



COLEG  
CAMBRIA



PRIFYSGOL  
ABERYSTWYTH  
UNIVERSITY



Can Video Capture Increase Student Engagement with Feedback?

*Inspire ■ Innovate ■ Succeed*

# Background



- Programme Leader  
FdA/BA Education
- Lecturer - Teacher  
Training (PGCE)
- Staff Training and Support
- Professional Graduate  
Certificate in Higher  
Education (PGCTHE)

Action Research 1: Can Video Capture Increase Student Engagement with Feedback?

A child centred approach

Self regulated learners







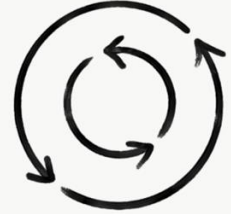
- A perceived lack of engagement
- Do students value feedback?
- Students concerns?
  - a. Legibility
  - b. Ambiguous
  - c. Impersonal (emotive aspect)

*(Zacharias, 2007., Maggs, 2012., Jones and Gora, 2013., Race, 2014., Cann, 2015; and Forsythe et al, 2017)*

## Reflection on a teaching Issue: Why is a change needed?

- Own observations:
  - Repetition, repetition, repetition
  - Inconsistent 'value added' - lower ability link
- Informal discussions with students:
  - Variation in engagement
  - Comprehension, Assimilation and Utilization
  - Fear

REPEAT





“

FEAR HAS TWO  
MEANINGS: 'FORGET  
EVERYTHING AND RUN'  
OR 'FACE EVERYTHING  
AND RISE.' THE CHOICE  
IS YOURS.

-ZIG ZIGLAR

# Action Research (Existing practice)

## Marking Key:

GREEN: Expression or language errors

BLUE: Effective or accurate point

RED: Point of confusion or needs further development



Student Number:

Course Title: PGCE (PCET)

Course Code: X101

Module Title: Effective Teaching for Effective Learning 1

Module Code: ED39320

Assessment 1: Essay: Theories of learning (3000 words)

Word Count: 3290

		70% and over: Distinction level	55 – 69%: Merit level	40 – 54%: Pass	0 – 39%: Very Poor
<i>Presentation</i> (0-8)		7-8	5-6	4	0-3
<i>Coverage</i> (0-10)		8-10	6-7	4-5	0-3
<i>Sources</i> (0-12)		9-12	7-8	5-6	0-4
<i>Knowledge and understanding</i> (0-20)		14-20	11-13	8-10	0-7
<i>Critical evaluation</i> (0-24)		18-24	14-17	10-13	0-9
<i>Evidence and coherent argument</i> (0-26)		19-26	15-18	10-14	0-9
<i>Total mark as percentage</i>	%				

## Comments

*Presentation*

*Coverage*

*Sources*

*Knowledge and understanding*

*Critical evaluation*

*Evidence and coherent argument*

*To improve your work you need to:*



# Literature Review: 'Can Video Capture Increase Student Engagement with Feedback?'

- Use of cassette tapes in 70  
*(Cavanaugh and Song, 2014)*

- Audio feedback superior?
  - enhanced textualization
  - superior detail
  - further clarity
  - personalised (emotive dimension)

*(Still, 2006.; Morris and Chikwa, 2016.; Ice, Swan, Diaz and Swan-Dagen, 2010)*

- Student preference: Written feedback or audio feedback? *(Still, 2006)*



# Implementation and Evaluation

- PGCE cohort (11 participants)
- A combined audio visual approach (Panopto Video Capture)
  - Increase student engagement?
  - Support in enhancing feed forward?
- 3 Assessments
  - Assignment 1 (Conventional feedback / Questionnaire)
  - Assignment 2 (Conventional feedback + Video capture + Questionnaire)
  - Assignment 3 (Conventional feedback)
- Qualitative Data (Questionnaires - Participants perceptions)
- Quantitative Data (Participants Questionnaire responses alongside attainment data.)

# Results and Evaluation

- Validity - participant numbers and duration of research
- Comparison with similar research

## Questionnaire 1

- Importance of feedback? (100% participant agreement).
- Access of feedback (81.8% consistently).
- Understanding of feedback provided? (100% participant agreement).
- “I can improve my achievement by my actions”  
Strongly agree = 54.5%  
Agree = 36.4%  
Neutral = 9.1%
- Confidence and personal expectations  
Always = 9.1%  
Sometimes = 63.6%  
Neutral = 18.2%  
Rarely = 9.1%

# Participants comments

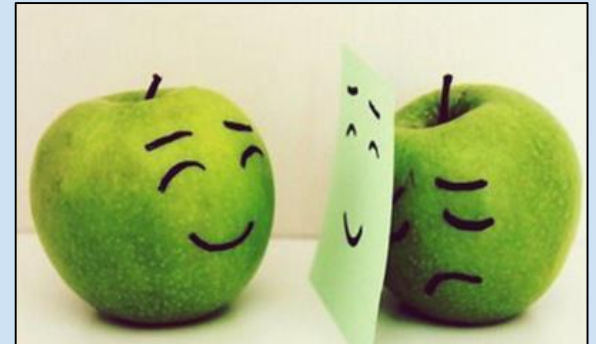
➤ How do you feel personally when receiving feedback?

“I take it as constructive” Participant 1

“Good feedback gives me confidence, negative feedback makes me feel let down but determined to do better” Participant 5

“If the grade is good, I am happier to read feedback and more open to the suggestions of the feedback” Participant 6

“I can take it a bit personally if I have put a lot of work into the assignment and get a lot of negative feedback” Participant 11



# Results and Evaluation



## Questionnaire 2

- Minimal variance between Q1 and Q2.
- Video capture feedback accessed by 90.9% of participants.
- Students perceptions of video capture?
  1. Enhanced clarity and comprehension.
  2. Increased engagement with feedback.
  3. More personalised.
  4. Highlighted the positive



"-18 sucks all the life out of you"

"+2 ain't all bad"

*Pierson, R. (2013)*

# Participant feedback: Video Capture

“Helps as I am not a big reader”

Participant 2

“Greater depth and clarity”

Participant 5

“Less misinterpretation”

Participant 4

“A better understanding of how marking is assessed as the marking criteria was referenced throughout the verbal feedback”

Participant 9

“Makes it more personal; gave me the confidence I was on the right lines”

Participant 9

“It reduces the negativity as the opinions seem less harsh verbally”

Participant 4

“I noticed the positive feedback more as I couldn't ignore it and criticism seemed less harsh ”

Participant 10

## Data analysis

- Highlighted variance in students perceived confidence  
'Ability to influence learning and personal potential'

(Mean above 60% = 100% agreement)

(Mean below 60% = 40% agreement)

- Did not appear to indicate that it impacts on student attainment, however:
  - Duration of research
  - Positive student feedback

# Evaluation and Conclusion

- Emotive aspect of feedback

- Relationships



'Self regulated learners'

- High quality feedback and feedforward



- Comprehension, Assimilation and Utilisation



- Student Mindset and Resilience



Repeated failure



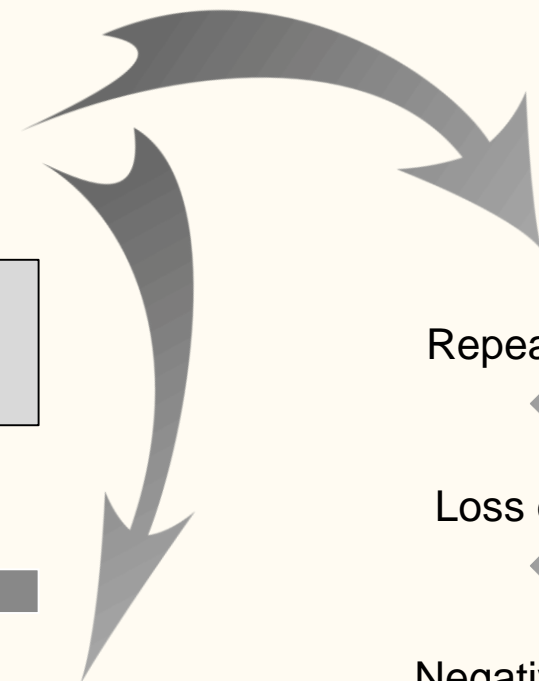
Loss of control



Negative mindset



Disengagement





# References

- Black, P. and Wiliam, D. (2010). 'Inside the Black Box: Raising Standards through Classroom Assessment'. vol. 92, no. 1, pp. 81-90. available at <https://doi.org/10.1177/003172171009200119>
- Cann, A. (2015). '*Engaging Students with Audio Feedback*'. available at <https://www.tandfonline.com/doi/full/10.11120/beej.2014.00027>
- Cavanaugh, A.J. and Song, L. (2014). '*Audio Feedback versus Written Feedback: Instructors and Students' Perspectives*'. available at [http://jolt.merlot.org/vol10no1/cavanaugh\\_0314.pdf](http://jolt.merlot.org/vol10no1/cavanaugh_0314.pdf)
- Forsythe., Alex., Johnson. and Sophie. (2017). '*Thanks, but no-thanks for the feedback: Assessment & Evaluation in Higher Education*'. available at <https://livrepository.liverpool.ac.uk/3003402/>
- Ice, P., Swan, K., Diaz, S., Kupczynski, L. and Swan-Dagen, A. (2010) '*An analysis of Student's Perceptions of the Value of Instructors' Auditory and Text-based Feedback Conceptual levels*'. available at [https://www.researchgate.net/publication/250145015\\_An\\_Analysis\\_of\\_Students'\\_Perceptions\\_of\\_the\\_Value\\_and\\_Efficacy\\_of\\_Instructors'\\_Auditory\\_and\\_Text-Based\\_Feedback\\_Modalities\\_across\\_Multiple\\_Conceptual\\_Levels](https://www.researchgate.net/publication/250145015_An_Analysis_of_Students'_Perceptions_of_the_Value_and_Efficacy_of_Instructors'_Auditory_and_Text-Based_Feedback_Modalities_across_Multiple_Conceptual_Levels)
- Jones, O. and Gorra, A. (2013). '*Assessment feedback only on demand: Supporting the few not supplying the many*'. available at <https://journals.sagepub.com/doi/abs/10.1177/1469787413481131?journalCode=alga>
- Maggs, L. (2012). '*A Case Study of staff and Student Satisfaction with Assessment Feedback*'. available at <https://www.tandfonline.com/doi/full/10.1080/0309877X.2012.699512>
- Morris, C. and Chikwa, G. (2016). '*Audio versus written feedback: Exploring learners preference and the impact of feedback format on students' academic performance*'. available at <https://journals.sagepub.com/doi/abs/10.1177/1469787416637482?journalCode=alga>
- Nicol, D. and Macfarlane-Dick, D. (2006). '*Formative assessment and self-regulated learning: A model and seven principles of good feedback practice. Studies in Higher Education*'. available at [https://www.reap.ac.uk/reap/public/Papers/DN\\_SHE\\_Final.pdf](https://www.reap.ac.uk/reap/public/Papers/DN_SHE_Final.pdf)
- Pierson, R. (2013). *Ted Talk: 'Every Kid needs a Champion'*. Available at: [http://www.ted.com/talks/rita\\_pierson\\_every\\_kid\\_needs\\_a\\_champion/transcript?language=en](http://www.ted.com/talks/rita_pierson_every_kid_needs_a_champion/transcript?language=en) [Accessed on 18/6/19].
- Race, P. (2014). *Making Learning Happen*. (3rd Edition). Sage Publications. pp. 132-135.
- Still, B. (2006). '*Talking to students: Embedding Voice Commenting as a Tool for Critiquing Students Writing*'. available at <https://journals.sagepub.com/doi/pdf/10.1177/1050651906290270>
- Zacharias, N.T. (2007). '*Teacher and Student Attitudes towards Teacher Feedback*'. available at <https://journals.sagepub.com/doi/pdf/10.1177/0033688206076157>

# Any Questions?



## **Gary Wyn-Jones**

(Siaradwr Cymraeg)

BE.d (Hons), N.P.Q.H, PG Cert (School Leadership and Management)

Arweinydd Rhaglen AU Addysg / Programme Leader HE Education

Darlithydd - Hyfforddi Athrawon / Lecturer - Teacher Training

Coleg Cambria

Ffôn / Tel: **01978 267216**