

# DEVELOP

## How to create an interactive video

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### What is an interactive video?

An interactive video is an internet-based video that is enhanced with specific features allowing the learner to more actively engage with the content. An interactive layer can be created on any video that is available on a video platform, such as Vimeo or YouTube. The ultimate goal in turning a video interactive is to increase the viewer's learning performance. Examples of interactive features are:

1. Providing opportunities for the learner to check if the content of the video is understood correctly. This can be done by adding questions (for example multiple choice questions).
2. Highlighting an important part in the video (this can be done, for example, by using accent colors).
3. Deliberately pausing the video (for example to point out important content in the video).
4. Displaying overlay text (for example to summarize the content of the video).
5. Creating a menu-structure in a video (which allows to quickly jump to specific points or chapters in the video).
6. Allowing the viewer to jump to a specific point in the video, based on a specific action taken by the user (such as answering a question).

### Things to consider when making an interactive video

Turning a regular video into an interactive video may benefit your learners when 1 or more of the following characteristics are applicable:

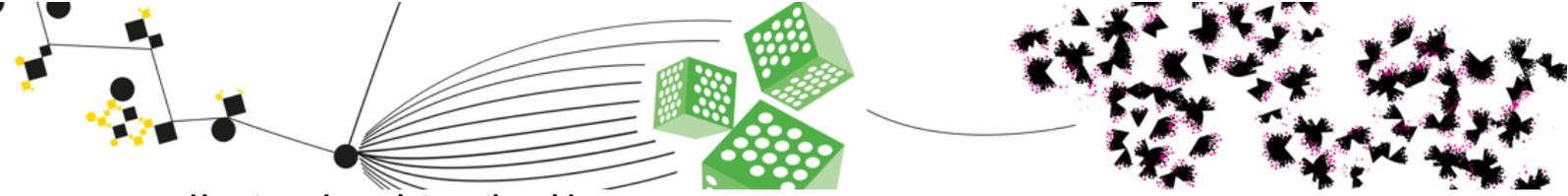
1. The video is quite long (> 4 minutes). A menu structure would therefore make it more easily navigable for your learners.
2. You wish to assist the learners in identifying and absorbing the most important points.
3. You want to make the learners aware of specific items in the video deserving extra attention from their part.
4. You wish to elicit feedback on the video from your learners.
5. You would like to re-use an existing video and want to add a personal touch to it (for example by adding questions to it).

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## How to make an interactive video

When you want to create an interactive video, there are a few steps you should really consider:

1. Think about what your goal is for using an interactive video. Do you want to ask your learners specific questions with regard to the video? Is there something that you explicitly want to point out? Do you want to guide your learners through a video?
2. Choose if you want to re-use an existing video, whether you or someone else made it.
3. Design which interaction (types) you want to use. Questions? Menu chapters? Highlighting important parts of the video?
4. Think about how and when you want to release your interactive video to your students.
5. Choose the right software for creating your interactive video. It is important to keep in mind, for example, that the video should work on multiple devices that your learners might be using.
6. Think about what you want to do with the data that can be generated by your learners' interactions. But first very clear about your intentions with your learners. For example, you might use this data in a follow-up lecture as a good starting point for a discussion, an assignment or group work.

The TELT team is here to advise you on every step of the process.

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