



Case Study

Using SAGE Video for instruction and research



Video content can provide valuable remedial or supplementary information in a way that is more memorable.

*Viewers retain 95% of a message when viewed in a video compared to 10% when read in text.**

Executive summary

SAGE Video complements traditional reference materials with an engaging collection of original and licensed streaming videos relevant to social science disciplines. Dr. Sean Wise of Ryerson University and Dr. Janet Salmons, an education consultant, support video as an instruction and research tool in today's highly technological learning environment. Drs. Wise and Salmons are both SAGE Video contributors.

The Challenge

Research has shown that the key to improving learning experiences is to provide students with greater choice in educational resources that best suit their individual learning styles and preferences. Currently, video accounts for nearly 79 percent of internet traffic, with 55 percent of people watching video online every day. Among Millennials and Post-Millennials, the percent of daily video viewers climbs. Given the trend, institutions are seeking ways to incorporate video into their instruction and research to help drive student engagement within the curriculum.

The Solution

According to Drs. Wise and Salmons, video in an academic environment can serve as a critical tool supporting instruction and research. An independent study also shows that many students are empowered by learning from videos, allowing them to learn flexibly and independently, leading them to request online content in their courses.**

Advantages of Video for Instruction

Video content can provide valuable remedial or supplementary information in a way that is more memorable. Easily used in class or in a distance learning environment, video allows instructors to introduce experiential lessons and expert presentations from distinguished academics and practitioners into the classroom. Videos can also prompt student participation in discussions. Salmons and Wise note that use of video not only increases the

number and substance of student discussions, but also leads to students who are more inspired and motivated by their learning experiences.

How They Use It:

- Access to experiential lessons from diverse guests
- Watched at home, discussed in class
- Tied into assignments and exams
- Apply concepts to context
- Show examples or demonstrate techniques

Advantages of Video for Research

A preferred source of information among students, video content helps users bring research to life. Dr. Salmons suggests educators offer student researchers the opportunity to practice observation skills. In addition, students can use discourse and content analysis to study phenomena represented in extant video. The availability of both archival and contemporary video footage means that researchers can use video for comparative studies, and also offers context in the form of real-world examples of theoretical concepts.

How SAGE Video Helped

SAGE Video collections are purposely curated to address a variety of needs at all levels—from undergraduate teaching to research. Developed in collaboration with leading academics, societies, and practitioners, SAGE Video collections consist of approximately 60 percent originally commissioned and produced content and 40 percent licensed videos from trusted providers, including Media Education Foundation and BBC Worldwide, to serve as a comprehensive disciplinary resource for students, faculty, and researchers.

Documentaries, case studies, expert interviews, and practitioner demonstrations

represent just a small portion of the content available in SAGE Video collections, which cover core disciplinary areas within the social sciences:

- Business & Management
- Counseling & Psychotherapy
- Criminology & Criminal Justice
- Education
- Media, Communication & Cultural Studies
- Politics & International Relations
- Psychology
- Research Methods
- Sociology

In addition, SAGE Video is optimized for discoverability through provision of abstracts, title level MARC records, and discovery service indexing related to roles, teaching goals, and topics. Designed for scholarly use, SAGE Video collections also feature desirable functionality, such as sharing via e-mail or social media; searchable, downloadable transcriptions, and closed captioning.

*90% of information transmitted
to the brain is visual & the brain processes visual information
60,000X faster than text.**

Expert Profiles



Sean Wise

*Assistant Professor, Entrepreneurship and Strategy
Ryerson University*

Dr. Sean Wise is an expert on startups and venture capital. He also serves as: university professor, bestselling author, international business speaker, and partner at Ryerson Futures. Wise spent five seasons as a consultant for CBC on venture reality show “Dragons' Den” before hosting the “Naked Entrepreneur,” Wise has been called the Dr. Phil of Entrepreneurship and in 2014, was named Entrepreneurial Mentor of the Year by Startup Canada.



Janet Salmons

*Researcher, Writer, Instructor
Vision2Lead*

Dr. Janet Salmons serves as Methods Guru and writer of SAGE MethodSpace. She is also an independent researcher, writer, and consultant with research interest in collaboration, leadership, creativity, sustainability, and ethics in a digital world. Her expertise lies in exploring ways to connect meaningfully online.

*<http://www.popvideo.com/blog/looking-at-the-facts-why-video-content-has-the-highest-retention-rate>

** Carmichael, Michael, Abigail-Kate Reid, Jeffrey D. Karpicke. “Assessing the Impact of Educational Video on Student Engagement, Critical Thinking and Learning: The Current State of Play.” SAGE Publishing.