

Students that Create Squigl Videos Demonstrate Deeper Levels of Learning



The University of St. Thomas (UST) is known for its leadership in adopting technology that transcends legacy learning tools. At UST, professors, students and faculty “all are pursuing their own unique goals while living in a community that supports them every step of the way”.

65% of people are visual learners. Moreover, when learners express themselves by text only, key concepts are often missed. UST used Squigl to improve student attention and retention of information in a senior theology course. The results were better comprehension of key teachings and their misconceptions. Those misconceptions would not have been identified without the use of Squigl.

Text-Only Coursework Didn't work for all Students

Prior to the use of Squigl, students in a senior level theology course were asked to submit written assignments. The challenge in requiring only written assignments was that students didn't easily see their misconceptions of the ideas presented in the assignment. The goal was to find an alternative to text-only coursework that identified those misconceptions by requiring students to employ imagery in addition to text.

A New way to Examine ideas through Audio and Imagery

Dr. Odeh Muhawesh is a co-founder of Squigl who saw the opportunities for Squigl to transform education from its earliest days. Dr. Muhawesh emphasized the importance of assessing a student's understanding of concepts beyond textual summaries.

His classroom experience was transformed by working with his students to create easy-to-consume content to preview and recap key lessons. Squigl videos truly brought traditional lecture notes to life.



“The University of St. Thomas is known nationally for academic excellence that prepares students for the complexities of the contemporary world. Through disciplinary and interdisciplinary inquiry and deep intercultural understanding, we inspire students to lead, work and serve with the skill and empathy vital to creating a better world. For this reason, we chose Squigl is an innovative pedagogical tool that helps our faculty and students to achieve academic excellence by transcending classical teaching and learning tools”

- Dr. Yohuru Williams, Dean of the College of Arts and Sciences.



After watching a Squigl introducing the Story of Creation, the students were asked to share their understanding of the subject through Squigl results were eye opening.

Seventeen out of twenty-five students in Dr. Muhawesh's class were able to quickly identify the key course concepts.

Dr. Muhawesh also asked his students to work in teams to create Squigl videos as part of their coursework. For example, students worked in teams to create Squigl videos of the biblical Story of Creation.

Squigl allowed the professor and students to identify and eliminate misconceptions through the imagery students chose in their Squigl videos, which otherwise would have taken a two-hour teaching session and several hours of research and writing.

Improvements in Student Engagement and Retention of Information were Key

Dr. Muhawesh and UST faculty understand that 83% of human learning is visual and that the students of today expect video to be a part of the educational experience.

In the pilot project, the assignment completion rate in 2017 using Squigl was 56% higher than assignment completion rate in 2016 in the same course.

Students also averaged an increase of half a grade in 2017 in their overall semester grades from the same class offered in 2016.

Additionally, using Squigl resulted in:

1. Increased attention and retention of information.
2. Identification of misconceptions by requiring students to associate moving images with key concepts.

Give Students Squigl Assignments to Better Assess Comprehension of Information

Presenting ideas by associating narration and supporting imagery is often complex and time consuming.

Squigl allows content creators to input their ideas, and either wrestle with words with images themselves, or have the visuals automatically selected through Squigl's A.I.-driven engine. Content creators do not need to have experience in creating rich content formats to make engaging and memorable Squigl videos. Your in-person or remote classroom can be transformed by Squigl.

How will your classroom use Squigl content?
Try Squigl for free today to find out.