How To Use Interactive Videos For Learner Engagement And Supercharge Your Online Training

by ASHA PANDEY | Chief Learning Strategist, EI Design

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About the Author

Asha Pandey is the Chief Learning Strategist at EI Design. She heads the organisation's Solution Architecting and Innovation team and brings her rich 15 years' experience into play to help EI Design customers transform their learning and keep pace with the changing dynamics in the Learning industry. A regular writer for various global Learning forums, Asha is one of the most recognised thought leaders in the industry. She also shares her insights regularly on a range of topics on her blog at **www.eidesign.net/blog**

About EI Design

EI Design is a leading Learning and Performance Support solutions provider that thrives on transforming learning – keeping it alive, relevant and impactful. Over the last 15 years, EI Design has created 8000+ hours of learning solutions for customers in 16 countries across the world cutting across 20+ industry verticals. Of these, 1000+ hours were for mLearning and 415 hours were localised in 26 languages.

In addition to core solutions such as eLearning and mLearning, Migration of Legacy/Flash courses to HTML5, ILT/VILT and Blended Learning, EI Design offers a wide range of **trending solutions** such as designing learning for the millennial generation, responsive learning portal solutions, platforms for content curation and so on besides **innovative learning solutions** such as Gamification, Microlearning, Social Learning, Mobile Apps for learning, Videos and Interactive Videos, Story/Scenario-based learning, Branching simulations and more. For more details, log on to **www.eidesign.net**.

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Preface

As an Instructional Designer, I keep exploring new possibilities and approaches to help me create a more engaging learning experience.

Usage of Videos to impart learning has been there for a while. However, usage of Interactive Videos that allow the flexibility to use traditional eLearning strategies has now taken centre stage. This eBook **How To Use Interactive Videos For Learner Engagement and Supercharge Your Online Training** provides insights on how you can use Interacative Videos to step up your learner engagement quotient. Interactive Videos provide a powerful instructional strategy to create sticky learning.

As Chief Learning Strategist at EI Design, I have been part of the global learning-scape for over 15 years. In late 2015, we took a call at EI Design to design our own **customisable Interactive Video** framework with the intention of providing greater control to Instructional Designers in creating high impact learning experiences. Besides key features that provide learning interactions, we can customise it as per our customers' wish list. The case study that you will see later in the eBook has been built using our framework. It illustrates the impact that an Interactive Video can have as a Microlearning nugget.

How will this eBook help you?

Through a series of questions and answers, this eBook **How To Use Interactive Videos For Learner Engagement and Supercharge Your Online Training** addresses the queries you may have as you look at adopting a new approach like Interactive Video. I wrap it up with a case study that will help you understand how an Interactive Video based training can create the required impact.

The eBook provides answers to questions like:

What are Interactive Videos and what are their benefits?

Why should you evaluate Interactive Videos as a significant learning strategy?

How can you use it (for formal training, Performance Support or add value to Instructor Led Training (ILT) or Blended training)?

How can you leverage on Microlearning, Story/Scenario Based Learning and Gamification to multiply its impact?

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Section 1

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In this section, we look at the use of Videos for learning and their intrinsic limitations. Then we look at how Interactive Videos offset these limitations and create an impactful learning experience.

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Section 2

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Section 3

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Section 4

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Section 1	Section 2	Section 3	In this section, we look at how you can use the current learning strategies to multiply the impact of your Interactive Video based trainings.	Section 4	Section 5
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Section 1	Section 2	Section 3	Section 4	Section 5
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In this section, we look at our customisable Interactive Video framework.

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Section 1	Section 2	Section 3	Section 4	Section 5
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In this section, we look at a case study featuring our Interactive Video framework and how it can help deliver a high impact training in a Microlearning format.

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I hope you will enjoy this eBook.

Section 1

How can the power of Videos be used to impart learning?

CHECK OUT THE ANSWER

Section 1

Videos are one of the most popular media driving the communication space today and if the numbers are anything to go by, their influence is only going to get stronger in the years to come. They have a great social media presence. They are also extremely popular with millennials.

These insights are a delight for L&D professionals who are experimenting with ways to leverage on the power of Videos and craft solutions, especially for learners who would like to learn on mobile devices on the go.

A Cisco report states that by 2019, 80% of the internet traffic worldwide will be driven by Videos.

Facebook records 8 billion Video views every day.

80% of the millennials refer to Videos when trying to research/make a purchase decision.

48% of viewers leave a site and seek information elsewhere when visual content is not available.

Section 1

Why does passivity of Videos impact serious learning and how can Interactive Videos address this?

CHECK OUT THE ANSWER

Section 1

Passivity of Videos can weigh down a serious learning experience (hampering the learners' progress in meeting a specific learning outcome). This challenge becomes even more significant when:

- The run length of the Video runs into a few minutes and the learner may find the session to be rather monotonous.
- The learners are required to learn, apply and analyse (that is, achieve higher levels of cognition).

However, the **Interactive Video format** can offset these challenges and flip learner passivity to learning activity.

This is possible because Interactive Videos:

- Come with a proven 10X impact compared to normal videos.
- Facilitate pausing of the Video at specific instances and introducing learner interactions. These could be letting learners take a decision or bringing in interactions for a personalised learning experience.
- Ensure that they remain engaged all the way to the end. The frequent interactivities are likely to keep them hooked at regular intervals, resulting in greater learner engagement.

On average 47% of the viewers watch a video till the end. 53% of the viewers lose interest and opt out of the video even before they see the key message.

None of the Top 10 most viewed videos on YouTube stretch beyond 7 minutes.

A Sizmek study found that the start rate for Interactive Videos was an impressive 84.0%. Of those that were started, 83.0% were played up to 50% of the Video's duration and 70.0% were watched all the way through.

Section 2

How is an Interactive Video different from a traditional Video?

CHECK OUT THE ANSWER

Section 2

As the name suggests, an Interactive Video flips the passivity of a standard video to an interactive and engaging experience for the learners. As we noted earlier, although Videos appeal to the learners, they have an intrinsic limitation of passivity. Some of the other challenges in using Videos for learning are:

- They are passive and cannot hold the learners' attention (particularly when videos are long).
- When it is expected that learners should be able to meet higher cognition levels (particularly to apply or analyse), Videos would not be able to meet the mandate.

Not only do Interactive Videos outperform the standard videos by offsetting these challenges, they also offer several other benefits as outlined next.

A study found that with Interactive Videos, 35% of the businesses saw a better conversion rate and 25% reported better business turnaround in terms of revenue.

81% of content marketers agree that interactive content grabs attention more effectively than static content. 79% of them agree that interactive content enhances retention of the messaging.

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Section 2

What are the benefits of using Interactive Videos?

CHECK OUT THE ANSWER

Section 2

Interactive Videos offer several other benefits, such as:

High learner engagement	**Meet the required cognition level**
Appeal to varied learner profiles	**Enhance the impact of your mLearning or mobile learning solutions and leverage on current trends**

Select each benefit to learn more.

According to a study, of the 24% of businesses that used Interactive Videos, 92% found them to be effective.

43% of businesses plan to use Interactive Videos in 2017.

Section 2

Interactive Videos offer several other benefits, such as:

High learner engagement

This is possible through a variety of interactions that engage the learners and push them to think as they navigate through a nugget/a series of nuggets.

Select each benefit to learn more.

According to a study, of the 24% of businesses that used Interactive Videos, 92% found them to be effective.

43% of businesses plan to use Interactive Videos in 2017.

Interactive Videos offer several other benefits, such as:

Meet the required cognition level

×

They can be used to provide learning interactions similar to the traditional eLearning approach (click and reveal, hot spots, check your knowledge or other forms of assessments and so on). The impact is phenomenally higher.

Select each benefit to learn more.

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43% of businesses plan to use Interactive Videos in 2017.

Section 2

Interactive Videos offer several other benefits, such as:

Appeal to varied learner profiles

As mentioned earlier, Interactive Videos have a universal appeal, particularly to the millennial workforce.

Select each benefit to learn more.

According to a study, of the 24% of businesses that used Interactive Videos, 92% found them to be effective.

43% of businesses plan to use Interactive Videos in 2017.

Section 2

Interactive Videos offer several other benefits, such as:

Enhance the impact of your mLearning or mobile learning solutions and leverage on current trends

✕

You can uplift your learning strategy by using Interactive Videos in conjunction with other trends including Microlearning and Gamification.

Select each benefit to learn more.

According to a study, of the 24% of businesses that used Interactive Videos, 92% found them to be effective.

43% of businesses plan to use Interactive Videos in 2017.

Section 3

Where do Interactive Videos fit in the spectrum of other engaging approaches like Microlearning, Scenario Based Learning and Gamification?

CHECK OUT THE ANSWER

Section 3

The Interactive Video based approach can leverage on existing proven techniques like Microlearning, Scenario Based Learning and Gamification. In fact, you can multiply the impact of Interactive Videos using these techniques:

Select each button to learn more.

Microlearning

Branching scenarios and decision making simulations

Gamification

"By its very nature, interactive content engages participants in an activity: answering questions, making choices, exploring scenarios. It's a great way to capture attention right from the start. Individuals have to think and respond. They can't just snooze through it."

- Scott Brinker

The Interactive Video based approach can leverage on existing proven techniques like Microlearning, Scenario Based Learning and Gamification. In fact, you can multiply the impact of Interactive Videos using these techniques:

Microlearning

You can design Interactive Videos as Microlearning nuggets (individual or a series connected in a learning path).

"By its very nature, interactive content engages participants in an activity: answering questions, making choices, exploring scenarios. It's a great way to capture attention right from the start. Individuals have to think and respond. They can't just snooze through it."

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The Interactive Video based approach can leverage on existing proven techniques like Microlearning, Scenario Based Learning and Gamification. In fact, you can multiply the impact of Interactive Videos using these techniques:

Branching scenarios and decision making simulations

You can have branching scenarios that take learners through different paths basis the decisions they make. These simulations work as "safe environments" for learners to explore and understand the consequences of the choices they make.

"By its very nature, interactive content engages participants in an activity: answering questions, making choices, exploring scenarios. It's a great way to capture attention right from the start. Individuals have to think and respond. They can't just snooze through it."

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The Interactive Video based approach can leverage on existing proven techniques like Microlearning, Scenario Based Learning and Gamification. In fact, you can multiply the impact of Interactive Videos using these techniques:

Gamification

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You can integrate elements of Gamification in the scores of the assessments (badges or other forms of incentives) to further engage the learners.

"By its very nature, interactive content engages participants in an activity: answering questions, making choices, exploring scenarios. It's a great way to capture attention right from the start. Individuals have to think and respond. They can't just snooze through it."

- Scott Brinker

Section 3

In what ways can you use Interactive Videos to supercharge your online training?

CHECK OUT THE ANSWER

Section 3

The best part about Interactive Videos is that they are flexible enough for you to use them for both formal training as well as informal training (that is, for Performance Support) on the device of learners' choice.

They can also be used to add value to Instructor Led Training (ILT) or Blended training.

Here is my list of 5 ways that you can use Interactive Videos to supercharge your online training:

Select each button to learn more.

Microlearning	Gamification
Scenario Based Learning	Story Based Learning

Complex decision making through assessments (simulations featuring branching)

67% of millennials agree that they can find a YouTube video on anything they want to learn.

More than half of the Videos viewed on YouTube come from mobile devices.

90% of Twitter Video views are on mobile devices.

82% of Twitter users watch Video content on Twitter.

The best part about Interactive Videos is that they are flexible enough for you to use them for both formal training as well as informal training (that is, for Performance Support) on the device of learners' choice.

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Microlearning ✕

The moment one says "videos", we tend to automatically associate them as being "short". No one likes watching long videos. This makes a perfect case for using Interactive Videos as Microlearning nuggets, which are all about providing bite-sized learning to learners. Add to the fact that more than half of the videos viewed on YouTube come from mobile devices and you have more reasons to be tempted to design Interactive Videos as Microlearning nuggets, which are a great fit for the mobile medium.

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Gamification

Videos are essentially "moving images". Most gaming enthusiasts enjoy gaming because it gives them a "movie-like" experience. For years, that sense of touch of controlling the buttons on the gaming remote and thereby the proceedings of the plot on the screen have got gamers excited. With Interactive Videos, you do get this flexibility to present a blend of movie and Gamification elements, letting learners enjoy the video experience and interact with a competitive spirit.

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Scenario Based Learning

Still image-based scenarios with speech bubbles do a good job in conveying a message across in traditional eLearning/mLearning courses. And if the images "come to life" where you can actually see the characters and the scenario situation in motion picture? Nothing like it, right? Videos give you that option to make your scenarios look a lot more natural and real. Add a touch of interactivity to it, and you can create a learning experience that is even more engaging.

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Story Based Learning

If you take a look at the most viewed videos on YouTube, you'll find that a majority of them are music videos and most music videos aren't just about the bands or the artists singing their number all along. There is, more often than not, a story that is interspersed with the visuals of the artists, a story that although gets wrapped up in 3-4 minutes, follows a thread. Stories do make a huge impact on the video experience and stir up the emotions of the viewers. This strategy can be used very effectively in your Interactive Videos allowing the learners to drive/explore the plot of the story forward by introducing interactivities at regular intervals.

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Complex decision making through assessments (simulations featuring branching)

As Interactive Videos facilitate introducing of interactivities at regular intervals, you get the flexibility to "branch" your learning path. You can use this to your advantage and introduce complex situations in your assessments and test the decision-making skills of your learners as they try to work their way along the path you've laid out for them.

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Section 4

As you have seen so far, Interactive Videos bring in an element of engagement and facilitate not just recall and retention of information but also its application and analysis.

We at EI Design, use a customisable Interactive Video framework to introduce interaction levels similar to the interactions that learners typically experience in a traditional eLearning or mLearning course.

Unlike other online solutions offering Interactive Videos, our Interactive Video framework:

1. Offers the flexibility of further customisation.
2. Is multi-device compatible. The Videos work across multiple platforms such as Desktops, Tablets and Smartphones (iOS and Android).
3. Is compatible with AICC, SCORM 1.2, 2004 and TinCan. It can be hosted on LMS/LRS or run as a standalone piece on a web server.
4. Comes with SCORM related features such as completion, time, resume and scoring in LMS/LRS.

Select the button to view the various interactivities that our framework provides.

Interactivities

"Quite simply, it's not a question of whether companies should use interactive content but rather how soon they should start."

- Tim Walters and Robert Rose, CMI

Section 4

Interaction points for learners

The framework is designed to break the monotony of the learning experience. This reflects in the various interactivity types that the framework offers, which include:

1. Hotspots.
2. Button click.
3. Fill in the blanks.
4. Carousel.
5. Single choice assessments.
6. Multiple choice assessments.
7. Drag and drop.

"Quite simply, it's not a question of whether companies should use interactive content but rather how soon they should start."

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Section 5

Case study

Use of Interactive Video as a Microlearning format

Background

My case study features our micro course on "Managing Customer Expectations". Through a series of videos, learners go through the steps to understand customer expectations and how they can be managed effectively. During the journey, they have access to supporting learning aids like "Read More" and formative feedback.

This solution is targeted at learners who are always on the move and depend on their mobile devices for their digital learning needs, specifically when it comes to engaging and interactive content.

Select the buttons to learn more.

Highlights of our solution

Interaction points for learners

"In the 'age of the customer,' and with the increasing economic might of younger, digital-savvy consumers, consumer expectations and demands will soon make interactive content an imperative."

- Justin Talerico, CEO and Co-founder, Ion Interactive

Highlights of our solution

Rather than depending on online Interactive Videos that provide limited interaction points, **we** have used our own framework that can integrate single and multiple videos and create a learning path based on the narrative. It can be used for both formal and informal learning.

Our solution is designed to work across multiple platforms such as Desktops, Laptops, Tablets and Smartphones (iOS and Android). The framework is compatible with SCORM 1.2, 2004, AICC and TinCan to host on LMS/LRS or to be run as a standalone piece on a web server. Some of the SCORM features are completion, time, resume and scoring in LMS/LRS.

"In the 'age of the customer,' and with the increasing economic might of younger, digital-savvy consumers, consumer expectations and demands will soon make interactive content an imperative."

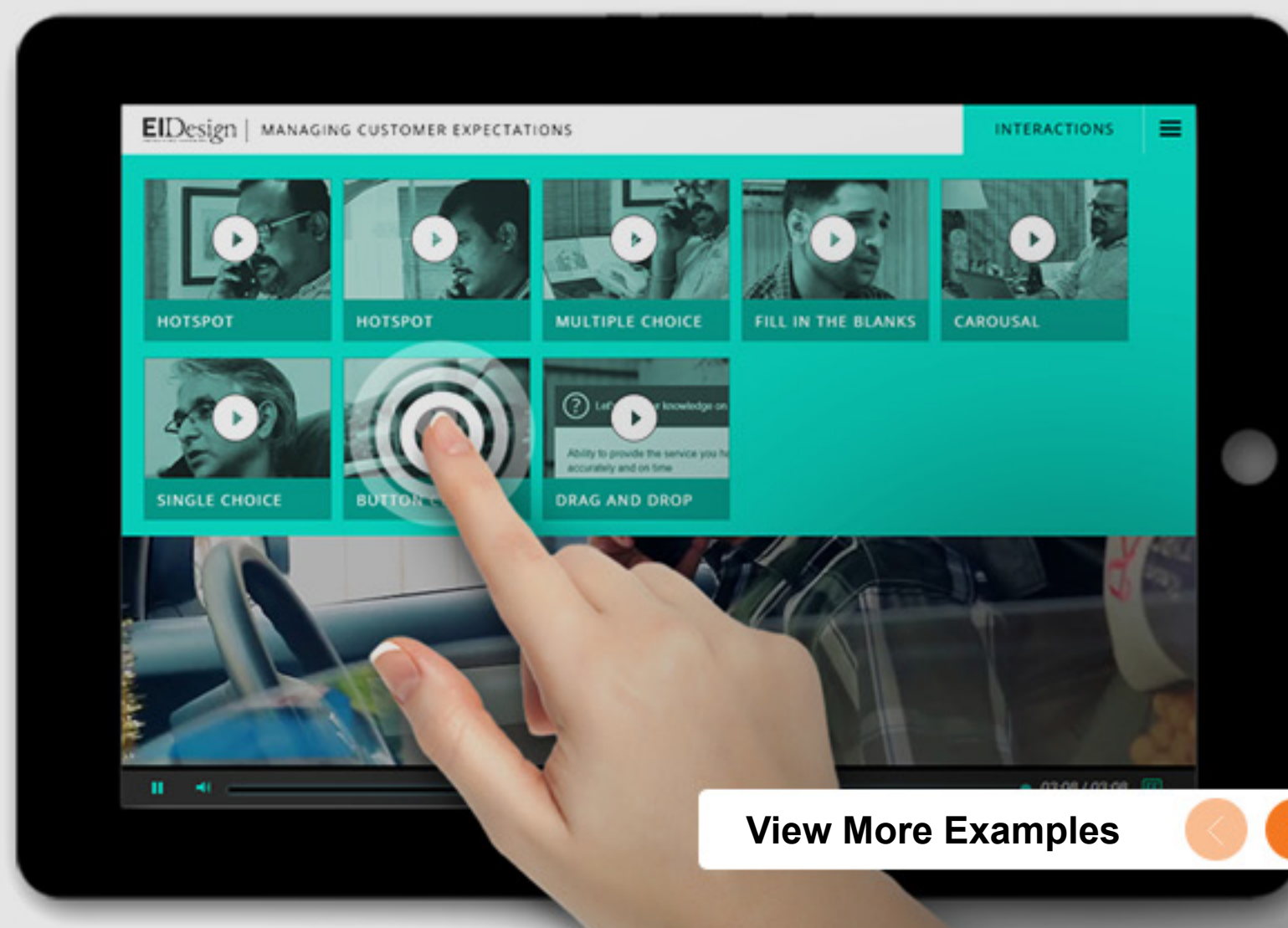- Justin Talerico, CEO and Co-founder, Ion Interactive

Interaction points for learners

Our framework can integrate various interactivity engagement points. Some of the interactivity types that can be integrated include:

- Hotspots.
- Click and reveal.
- Drop down.
- Fill in the blanks.
- Single choice assessments.
- Multiple choice assessments.
- Branching based on learner decisions (the learner can be directed to an action-for instance a "Read More" or another learning path featuring different videos).

Through the following screenshots, you will get a glimpse of the various learning interventions that we have used in this Interactive Video.

View More Examples

Section 5

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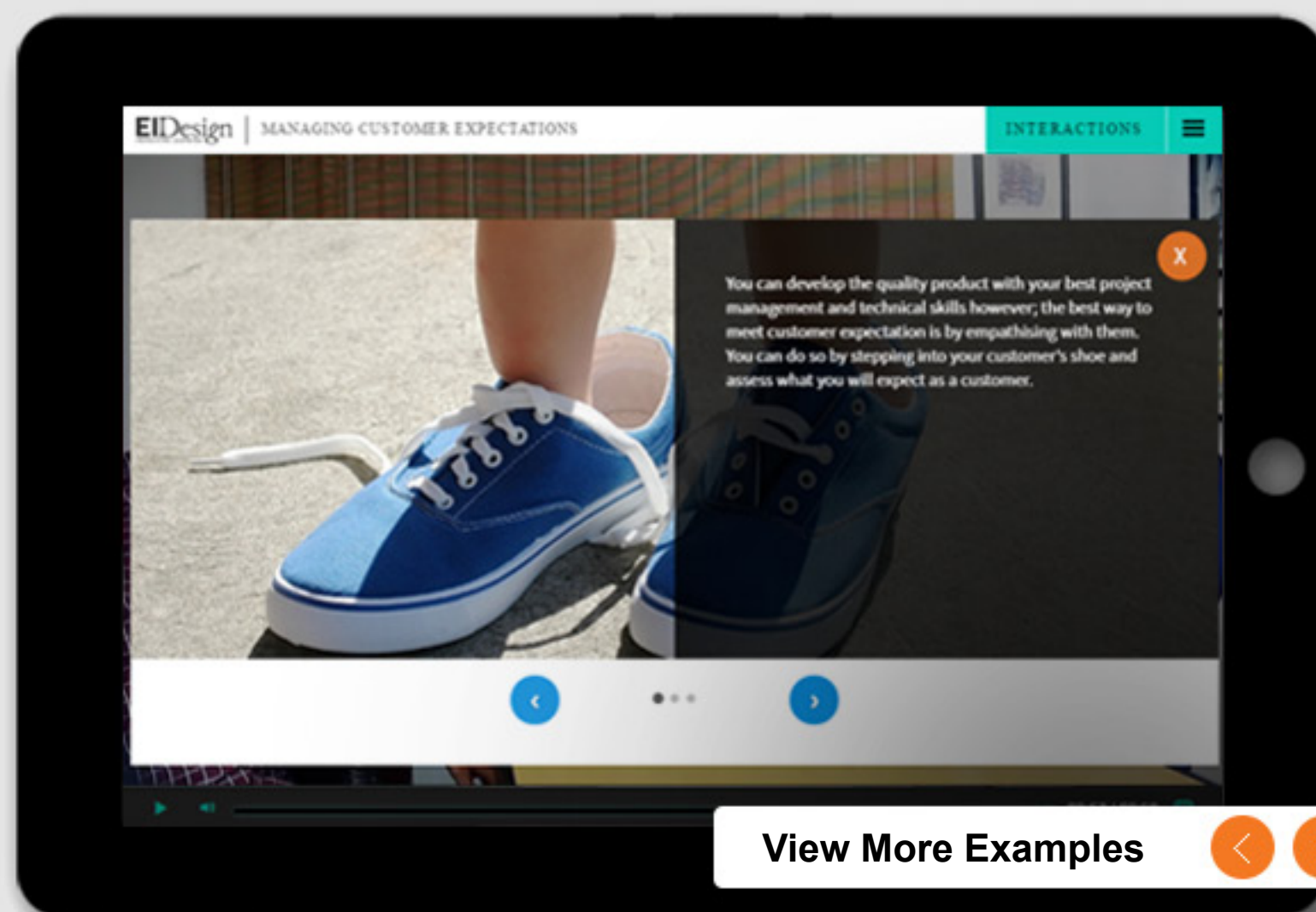
EIDesign | MANAGING CUSTOMER EXPECTATIONS   INTERACTIONS

Let's test your knowledge on RATER Model. Match the following

Ability to provide the service you have promised consistently, accurately and on time — Assurance

The knowledge, skills and credibility of staff, and their ability to use this expertise to inspire trust and confidence — Reliability

Physical evidence of the service you provide — Tangibles

Relationship between employees and customers — Responsiveness

Ability to provide a quick, high quality service to your customers — Empathy

SUBMIT   RESET

View More Examples

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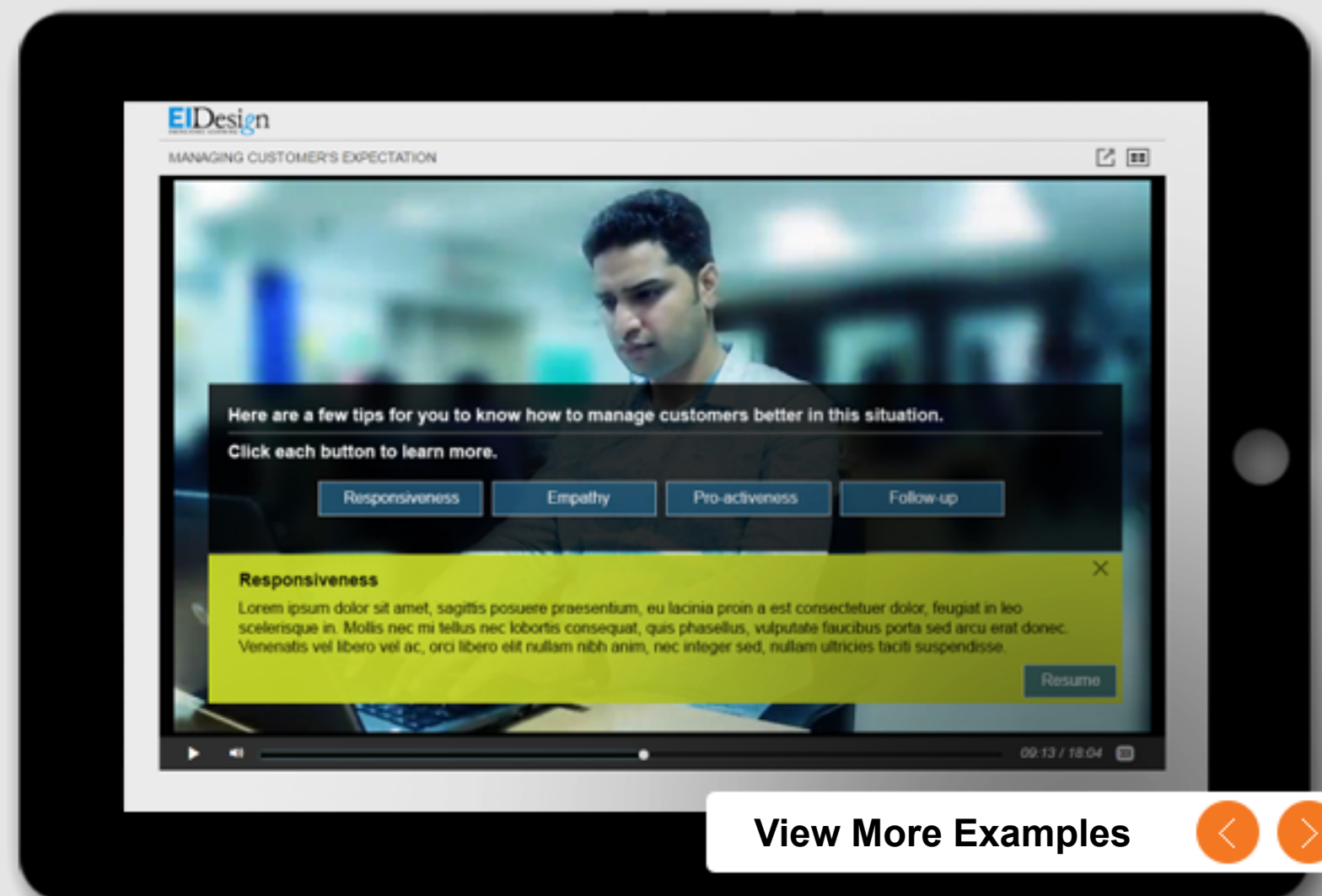
EIDesign | MANAGING CUSTOMER EXPECTATIONS   INTERACTIONS

You can develop the quality product with your best project management and technical skills however; the best way to meet customer expectation is by empathising with them. You can do so by stepping into your customer's shoe and assess what you will expect as a customer.

View More Examples

Interaction points for learners

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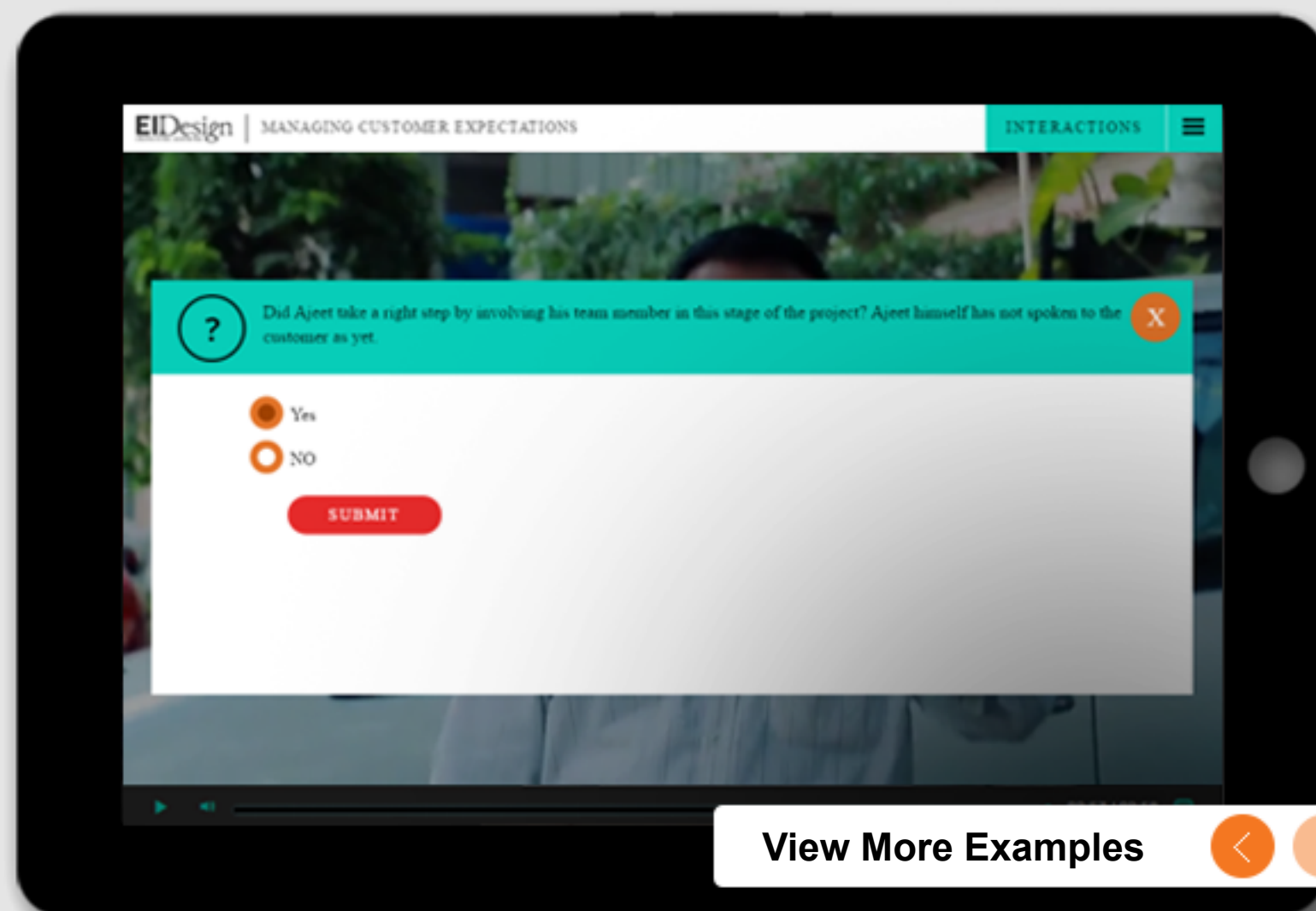
View More Examples

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View More Examples

![eidesign - Energising Learning logo]

Summary

In this eBook **How To Use Interactive Videos For Learner Engagement and Supercharge Your Online Training**, I have shared compelling reasons on why you should adopt Interactive Videos in your learning strategy. The case study showcases how you can create the desired impact.

Do contact me if you need any specific assistance.

Looking to integrate Interactive Videos in your learning strategy? EI Design can help you with that and more!

Our innovative approaches and focus areas include:

- Responsive learning portals with learning paths
- Social Learning (collaborative learning)
- Microlearning (for both formal and informal learning)
- Creating digital experiences to embed learning into a millennial-centric lifestyle
- Reporting and analytics
- Content curation
- Gamification
- Videos and Interactive Videos
- Apps for learning
- Decision making – complex branching simulations
- Scenario based learning
- Storytorials

We offer a comprehensive services portfolio that includes custom online (eLearning and mLearning) and blended solutions. With a focus on performance gain, we offer a wide range of Performance Support Tools (just-in-time learning/job-aids). We also have a large Localisation practice covering over 26 global languages.

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