

# ASSET

An interactive video resource to  
enhance feedback provision



# Enhancing Feedback Provision at Reading: The ASSET Project

18 month JISC funded project (extended until 31<sup>st</sup> July 2010)

- Enhance the feedback experience for staff and students through the development of Web 2.0 resource, 'ASSET'
- Explore the use of video for supporting provision of timely, quality feedback & feed-forward

# ASSET Pilot Study

## Participants

- 5 disciplinary areas
- Over 500 students
- Piloted during Autumn Term 2009/2010 for generic feedback
- University of Plymouth pilot study

## Data collection (staff & students)

- Pre-and post-use online surveys
- Post-use focus groups

# Staff Results

- 8 staff completed the post-use survey:
  - All said they would use video again for feedback provision
  - 6 said they had enjoyed using video
  - 7 said they would recommend using video for feedback provision to colleagues
- The most common type of video used was 'Talking Head'

# Staff Results

- 62% of staff said that on average it took them less than 20 minutes to produce a video
- 75% of staff said it took the same time or less to provide video feedback compared to their normal methods
- 87% of staff felt students took the same or more notice of the feedback compared to their normal methods
- Most staff felt that using video has changed their approach to feedback provision

# Staff Results

- Advantages:

*“It has the immediacy of a lecture, but can be replayed. It suits some students better than generic written feedback”*

*“Can put into words the information that needs to be conveyed. Can use screencasts to show students what to do”*

- Challenges:

*“ Getting students to play the videos”*

*“ Ensuring it covers all the relevant issues and is not too brief”*

# Student Results

- 100 students responded to the post-use survey
- 61 Female, 39 male
- 81 students said they would want their lecturer to keep using video for feedback:
  - 63% for small groups
  - 58% for generic feedback
  - 39.5% for one-to-one feedback
  - 21% for work placements

# Student Results

- 78 said they liked receiving video feedback:
  - 10 because of the visual/verbal nature
  - 7 because it had more information/was more in-depth
  - 6 because it was more personal
  - 6 because it could be re-played
  - 5 because it could be accessed anytime
- 16 students didn't like video for feedback:
  - 10 preferred written or face-to-face
  - 5 said it wasn't easily accessible (i.e. you had to go online to access it)
  - 4 didn't like the generic nature of feedback
  - 3 said it felt 'impersonal'



# Student Results

- Most students watched the videos more than once:
  - 36 watched a video twice
  - 22 watched a video 3 or 4 times
  - 3 students watched a video 5+ times
- 13 watched videos with their peers
- 59 discussed the video with others

# Student Results

*“It was easier to gauge the reaction and emphasis of a lecturer by watching a video than it was through written feedback”*

*“Watching and listening to someone speak says more than reading feedback ”*

*“Would much prefer to receive feedback in person. Video feedback seems impersonal”*

*“One-to-one feedback is easier if you have questions, you can get answers straight away”*

# Where Next

- **Principal focus on video vs. ASSET resource**
- Pedagogic outputs
- Additional Benefits Realisation Funding from JISC
- Blackboard drop-box
- New URL (promotional materials)

# Pedagogic Outputs

- Currently drafting four research papers:
  - ‘Literature review’
  - Technical
  - Student data
  - Staff data

# JISC 'Benefits Realisation' Funding

- Four events across the UK to focus on the use of digital media to enhance feedback provision (October 2010 – May 2011)
  - 'South' (Bristol? UWE?)
    - Sheffield Hallam University (Media Enhanced Learning SIG)
    - Staffordshire University
    - University of Leicester
- Share ideas and collate pedagogic evidence
- ASSET website as a possible repository

# Drop-box Demonstration

- Help videos
- Guides
- Blackboard help system
- Feedback on 'how-to' guide
- Any other FAQs you would find useful?

[www.reading.ac.uk/video feedback](http://www.reading.ac.uk/video-feedback)



# Your Feedback!





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