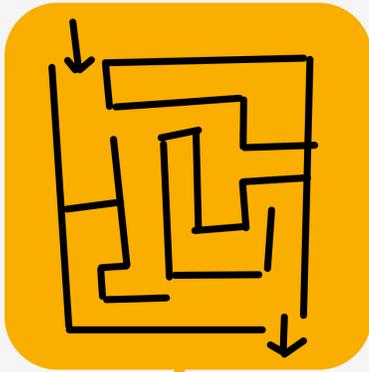


Universities Use Squigl to Share Complex Information in Easily-Consumed Videos



At Northwestern Health Sciences University (NWHSU), academic excellence and innovation are at the center of their core values. Their faculty strive to create meaningful and engaging educational experiences for their learners. One way this is accomplished is through the continual experimentation with and utilization of educational technologies, to best engage students as they support their learning.

Searching for Content that Helps Student Engagement

Research has shown that an essential factor to delivering quality educational experiences is through engagement. When students are engaged, they tend to improve their critical thinking skills, competency, and grades. In addition, an increase in engagement is also associated with an increase in persistence.

Unfortunately, student engagement is difficult to create. Thus, one of the most important and daunting tasks that many of NWHSU's instructors and faculty face is to figure out a way to engage students in a meaningful way with the course materials. Fortunately, there is guidance from the literature. For instance, research shows that well-designed multimedia (e.g., videos) can increase engagement. A well-designed video can both entertain and educate.

The primary challenge of creating video content to support student learning, is aligning faculty resources to support the development of multimedia tools and experiences in their classroom.

Squigl videos make case studies more engaging.

Squigl allows NWHSU to address this challenge. With Squigl, they are able to create entertaining animated videos that both engage students and pass along essential knowledge.



Faculty Need a Tool that Easily Creates Excellent Content

The platform is intuitive; allowing faculty members a straightforward and easy process to begin utilizing the platform.

The video creation process takes less than 20 minutes (for a rough video for adjusting), so it does not take a lot of time. Even counting adjustment time, faculty can create a quality animated video in about an hour. This is a big improvement as they normally spent upward of 1 hour per minute of video creation. This is not counting the amount of time they need to dedicate to learning how to use other tools to create assets to go with the videos.

Using Squigl in the Classroom Improves Engagement

NWHSU gauged engagement via the following metrics:

1. Student feedback indicated a strong preference for viewing the Squigl content rather than reading the case study.
2. Students demonstrated curiosity about the case study by asking more questions about it than typical case studies.
3. Discussions about the case study were more robust. For instance, students used more emotional words when discussing the case study.

Traditional Presentation of Case Studies is Lacking

As a health sciences university, the utilization of case studies is an important component of coursework. Traditionally, case studies are introduced to students through a text document, which they were asked to read through and discuss with their classmates.

This is not the most effective approach because (1) the case studies could be long, so students might not read it in its entirety, and (2) presenting the case study via text only engages one mode of learning -- reading.

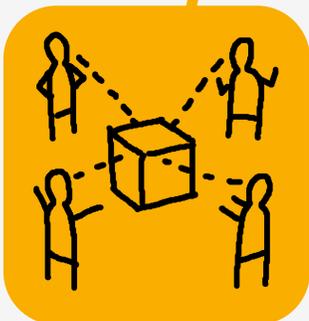
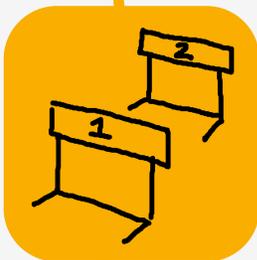
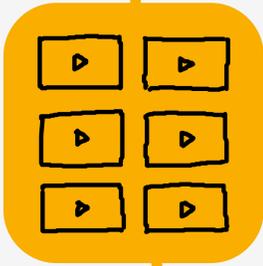
Other Approaches to Case Study Engagement

Faculty have tried other options for case study engagement that target other ways of learning.

For instance, placing students in small groups, asking one member of the group to read the case study aloud, and have the rest of the members follow along. This can increase the chances that students get through the case study, and can potentially engages both reading and auditory modes of learning.

A similar method is to have the instructor read the case study to the class. This method also ensures students receive the case studies in its entirety and engages the auditory and reading modes of learning.

One challenge to these methods is that it takes away class time which is a valuable and limited resource.



The Needs for Effective Case Study Presentation

An effective case study presentation would: (1) engage the students (by engaging multiple learning modalities), (2) increase the probability that they received the case study in its entirety, and (3) preserve class time.

Animated video has the potential to engage students through visual, auditory, and reading modes of learning. An engaging video also increases the probability that students will view the whole video (and thus get the case study in its entirety). Finally, students can watch the video ahead of class so that class time could be preserved.

Challenges for traditional video creation are time and the learning curve for new technology. It takes many hours to create an animated video and the learning curve to some of the leading animated platforms can be high. This is not a sustainable approach because of the NWHHSU faculty's already heavy workload and limited resources.

NWHHSU Faculty Quickly and Easily Create Video Content

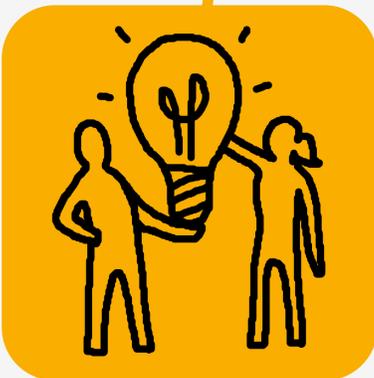
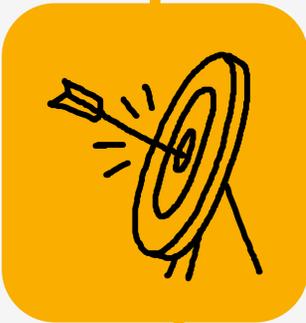
Squigl is a novel tool with an innovative approach to animated video creation. Instead of providing users with a blank canvas to stumble around, Squigl guides users through the video creation process. The platform does this by allowing users to paste a script generate a rough video for them to customize. This approach reduces confusion (and thus lower the learning curve) and saves users time since users have a starting video to work with.

NWHHSU faculty can copy and paste case study text into the platform, have the platform generate a rough draft of an animated video, and edit the video before publishing. This process greatly reduces the amount of time it takes for us to create an animated video.

The process is intuitive, and with the frequent improvements made to the platform, instructors are able to easily use the software after spending a short time exploring the platform. Once instructors have an idea of how the platform work, they could start generating videos fairly quickly.

Squigl Can Transform Your Classroom Content

Students at NWHHSU got more out of their coursework through innovative presentation of information. How can your school use Squigl? How can you help your teachers present new ideas in engaging ways without adding to the list of complicated technology they need to learn? Try Squigl for your school today. Visit squiglit.com for more information and a free trial.



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