
iversity	22	6	20

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Results

A) Visualization (max. 6)		B) 'Epistemic' Camera (max. 4)		C) Framing Sizes (max. 5)		D) Sound Elements (max. 2)	

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Intro	Lecture	Intro	Lecture	Intro	Lecture	Intro	Lecture
3.15 (1.95)	2.30 (2.45)	0.53 (0.80)	0.10 (0.51)	3.12 (1.55)	1.66 (1.37)	0.78 (0.61)	0.43 (0.55)
t-test, $p < 10^{-9}$		t-test, $p < 10^{-20}$		t-test, $p < 10^{-51}$		t-test, $p < 10^{-19}$	

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Results: Visualization and Style

a1) Still Photography		a2) Moving Photography		a3) Additional Footage	
Intro	Lecture	Intro	Lecture	Intro	Lecture

a4) Animation		a5) Info Graphic / Diagram		a6) Visible Words	
Intro	Lecture	Intro	Lecture	Intro	Lecture

Results: Visualization and Style

a1) Still Photography		a2) Moving Photography		a3) Additional Footage	
Intro	Lecture	Intro	Lecture	Intro	Lecture
0.23 (0.42)	0.42 (0.49)	0.37 (0.48)	0.13 (0.34)	0.62 (0.48)	0.18 (0.39)
t-test, $p < 10^{-9}$		t-test, $p < 10^{-19}$		t-test, $p < 10^{-50}$	
a4) Animation		**a5) Info Graphic / Diagram**		**a6) Visible Words**	
Intro	Lecture	Intro	Lecture	Intro	Lecture
0.44 (0.50)	0.20 (0.40)	0.50 (50)	0.52 (0.50)	0.58 (49)	0.84 (37)
t-test, $p < 10^{-15}$		t-test, $p < 0.01$		t-test, $p < 10^{-18}$	

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Closed Innovation Model

- Recruit top talent for internal R&D
- Innovate only within firm's boundaries
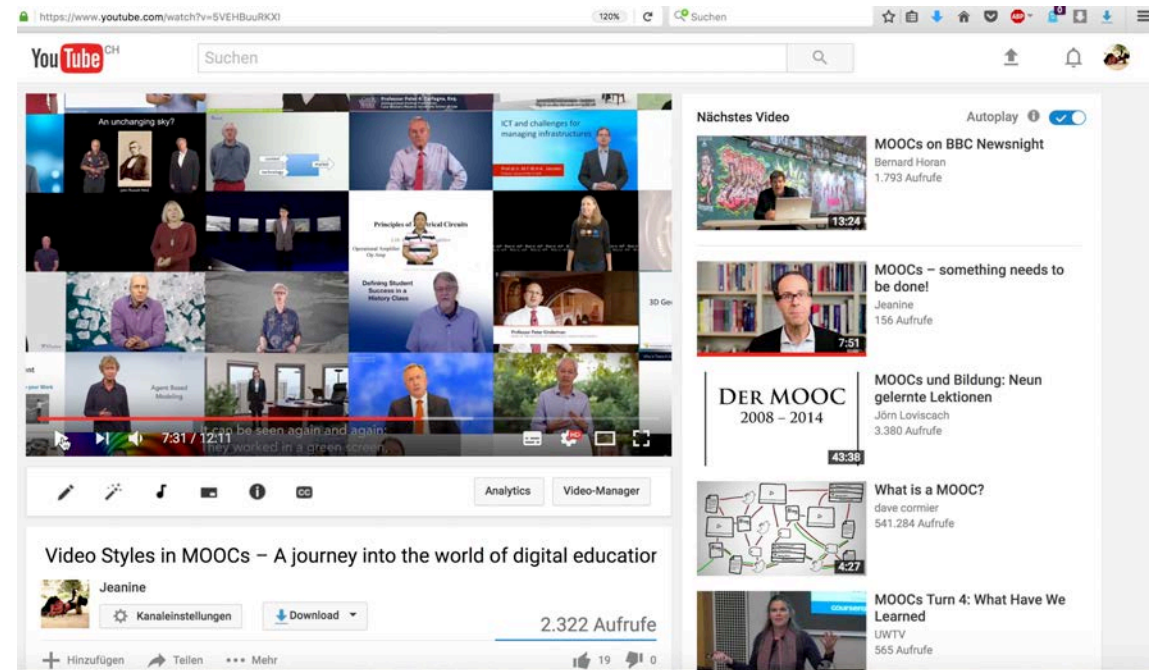- Filter internal ideas for defined market
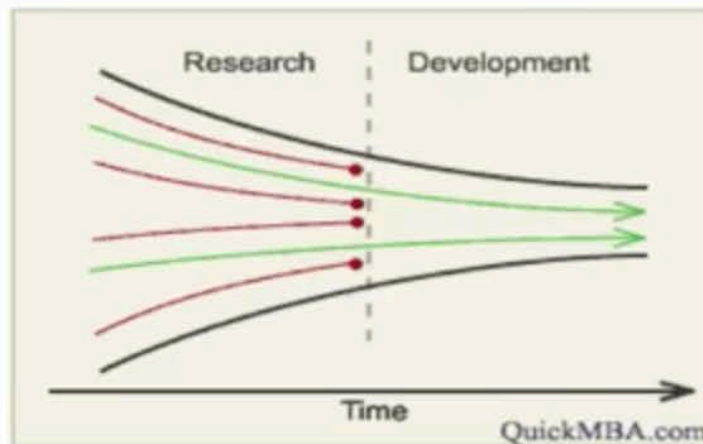
Results: Visualization and Style

MOOC course 'Security & Safety Challenges in a Globalized World', Leiden University.

Overview of Video Styles in Lecture Videos

Results: Epistemic Camera

b1) Invisible optical spectra		b2) Time Lapse		b3) Slow-Motion	
Intro	Lecture	Intro	Lecture	Intro	Lecture

b6) (Ultra-) Macro Lenses	
Intro	Lecture

Results: Epistemic Camera

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Intro	Lecture	Intro	Lecture	Intro	Lecture
0.17 (0.37)	0.06 (0.46)	0.14 (0.35)	0.02 (0.15)	0.08 (0.28)	0.01 (0.11)
t-test, $p<10^{-04}$		t-test, $<10^{-10}$		t-test, $p<10^{-06}$	

b6) (Ultra-) Macro Lenses	
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0.15 (0.35)	0.01 (0.12)
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Example: Time Lapse

1

'Eye candy'

Unveiling the Invisible

Conclusion

Significant difference between intro trailer and lecture
Assumption of a contributing factor for high drop-out rates
Selling a fake product?

Trailer

Lecture

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➢ Genuine representation of imagery and sounds in intro trailer to avoid high expectations

Trailer   Lecture

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➤ Genuine representation of imagery and sounds in intro
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➤ Rather invest more resources (money, time) in the 'actual'
   lecture than in the advertisement

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➢ But also avoid an over-use of ‚effects' for eye-candy only

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~~Trailer~~ **Teaser** **Lecture**

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«Video Styles in MOOCs – A Journey into the World of Digital Eduaction»,
youtube: https://youtu.be/5VEHBuuRKXI

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