Scenario

Professor Hamilton is teaching a history course on the United States of America from 1945 to the present in which she likes to make frequent use of video clips. However, she found that traditional video clips can be too passive for students and wanted to better be able to segment longer online clips so that students can better interact with the video.

By using *HapYak*, professor Hamilton is able to pause the video at selected spots, where she can then add written and oral commentary. She is also able to include quiz questions in the video or relevant images and graphics that help students better understand the content. In addition, *HapYak* allows her to take short lectures she recorded of herself explaining an issue and interspersing them with relevant images, text notes, and short self-assessment quiz questions at the end.

Because student viewing of the videos and their interactions with the added materials is logged by *HapYak*, she is also able to gauge the extent to which the students make use of the materials, how well they do on the embedded quizzes, etc. All in all, using *HapYak* to add more interactive video materials to her course has helped professor Hamilton create better, more engaging instructional materials and her students also indicate that they find the annotated videos more interesting than un-annotated clips.

1. What is it?

An interactive video platform which allows teachers to incorporate features such as overlays, chapters, quizzes and links in order to create an interactive learning experience.
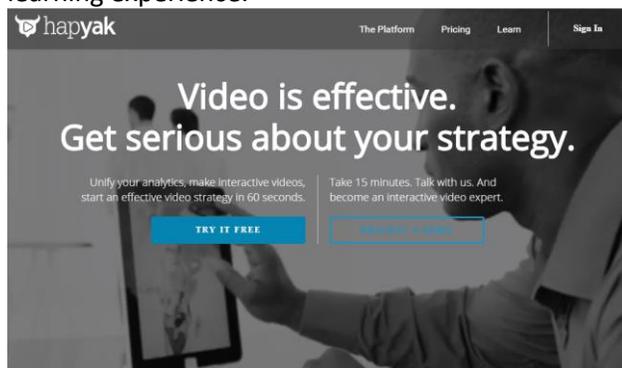

Figure 1. HapYak website.

2. How does it work?

With *HapYak*, teachers can create interactive videos by dividing video content into chapters, adding quizzes and short essay questions, external links, and more. The interactive videos can then be integrated into a learning management system such as Blackboard or Moodle to make them available to students. *HapYak* will track student activity and quiz scores through detailed analytics, allowing for better analysis of student learning.

Figure 2. HapYak works with a number of online video hosting services.

3. Who's doing it?

HapYak has partnered with a number of online video services and companies who use it for marketing purposes. The tool also has a big potential in education. While there are very few published narratives about the use of *HapYak* in education, an experiment conducted at Arizona State University found that the tool generated very positive feedback from students. For example, students found that embedded quizzes helped with their attention and focus.

4. Why is it significant?

As more and more learning move online in the form of purely online classes, blended classes or flipped classes the use of interactive video can help provide students with an interesting and attractive mode of learning. By leveraging existing online tools, such as YouTube, that instructors are familiar with, *HapYak* significantly expands their instructional and pedagogical possibilities through the ability to create rich, self-contained lessons for online distribution. In addition, *HapYak* tracks student

interaction with educational videos and provides detailed usage reports.

5. What are the downsides?

HapYak is not free for individual faculty to use. Higher education institutions need to have a yearly subscription. The tool is also fairly basic with few quiz options and does not allow for the automated transfer of quiz scores into LMS grade books. Furthermore, the detailed usage reports are stored outside of BlackBoard. However, they can be downloaded as excel files. In addition, there are some known issues regarding mobile device compatibility.

Instructors should always keep FERPA and accessibility issues in mind when using new online tools like this in their classroom. In case of any doubts or concerns, please contact the relevant offices on campus for advice and assistance.

HapYak may terminate access for you and your students for any reason at any time. It is unclear what happens to user content in a terminated account, which could impact the user' ability to use that content in the future unless saved otherwise.

HapYak will hold you responsible for all activities occurring on your account so you should protect your password diligently.

HapYak makes no promises about the system's availability, performance or security. Any license fees paid are non-refundable.

6. Where is it going?

The team behind *HapYak* seems committed to its development and the business is supported through paid subscriptions from commercial customers.

7. What are the implications for teaching and learning?

HapYak has the potential to become a valuable interactive video learning tool for school and college instructors. The different ways of encouraging students to interact with video materials coupled with the ability to create stand-alone learning modules, complete with assessment, makes this a tool that can be applied to many different learning scenarios and subject areas. The built-in tools for tracking student interactivity and learning also contribute to the value of the tool.

Robust Analytics

What do people click on? What makes them watch longer? Is my video working? Which viewers are most engaged?

We track every view & click inside every video so you can answer these critical questions.

Figure 3. HapYak offers a variety of information about viewers' interactions with your videos.

8. Where can I find out more?

Visit the *HapYak* website at http://corp.hapyak.com/ and study the tips and samples under the Learn tab.

You may also contact guest contributor Pinar M. Celik (pinar@iastate.edu) in Engineering-LAS Online or Jacob E. Larsen (jlarsen@iastate.edu) in IT Services to discuss how *HapYak* can be used to increase interaction with your students.

Additional legal information.

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