WELCOME TO IMPROVING ONLINE STUDENT SUCCESS WITH VIDEOS & ANALYTICS

DR. WILLIAM STOWE, DISTANCE LEARNING SPECIALIST / TITLE III ACTIVITY DIRECTOR
OVERVIEW

- Video Production Studio
- Sample Videos
- Audience Retention
- Detailed Data Analysis
- From Analysis to Measureable Change
- Ways to Learn More About Video Analytics
VIDEO PRODUCTION STUDIO
GREEN SCREEN

- Over 500 Videos with Closed Captioning
- Over 29,000+ Views
VIDEO PRODUCTION STUDIO
INSTRUCTIONAL LIGHT BOARD
REDESIGNING INSTRUCTION

- 50 Redesigned Online Courses
- ADA Standards
- Measurable Changes
ACTION VIDEO
<table>
<thead>
<tr>
<th>Type of Engagement</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flatness</td>
<td>Viewers are watching your video from start to finish.</td>
</tr>
<tr>
<td>Gradual Declines</td>
<td>Viewers are losing interest over time.</td>
</tr>
<tr>
<td>Bumps</td>
<td>Viewers are rewatching or sharing those parts of your video.</td>
</tr>
<tr>
<td>Dips</td>
<td>Viewers are skipping over those parts of your video.</td>
</tr>
<tr>
<td>Sudden Drop</td>
<td>Viewers are leaving your video at that specific part.</td>
</tr>
</tbody>
</table>
Flatness means viewers are watching your video from start to finish.
FLAT CURVE - MATH

SIMPLIFYING COMPLEX NUMBERS
WITH BRANDON WALKER

BROUGHT TO YOU BY COLLEGE TITLE III E-LEARNING

Type: Audience retention

2:48 Average view duration
75.0% Average percentage viewed

Chart guide
Gradual declines mean viewers are losing interest over time.
GRADUAL DECLINE

How to Login to Your AccessKC Portal

Audience retention 100.5%

Average view duration 0:48
Average percentage viewed 69.7%
GRADUAL DECLINE
Bumps mean viewers are rewatching or sharing those parts of your video.
Read Chapter 1 of the text, Concepts of Biology
Complete Lab 4
Take Quiz 1 over the chapter reading and lab
Submit your entry into the discussion forum
Dips mean viewers are skipping over those parts of your video.
A sudden drop means viewers are leaving your video at that specific part.
SUDDEN DROP

Type: Audience retention

Average view duration: 4:01
Average percentage viewed: 41.0%

Chart guide:

Time (s): 0.00 - 9:49
View percentage: 0% - 120%

Initial view percentage: 103.5%
SUDDEN DROP
DETAILED ANALYSIS
MORE DETAILED ANALYSIS – VIEWERS BY DATE

<table>
<thead>
<tr>
<th>Views</th>
<th>Watch time (hours)</th>
<th>Subscribers</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.1K</td>
<td>109.9</td>
<td>+10</td>
</tr>
</tbody>
</table>

Updated May 3, 2020, 2:00 AM
MINUTES VIEWED BY DATE

Watch time (hours) 109.9
Average view duration 3:07

Updated May 3, 2020, 2:00 AM

SEE MORE
PEAKS AND DIPS

Type: Audience retention

3:07 Average view duration
44.4% Average percentage viewed

Chart guide
YouTube’s Demographics Report

- In YouTube’s demographics report, you can see the different types of people who watch your videos.

Card Click-Through-Rate

- Cards are slide-in panels that encourage people to take a desired action during a video.
LEARN MORE AT THE CREATOR ACADEMY

How engaged is my audience?

High Views vs Watchtime - Compare Your Videos With YouTube Anal...

How is my channel doing?

Who’s watching my channel?

Understanding your video reach on YouTube

How much money am I making?

Common YouTube Analytics questions

More Views

Fewer Views
STUDENT SERVICES

- Online Orientation
- Online Tutoring
- Online Advising
- Extended Hours Help Desk
QUESTIONS