

Questions (30sec)

1. Name
2. Most interesting video project done so far
3. Vision of the role of video in the future

FRAMING THE TALKING HEAD VIDEOS IN HIGHER EDUCATION

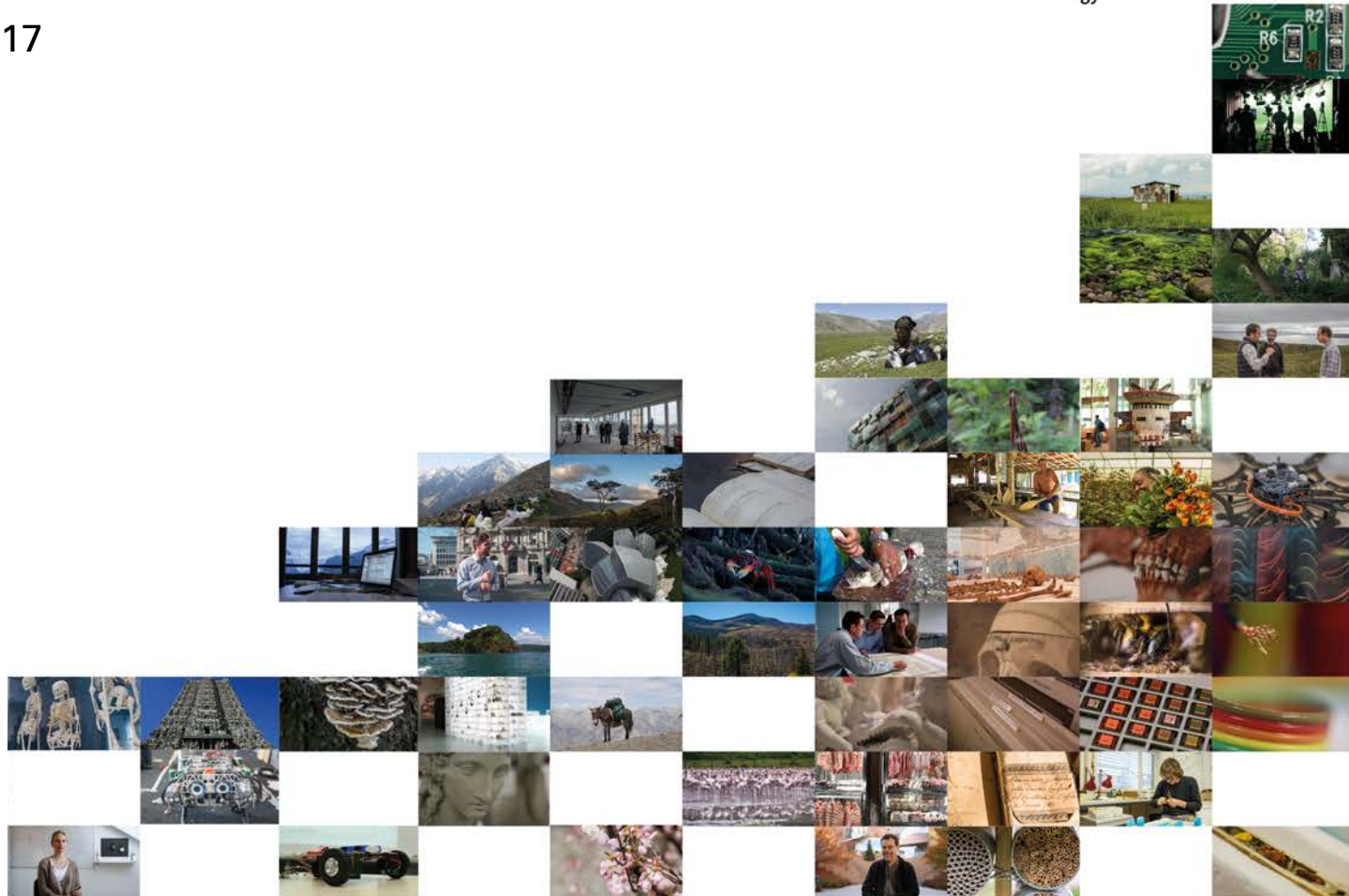
Imperial College London, 29.11.2017
Jeanine Reutemann

RESEARCH
Centre for Innovation
Leiden University, Netherlands

SCIENCE EDUCATIONAL VIDEOS
ETH Zurich, Switzerland

**ETH**

Eidgenössische Technische Hochschule Zürich
Swiss Federal Institute of Technology Zurich





DATA

RESULTS?

Protein basics

Outline:

- Polymers of amino acids
- Order specified by bases in mRNA
- Fold spontaneously into catalytic structures, driven by hydrophobic effects and hydrogen bonds

Learning Objectives:

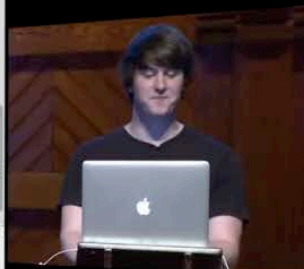
- Describe protein 1° and 2° structure
- Relate to gene structure



2

A screenshot of a C program in a text editor. The code is as follows:

```
27 // declare array in which to store everyone's age
28 int ages[n];
29
30 // get everyone's age
31 for (int i = 0; i < n; i++)
32 {
33     printf("Age of person #i: ", i + 1);
34     ages[i] = GetInt();
35 }
36
37 // report everyone's age a year hence
38 printf("Time passes...\n");
39 for (int i = 0; i < n; i++)
40 {
41     printf("A year from now, person #i will be %i years old.\n", i + 1, ages[i] + 1);
42 }
```



Model 1

What Does Scalable Mean?

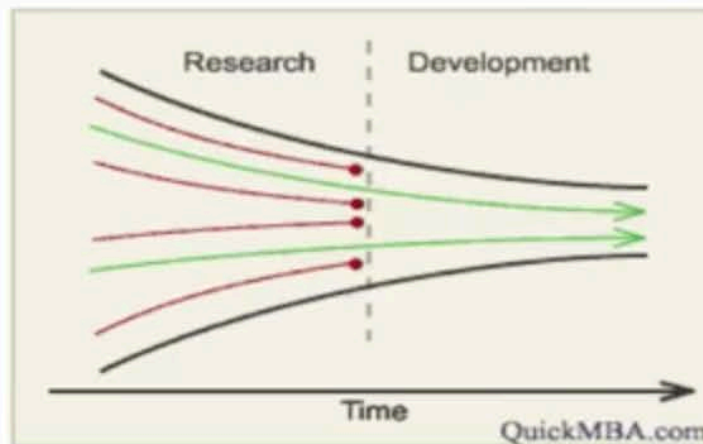
- Operationally:
 - In the past: "Works even if data doesn't fit in main memory"
 - Now: "Can make use of 1000s of cheap computers"
- Algorithmically:
 - In the past: If you have N data items, you must do no more than N^n operations -- "polynomial time algorithms"
 - Now: If you have N data items, you must do no more than $N^{m/k}$ operations, for some large k
 - Polynomial-time algorithms must be parallelized
 - Soon: If you have N data items, you should do no more than $N \cdot \log(N)$ operations
 - As data sizes go up, you may only get one pass at the data
 - The data is streaming — you better make that one pass count
 - Ex: Large Synoptic Survey Telescope (30TB / night)





Closed Innovation Model

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





UNDERSTANDING TYPE 2 DIABETES

Aetiology and pathophysiology

Epidemiology

Definition

Complications

Multi factorial and multiple
organ disease



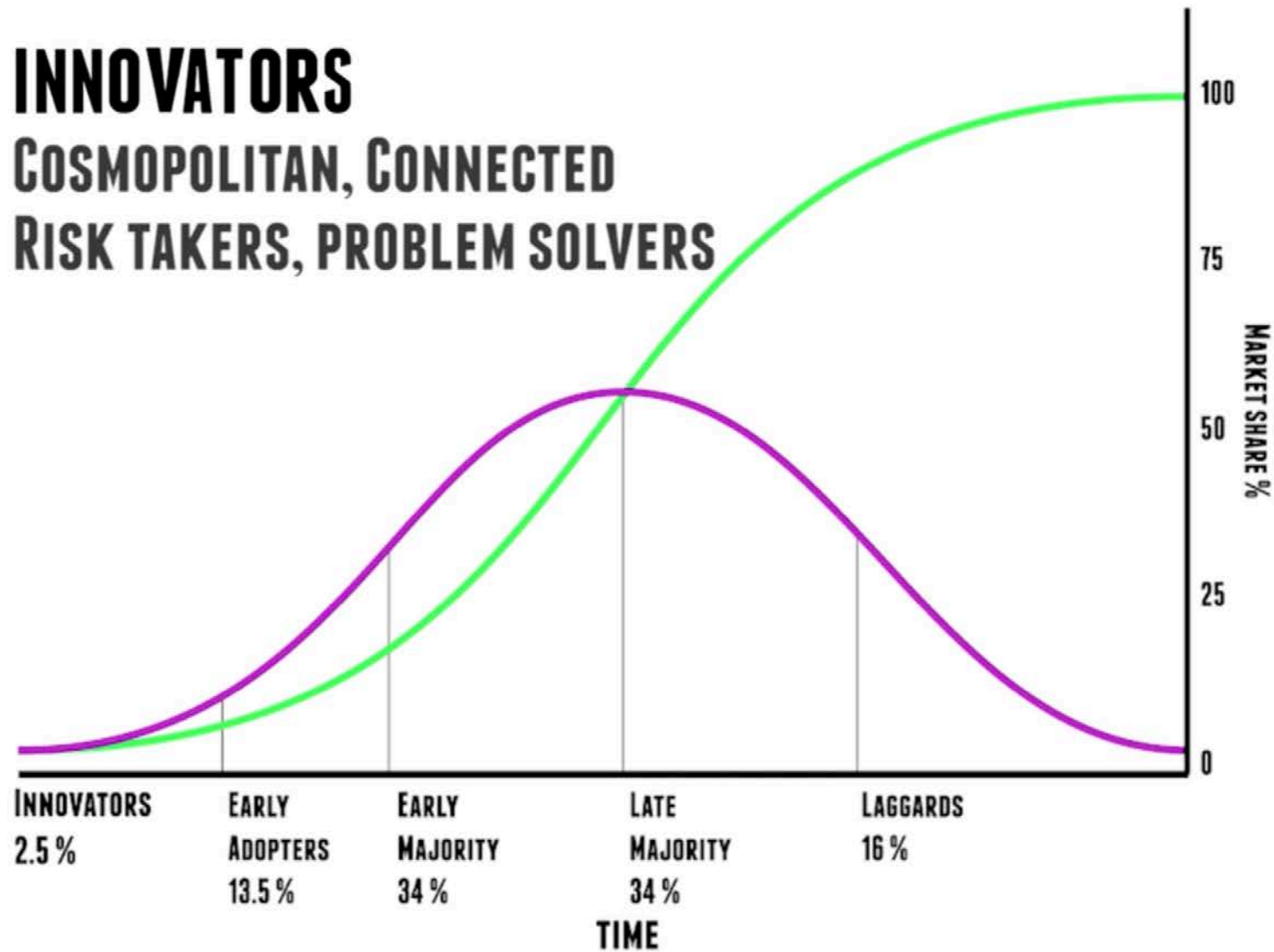
Definition

- A group of people working together to achieve a common purpose for which they hold themselves mutually accountable.

Scholtes, Joiner, Streibel (2003).
The Team Handbook

INNOVATORS

COSMOPOLITAN, CONNECTED
RISK TAKERS, PROBLEM SOLVERS









“Validity of Video-Abstracts for Scientific Publications“, in Oxford Journal for Artistic Research, Issue Validity, Fall 2017.

	Low Video Quality	High Video Quality
High Content Quality	1) University Internal Production without Videographers	3) Co-Design of Video and Science
Low Content Quality		2) Media Marketing Company with limited understanding of Science

**MEDIA DESIGN AND
THE PERFORMATIVITY
OF THE TALKING HEAD**

Example: Media Design and the Talking Head

»We have a lousy product«

Sebastian Thrun, Co-Founder Udacity (2015)

**Example: Media Design
and the Talking Head**

»It is often the case that
the same language is free
in one speaker, foolish in
another, and arrogant in a
third.« [...]

Marcus Fabius Quintilianus (c. 35 – c. 100 CE)



»We have a lousy product«

Sebastian Thrun, Co-Founder Udacity (2015)

Example: Media Design and the Talking Head

- speaker personalities
- performativity
- embodiment



MEDIA DESIGN?

»It is often the case that the same language is free in one speaker, foolish in another, and arrogant in a third.« [...]

Marcus Fabius Quintilianus (c. 35 – c. 100 CE)

Paraphrasing Quintilianus:

»It is often the case that the same VIDEO STYLE [language] is free in one speaker, foolish in another, and arrogant in a third.« [...]

»We have a lousy product«

Sebastian Thrun, Co-Founder Udacity (2015)



UNIVERSITY
OF LONDON



THERE IS NO EMPTY ROOM **NEVER**

- no measurement of size
- lack of 3D room effect
- 100% focus on the speaker
- no place to hide
- meaning making out of facial expressions, gestures, body tonus, clothing, eye bags...

**# nakedness. Create security with
(power pose) mobiliar, thematic objects,
different light settings**



Teleprompters

AND

Gestures /Speech

Harvard University

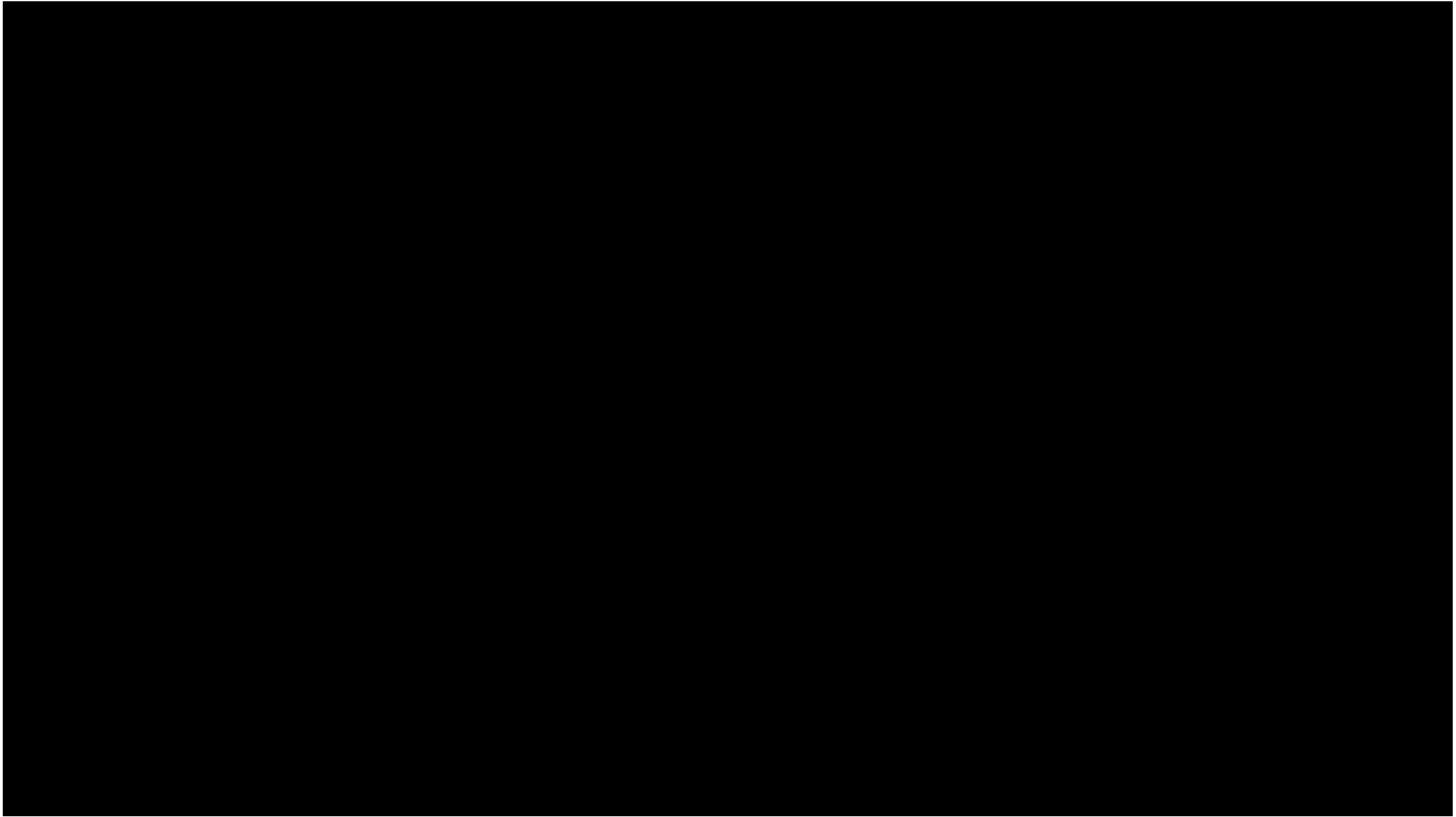
Dr. David Cox

Expert Interviews

Teleprompters
AND
Gestures /Speech

„Whether or not somebody is reading from a prompter you can tell from the eyes and face but also if somebody is not really thinking and saying, I think it also shows up in gestural communication as well. If you are just reading, you're not going to gesture.“ Sotaro Kita 2015

„And the research has shown that the people saying memorized text tend not to gesture very much, but people who are actually thinking and speaking at the same time, tend to produce more gestures. ibid.





Camera Technology

AND

Image Aesthetics

Camera Technology

AND

Image Aesthetics



Camera Technology

AND

Image Aesthetics



Camera Technology

AND

Image Aesthetics



- 1. VIDEO \neq COPY:
TRANSFORMATION**
- 2. MEDIA DESIGN KNOWLEDGE
MEETS SCIENTIFIC KNOWLEDGE**
- 3. MEDIA DESIGN CAN SUPPORT
TALKING HEADS**

FRAMING THE TALKING HEAD

Jeanine Reutemann



English Translation:

„We’re going to let him sit like this [shows posture]. ,But be careful, the image most be more wide-angled. He’s a tiger, he swings from one side to the other.’ Or on the other hand, ‘you can stay with him or even slide to his hands and back again. He will stay in the pencil-sharp in the frame.’“

German Original:

„Wir setzen ihn so und so hin [zeigt Position]. Und pass auf, musst ein bisschen weit winkliger sein. Der ist ein Tiger, der schwankt hin und her. Oder du kannst dich ohne Weiteres auf ihn konzentrieren. Kannst selbst mal herunterfahren auf die Hände und wieder hoch. Der geht dir nicht aus der Schärfe raus.“

PETER HERTLING, FILMMAKER & PROFESSOR, EXPERT INTERVIEWS, KIEL 2015.

THE SCREEN AND ME TECHNOLOGY



THE SCREEN AND ME
TECHNOLOGY

