CHALLENGE

Increasingly, instruction of any learner (student, employee, instructor) relies on video as learning goes online and remote.. Video allows for individual learners to move at their own pace, but does not allow for instructors/trainers to understand whether learners actually learned anything from the content. It also does not provide for a back-and-forth between instructor and learner such that no feedback or support is provided to learners nor are analytics/scoring given to instructors. The challenge is further complicated by the need to provide an equitable and personalized approach that is effectively scalable on a departmental or institutional level.

SOLUTION

PlayPosit provides an instructional design and analytics platform that effectively shines a light on the "black box" of the learner's journey, illuminating the learning experience and turning passive video viewing into one that is equitable and engaging. The interactive video platform empowers instructors to utilize pedagogically-founded interactions that are designed with the backing of the National Science Foundation to be used in a synchronous or asynchronous learning environment. Interactions can be tied to timestamps or durational to drive learning in a way that is empirically measurable and directly observable.

Instructors select from pre-built templates, an existing content library, or build custom content using dynamic interaction types to challenge and engage learners. PlayPosit's interaction options are built to be diverse and flexible to fit a variety of learning scenarios and needs. At the same time, learners are empowered with a myriad of options such as the ability to make adjustments to the playback speed, take notes directly in the player, and more.

LEARNING IMPACT OUTCOMES

Instructors and instructional designers using PlayPosit have reported not only an increase in learner engagement but a rise in learners consuming optional content, which in turn has helped to improve overall performance. The platform's powerful analytics have allowed for better understanding of the effectiveness of content and where learners are succeeding or struggling, informing future instruction on an individual instructor level as well as on an institutional or departmental scale.

On an institutional level, the platform provides administrators with the ability to not only scale efficiently but understand where and how learning is taking place, providing insight into the success of individual instructors and where content may need to be reevaluated.

RETURN ON INVESTMENT

PlayPosit is a powerful instructional design tool that empowers individual instructors to connect with learners while harnessing the benefits of institutional oversight in a way that is easy, efficient, and scalable. Custom solutions allow partners to choose what matters for them while providing continuous instructional design support for continuous success and growth.