

# Ed Tech Series: Integrating Video Assessments

How can students showcase learning through  
video assessments?

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June 14, 2022

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# Agenda

## ★ Participant Insights

## ★ Strategies to Integrate Video Assessments

- Tutorial Videos
- Reflection Videos
- Production Videos

## ★ Reflection





**Let's connect!**



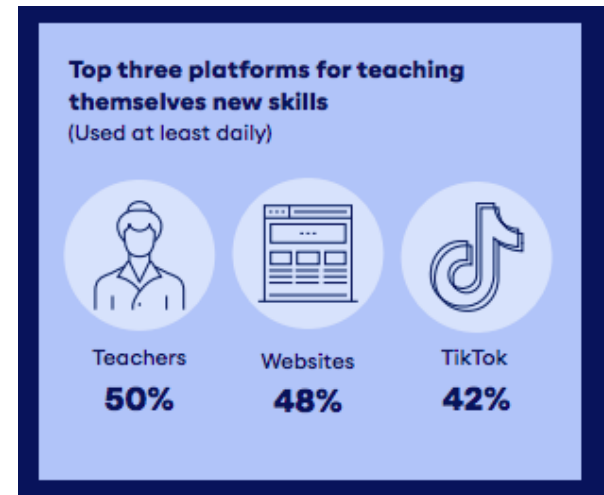
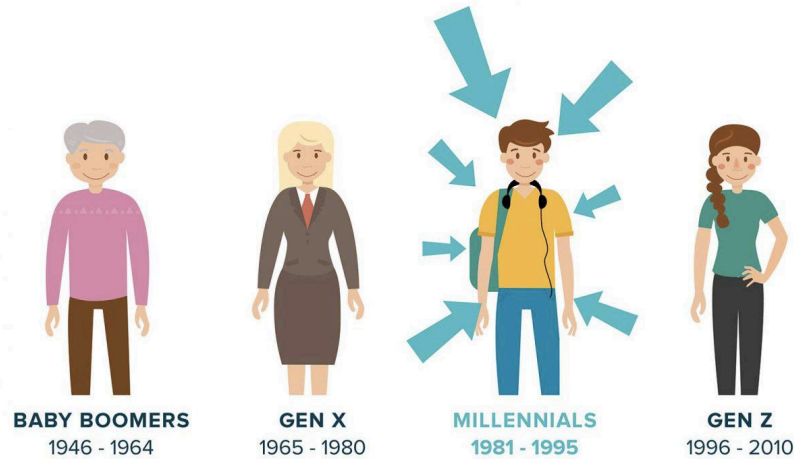
**What course do you teach, and  
what's your favorite Netflix  
Series?**

Add your response in  
the Chat box!

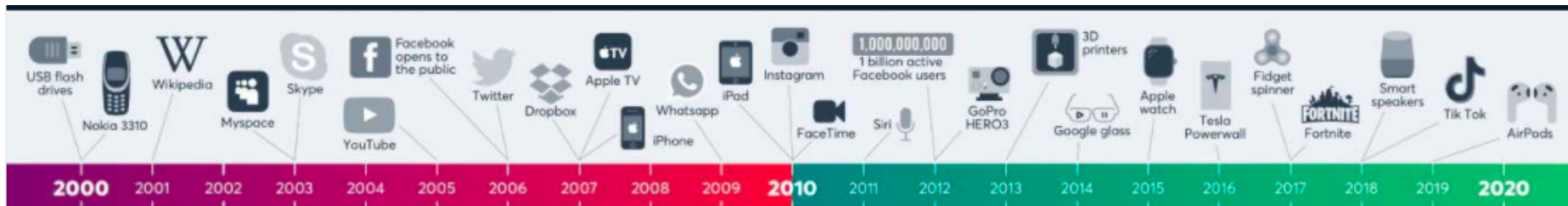
# Objectives

- Participants will:
  - discover digital video tech tools that can facilitate student learning
  - learn video-based tasks to integrate into their classrooms.
  - reflect on the implementation into their own classroom.

## Our Students Constantly Engage with Digital Devices



Digital natives that have information constantly within their fingertips



[An increasing importance of digital learning in the classroom](#)

Generation Alpha

# How can I integrate video based assessments into my classes?

Flip Grid, Apple Clips, Screen Recordings,  
iMovie

# Types of Video Assessments

Tutorial

Students show understanding of a skill, practice, or concept

Reflection

Students reflect on the learning process

Production

Summative assignments that show learning on a topic → real world

# Part 1: Tutorial Videos

How can you integrate short “tutorial videos” for students to show mastery on content?

Flipgrid and Apple Clips

# Tool #1: Flip Grid

## Digital Creation and Discussion

- an engaging video-based tool that allows for video creation and discussion across multiple digital devices



[Jigsaw Expert](#)

## DIGITAL JIGSAW

1. Students are assigned a subtopic within a complex concept.
2. Students take notes on the topic.
3. Students record a video explaining it.

### Intro to Money Mini Presentation

31 responses • 552 views • 0 comments • 13.7 hours of discussion

What is most important in theory about your topic (money, interest rates, bonds, and the Federal Reserve) and in practice (the real world application)? Create a 90 second engaging video where you speak about your topic and the contents of your slide. Remember to refer to the rubric as you make your recording.



# Example Flip Grid

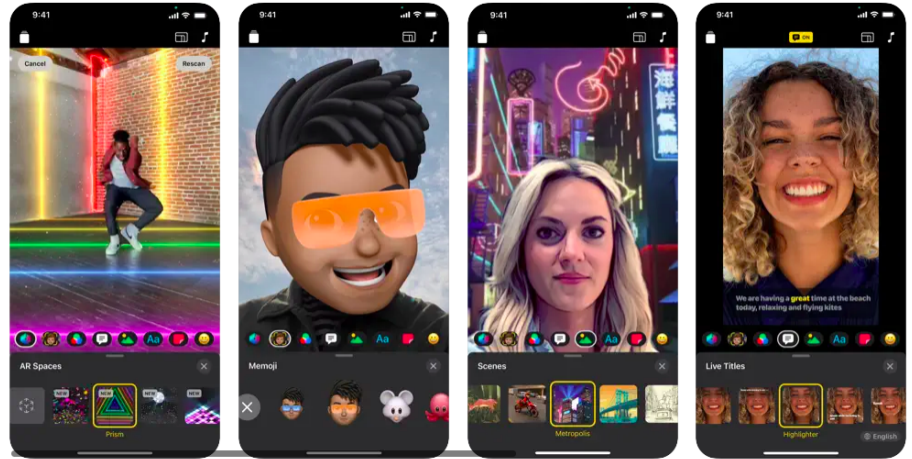
Quick Video



# Tool #2: Apple Clips

Iphone/Ipad

- An app that allows for video creation with filters and text, graphics, and effects.



Make magic.  
Share joy.

## Quick Video

### Unit 3: Production and the Law of Diminishing Marginal Returns - Apple Clips

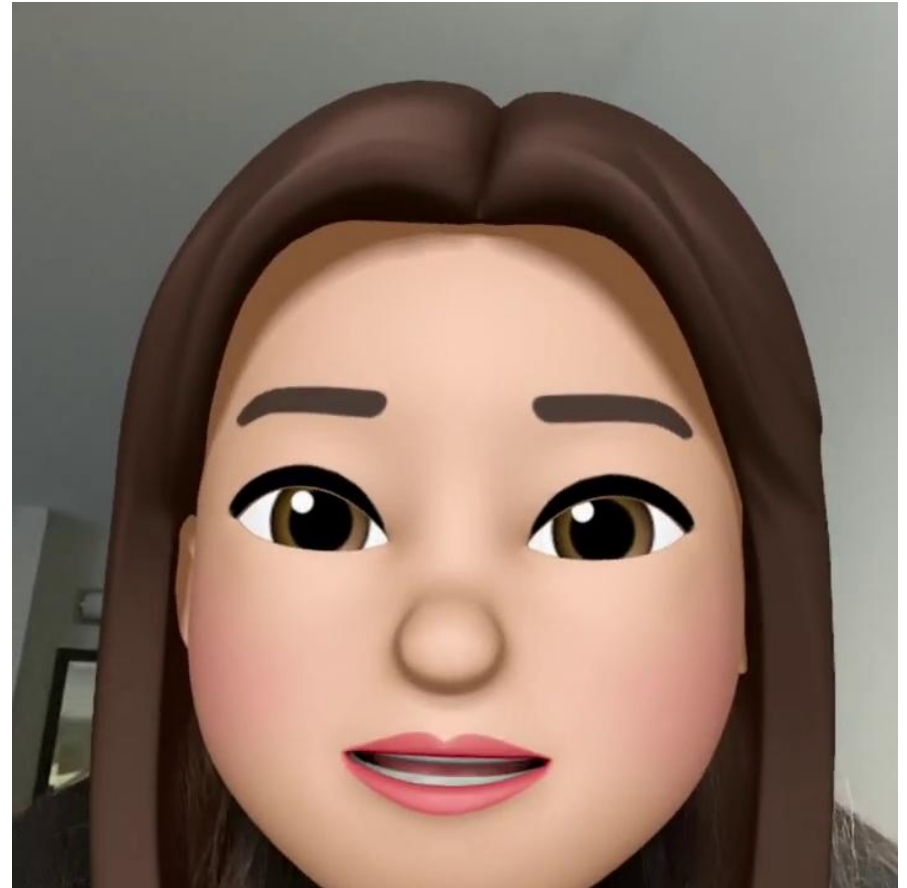
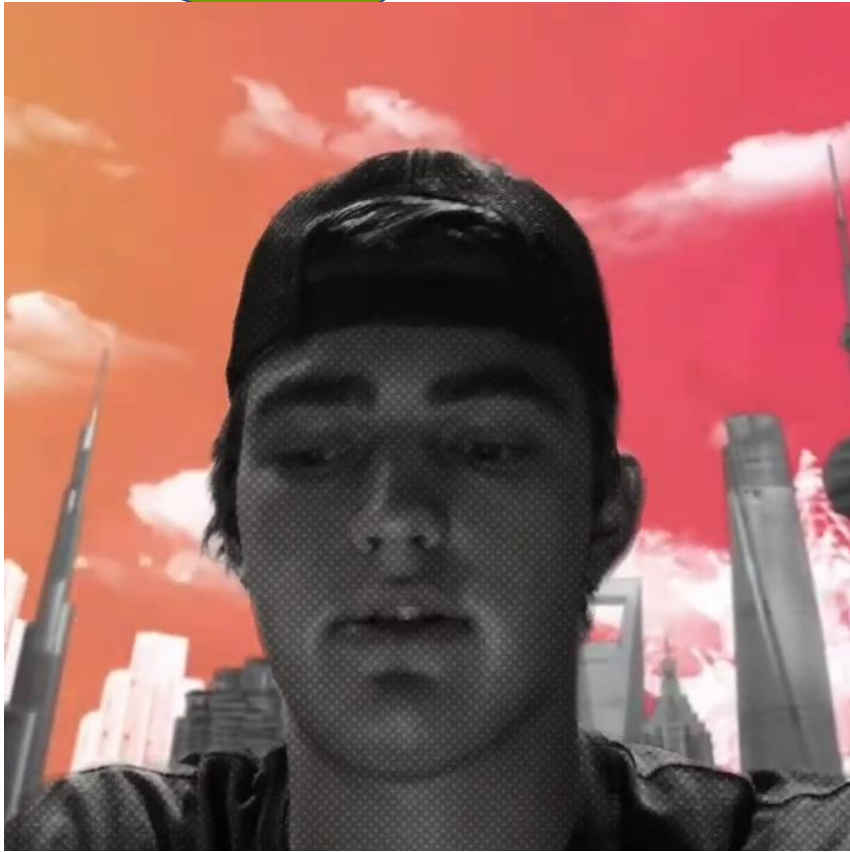
To show your understanding of the law of diminishing returns, please complete the following steps.

- Step 1: Watch the video notes about the Production Function + the law of diminishing marginal returns. Take notes on the concept of **the production function, the law of diminishing marginal returns, and the relationship between average and marginal product.**
- Step 2: Read about [the law of diminishing marginal RETURNS](#) and watch [this one minute video](#) on the concept. Here is a long video lesson about [the costs of production](#).
- Step 3: Compile your knowledge of these concepts into a **short 30 second Apple Clips** video where you explain the law of diminishing marginal RETURNS and the relationship between AP and MP using a specific scene/text/sticker/emojis. Here are two examples from AP Macro when studying the Big Mac Index two years ago: [Video #1](#) or [Video #2](#).

Component	Description	Point Value
Format	Contains a unique design with an original scene/text/sticker/images or emojis to enhance the product.	5
The Law of Diminishing Returns	Explains the concept of the law of diminishing marginal returns (with an explanation including the terms "fixed inputs" and "short run") accurately. Describes an example of when it could happen in the real world.	20
Relationship between AP and MP	Explains the relationship between the Marginal Product and the Average Product with a real-world connection to a school setting, sporting average, etc.	20
Clever Phrase	Ends the video with a clever phrase to remember the LODR and the relationship between the AP and the MP.	5

1. Students read about a concept.
2. Students watch a short video about a concept.
3. Students record a short 60 second video re-explaining the concept in their own words.

## Short Tutorials



# Part 2: Reflection Videos

How can students reflect on the learning process through videos?

Screen Recordings

# Exam Corrections

Students...





1. Fill out a reflection form about exam.
2. Rework problems within the unit while screen recording.
3. Upload a digital version of their explanations to GC.

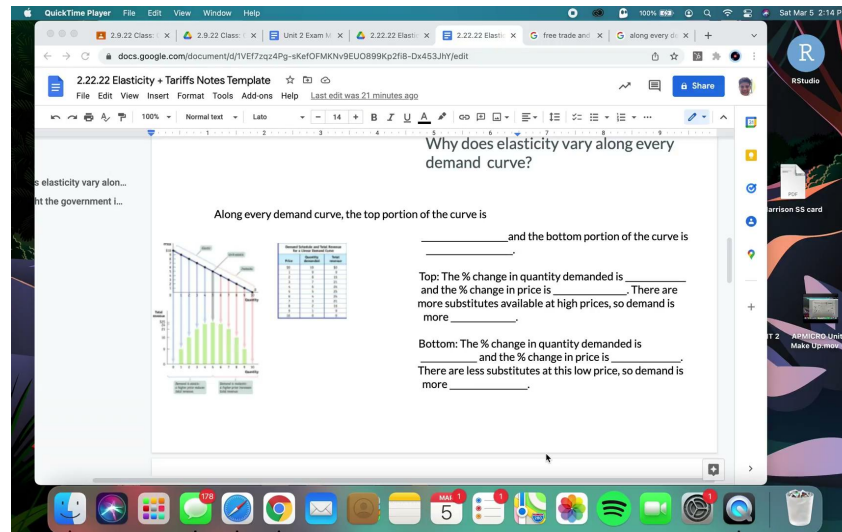


# Exam Corrections Assignment

In order to earn up to 70% for your Unit 2 Exam, please complete 2 parts: Screen Recordings + the Reflection.

Part 1: Record 3 screen recordings in Notability, Loom, or Screencastify, of you solving the following problems with voiceover:

-  2.11.22 Tax Incidence Practice Problem - (Page 1) You will solve the problems as you record yourself explaining it.
-  2.9.22 Guided Notes: Total Revenue Test + Problems (Page 2) You will solve the problems as you record yourself explaining it.
-  2.22.22 Elasticity + Tariffs Notes Template.pdf or  2.22.22 Elasticity Along + Tariffs Explain Slide 3 + 6 - the Varying Elasticity + Tariff Diagram.



Why does elasticity vary along every demand curve?

Along every demand curve, the top portion of the curve is \_\_\_\_\_ and the bottom portion of the curve is \_\_\_\_\_.

Top: The % change in quantity demanded is \_\_\_\_\_ and the % change in price is \_\_\_\_\_. There are more substitutes available at high prices, so demand is more \_\_\_\_\_.

Bottom: The % change in quantity demanded is \_\_\_\_\_ and the % change in price is \_\_\_\_\_. There are less substitutes at this low price, so demand is more \_\_\_\_\_.

Price	Quantity
10	1
9	2
8	3
7	4
6	5
5	6
4	7
3	8
2	9
1	10





Add your response in the chat box.

**Participant Chat:**

**What questions do you have? or How have you used video resources in your classrooms?**



# Part 3: Production Videos

How can you integrate creative application of content with videos?

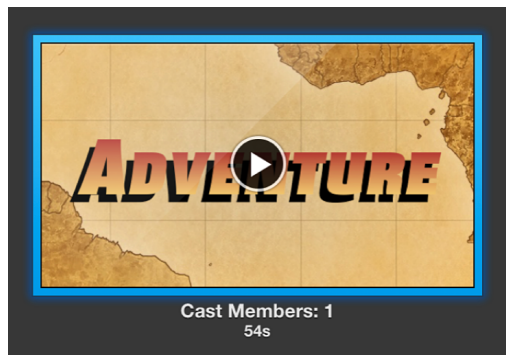


Digital  
Production

Trailers, Explainers

## Trailers

- Short 60 second overview of a concept with connections to the real world
- Outline and clips are pre-made



## IMovie Explainers

- 6-8 minute videos that make sense of a larger complex issue
  - Inspiration: [Vox Explainers](#)

### *EXPLAINERS*

We live in a world of too much information and too little context. Too much noise and too little insight. That's where Vox's explainers come in.



**How Democrats plan to win big in Georgia again**

*By Nicole Narca*



**The first January 6 hearing served up surprising revelations — that all point to Trump**

*By Ben Jacobs*

# Trailer Overview (2 Classes)

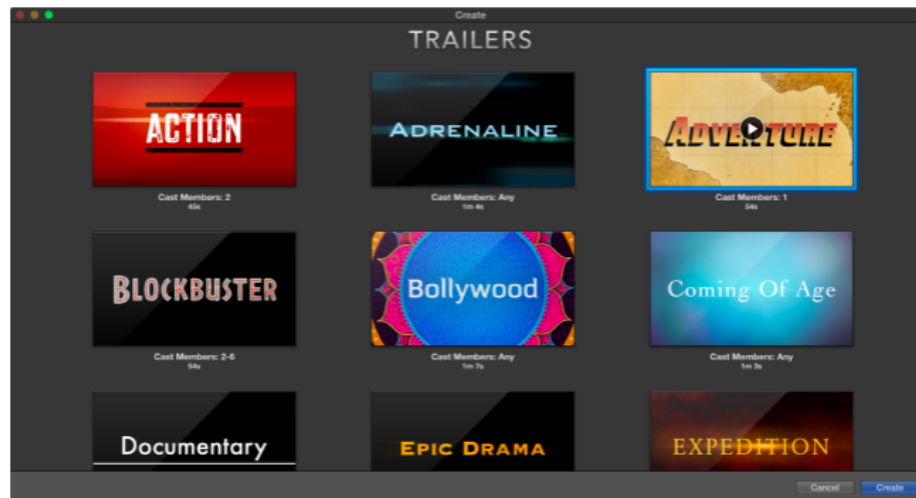
- 1: Students read about a topic with 2 subtopics and fill out a graphic organizer.
- 2: Students turn this topic into a character and decide on the theme for the trailer.
- 3: Record Trailer.
- 4: Watch trailers with the class and then reflect.

# Trailer in iMovie

Devices: IPAD, Iphone, Macbook

Minimal  
Editing!

Steps: iMovie App → Projects Preview → Create New → Trailer



# Trailer Example



# Explainer Overview (2 Weeks)

- 1: Students join groups, select a question, and specialize in a research role.
- 2: Groups share research and combine it into a template.
- 3: Record Explainer and Edit It.
- 4: Watch Explainers and then reflect.

**Task:** Your group has been hired by an independent film company to create a short film for the public that investigates the impact and implications of Covid-19 on the economy. Your goal is to be featured at next year's Virtual SXSW in 2021.

As a group of 3 to 4, research your topic, and then produce a video that explores your question and the many intricacies associated with your topic. Provide a clear overview of the issue in an engaging film/documentary for the public.

**Topic Selection:** Look through the potential topics your group can investigate, and decide which option you would like to select. You may create your own essential question, if approved.

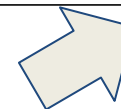
Potential Topics to Investigate over Covid-19

Unit	Topic	Potential Essential Questions
1	Productivity/Growth + PPC Curve	How has Covid-19 impacted economic growth and productivity globally? What role does technology play?
1	Incentives	How have businesses or the government changed behavior with incentives or disincentives during Covid-19?
1	Supply and demand	What products are experiencing a surge/drop in demand during Covid-19, and why? How have supply shocks impacted specific businesses during the pandemic?
1	Trade/Quotas	How has the pandemic impacted international trade with Country X or international travel to Country X?
1	Price ceiling	Should the government put a cap on the price of the vaccine for Covid-19?
1	Price floor/labor market	How should the government intervene in the market for labor during our recession?
1	Public goods vs. Private goods	Should the government intervene in the healthcare market to provide universal healthcare for all?
2	Total revenue, inelastic goods	Should a pharmaceutical company be allowed to charge any price for the Covid-19 vaccine?
2	Tax Revenue	How has Covid-19 impacted the tax revenue for local and/or state/national governments?
2	Total revenue	How has the pandemic impacted the revenue of musicians/the arts?
3	Costs	How has Covid-19 impacted the costs of [a specific business/industry] the past 6 months?
3	Profit/Revenue/Costs	How has the pandemic impacted the profit, revenue, and costs of colleges and universities in the US and/or abroad?

4	Monopoly	What companies have gained more market power amidst Covid-19, and how has it impacted other companies and the consumer?
4	Monopolistically Competitive Firms	How has Covid-19 impacted the restaurant industry? In what ways are they differentiating themselves from competitors?
4	Price Discrimination/Oligopoly	How has Covid-19 impacted the airline industry, and how have they continued price discrimination to bring in customers?
4	Game Theory	In what ways have governments colluded in the reopening of an economy? How can game theory be applied to analyze the actions during our pandemic?
5	Labor Market	How did Covid-19 impact the market for [career field]?
6	Government Intervention	Should the government intervene in markets to help control the spread of Covid-19 (herd immunity vs. containment)?
6	Negative externalities	How have pollution and traffic changed amidst the pandemic?
6	positive externalities	How can the government effectively subsidize, distribute, and vaccinate US citizens for Covid-19?
6	Gini Coefficient	How has Covid-19 impacted our income disparity and social inequities within the US?

**Roles:** Before creating your explainer, decide which specialty you would like to have in your group:

Role	Questions to Research
Historian	What is the history of the issue? What are the implications for our economy?
Economist	What economic concepts/graphs/theory can be used to explain this question? What are the implications for our economy?
Sociologist	How is this issue impacting various stakeholders (large businesses, small businesses, various groups of consumers)? What are the implications for our economy?
Policy Analyst	What political factors exist within this issue? What are the implications of this issue for our economy?



## Research Roles

# Explainer Video Template

## Video Template for Covid -19 Project

Fill out the table below to help turn your content into an engaging and cohesive digital story.

**Video Format Preference:** Stop Motion Video, News Report: Dramatic PSA, Infomercial, Other \_\_\_\_\_

**Group Member Names:** \_\_\_\_\_

Aspect	Response
<b>Format:</b> How do you plan to enhance the visual effects of your video (images, videos, draw)? How will you captivate the viewer's attention?	
<b>Introduction Scene:</b> What data will you include to catch the attention of your audience before sharing the question?	
<b>RESEARCH QUESTION:</b>	
<b>Background Scenes:</b>  How will you share your group's major findings within your story and message? Include the <b>questions or subtopics</b> to help explain the multiple factors within your topic. This can be an outline of topics within your video, based on your Info-graphic.	

Aspect	Response
<b>Economics of the Issue Scene:</b>  When will you connect the dots about the connection to economics? What does the model look like ( <a href="#">AP Micro 18 Models</a> )? What microeconomic terms will you include to explain the topic succinctly?	
<b>Conclusion:</b>  What are your group's final recommendations/summary/take away about your research question?	
<b>Final Scene:</b> How will you end your video to reinforce your findings and impress the audience? What image or statistic/image can you add? How will you share the citations in alpha order?	

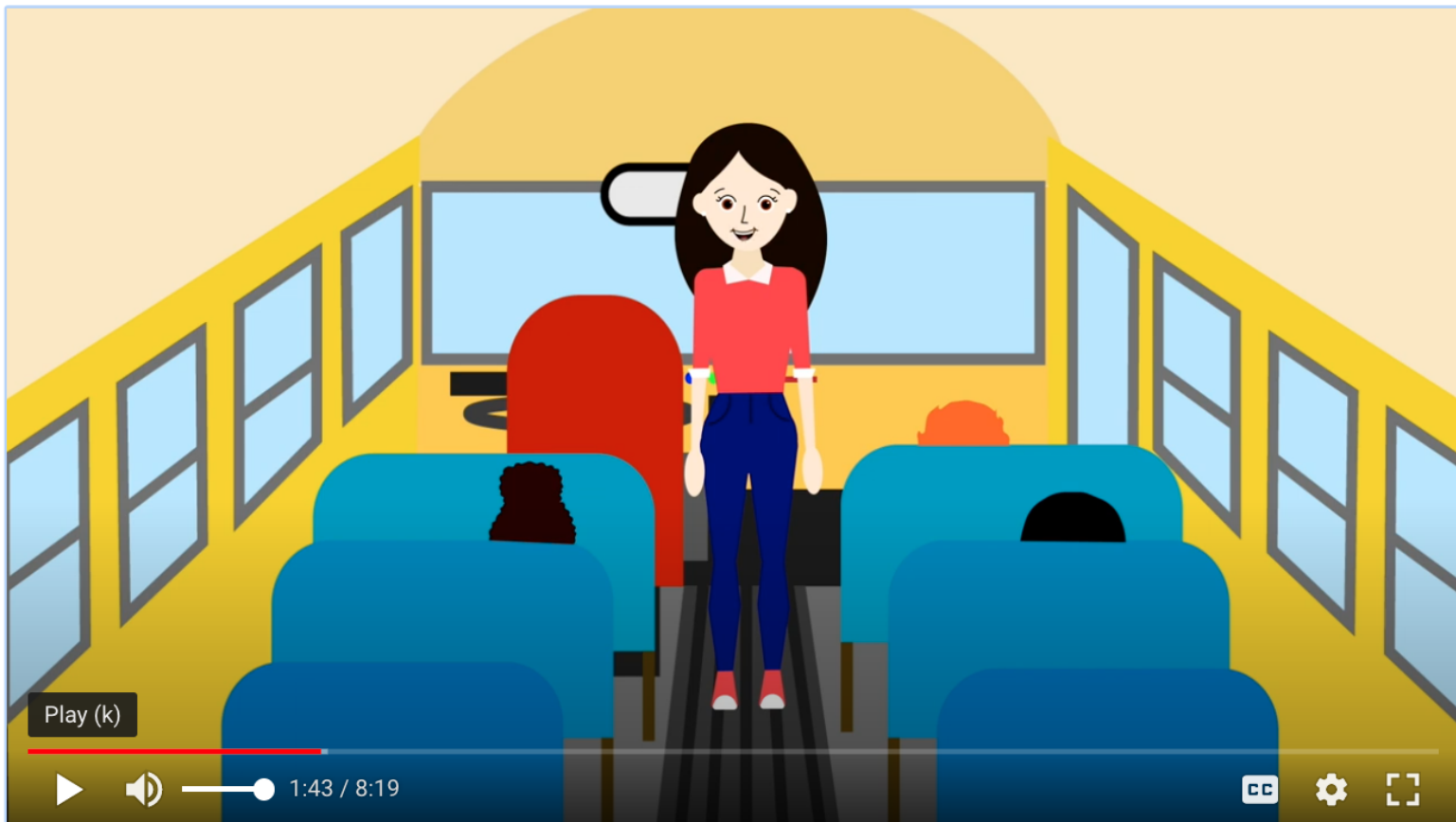


# Group Example Template

**Group Member Names: XXXXX**

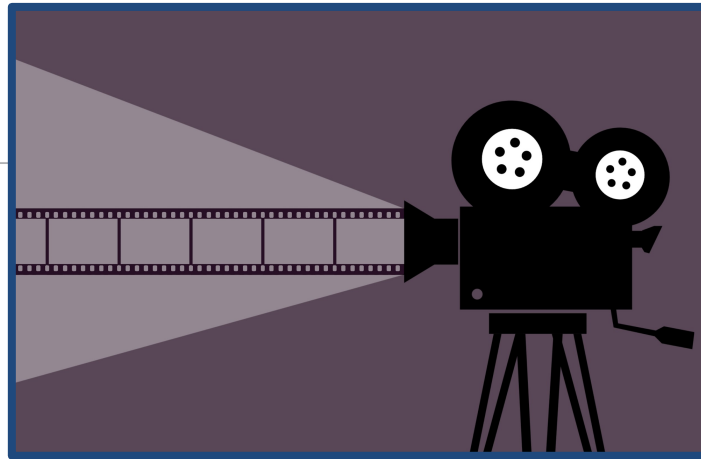
<u>Aspect</u>	<u>Response</u>
<p><b>Format:</b> How do you plan to enhance the visual effects of your video (images, videos, draw)? How will you captivate the viewer's attention?</p>	<p>We will captivate the viewer's attention by including images, text, and music while each of our group members takes turns voicing over our information. We will change the music based on the different genres that we are talking about (XX will create a medley).</p>
<p><b>Introduction Scene:</b> What data will you include to catch the attention of your audience before sharing the question?</p>	<p>We will include video footage from a very crowded concert, and then cut to an empty concert venue.</p>
<p><b>RESEARCH QUESTION:</b> How has Covid-19 affected the revenue of musicians?</p>	
<p><b>Background Scenes:</b></p> <p><u>How</u> will you share your group's major findings within your story and message? Include the <b>questions or subtopics</b> to help explain the multiple factors within your topic. This can be an outline of topics within your video, based on your info-graphic.</p>	<p>Throughout our video, we will include bulleted lists of the main points of our information while we talk about these points in greater detail. As we go through our subtopics (as they are ordered in our phase two slideshow) each person will take turns talking about the different information until it has all been said and there will be different images and diagrams shown to help with these explanations.</p>

# Example Video



## Strategies for Integrating Review Techniques

- Tutorial Videos
  - Flipgrid + Apple
  - Clips
- Reflection Videos
  - Screen Recordings → Test Corrections
- Production Videos
  - iMovie
    - Trailers
    - Explainers



# Reflect

How can you use these ideas in  
your classroom?



Add your response in the chat box.

# References

- [Apple Clips](#)
- [Edutopia: Student Created Videos](#)
- [Flipgrid](#)
- [Forbes: Characteristics of Millennials](#)
- [Imovie Trailer](#)
- [McCrindle: Understanding the Impact of Covid-19 on Future Generations](#)
- [McCrindle: Gen Z to Gen Alpha Infographic](#)
- [Michigan Virtual: The Importance of Digital Learning](#)
- [Vox: Explainers](#)

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