7 THINGS YOU SHOULD KNOW ABOUT

AUDIO & VIDEO FEEDBACK WITH CAMTASIA

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SCENARIO

Robbie Dalrymple is an experienced grade 7 language arts teacher at a California public middle school. During the regular school year, Robbie works with approximately 100 7th grade students per week to provide reading and writing instruction. Her students' reading comprehension and writing skills vary widely, with nearly one third of her students testing one to five years below grade level in reading and writing; around 60% test near or at grade level proficiency; and 5-10% are above grade level. Close to 45% of Robbie's students are English Language Learners (ELLs), 8-10% have Individualized Education Plans (IEPs), and 3-5% have an Advanced Learning Plan (ALP).

In the past, Robbie was able to support individual student needs by relying heavily on her ability to provide specific, relevant, and timely feedback to students in-person, as they worked independently or in small groups within the classroom. However, due to the COVID-19 outbreak in her area, as well as the school board's recent decision to move instruction to a fully online learning environment in the fall, Robbie feels it is important to utilize technology to mimic the type of feedback she was able to provide in previous years, since she will not have the same opportunities to give on-the-spot oral/live feedback to her students regarding their work and progress towards meeting grade-level reading and writing expectations.

Because all students have been assigned a tablet for the upcoming school year and/or have access to a personal computer, Robbie has decided to use Camtasia, an audio/video tool, to display and highlight elements of students' work (e.g., virtual exit tickets, written assignments, quizzes/tests), while simultaneously recording oral feedback regarding students' strengths and relative areas of weakness. She believes using Camtasia will allow her to provide the type of feedback she has given students in the past, in a more meaningful and efficient way than simply adding typed comments to students' work. She also thinks this tool/method will likely prevent students from missing critical information about their performance and the ways they can progress, as her students have a tendency to skim written feedback and/or have a language barrier when it comes to reviewing written critique.

WHAT IS CAMTASIA & WHO IS THE AUDIENCE?

Camtasia (www.techsmith.com) is screen and audio recording software, as well as a video editing tool, that allows users to record their voices and content from their computer screens, edit videos, convert PowerPoint presentations to video, and save and share the video files they create with others (individuals or groups) via the recommended sharing tool, Screencast, or by uploading the video files to YouTube, an LMS or other platform. Camtasia was developed to be used by individuals who have little to no experience with video creation and editing, and for the sake of this particular scenario, the audience is K-12 educators and students.

HOW DOES CAMTASIA WORK?

Camtasia is compatible with Windows and Mac. Users may choose a Free Trial, a one-time fee, or annual membership. After downloading Camtasia to a computer desktop and opening the program, users select one of three options: "New Project" to edit a video, "Start Recording" to use the screen recorder (entire screen, region, area, window, or app) and audio recording (mic or computer audio) features, or "Open Project" to open/edit an existing file. In addition to screen share/audio recording and video editing options, Camtasia offers a variety of features, including the ability to add elements such as annotations , closed captions, music, quizzes, transitions, animations, and cursor FX. Users also have access to Camtasia's library of pre-built assets.

WHO'S USING CAMTASIA?

Camtasia is used by K-12 as well as higher education instructors and students, business personnel, and entrepreneurs. It is an effective tool in multiple settings likely due to the wide range of functionality and ease of use of Camtasia's platform. According to information from the Camtasia website (www.techsmith.com), the software's users can easily create and edit training videos, record demonstrations, collaborate with peers, utilize interactive features to communicate with clients, and create marketing videos to increase their customer base and web presence.

WHY IS CAMTASIA SIGNIFICANT?

The significance of Camtasia is largely grounded in three factors: ease of use, a robust library of training materials, and relative affordability. Additionally, content created with Camtasia can be viewed on multiple types of devices, including desktop/laptop computers, tablets, and smart phones, which is probably another reason for its popularity. To emphasize this point, data from Camtasia's website shows it is used in 200+ countries and by 99% of Fortune 500 companies. More than 65 million users have created 140+ million videos with Camtasia. It is also worth noting that Camtasia has been used in the business world for 30+ years.

WHAT ARE THE DOWNSIDES TO CAMTASIA?

As noted by www.online-sciences.com, www.trustradius.com, and other web sources, there are several disadvantages, or cons, to using Camtasia. For one, inexperienced video editors tend to feel frustrated with the video editing tools until they gain more experience and/or engage in multiple video editing trainings. Also, while Camtasia is relatively affordable, it is not free. Furthermore, Camtasia is not as advanced as other types of video editing software, so manipulating and combining video elements with similar software is difficult, if not almost entirely impossible. Users also complain about the limited sound library that Camtasia has to offer.

WHERE IS CAMTASIA GOING?

According to multiple web-based news sources - due to an increasingly global market, as well as the COVID-19 pandemic that has shifted much of traditionally site-based work and learning experiences to remote/fully online spaces - the video capture software market is in a prime position to significantly increase. In fact, according to a July 2020 Forbes article, Cisco predicts that video will comprise 82% of IP traffic by the year 2022, due to multiple factors, including: more common use of training videos in place of live, on-site trainings and professional development opportunities; a sharp rise in the use of video for the purpose of marketing; the use of personalized video to connect with consumers; as well as decisions made by many U.S. and international K-12 schools and higher education institutions to offer and/or fully implement remote learning options for students.

WHAT ARE THE IMPLICATIONS FOR K-12?

The implications of K-12 educators using Camtasia not only for providing audio and video feedback to students, but also as an instructional tool are numerous. As a tool for instruction, teachers could use Camtasia to record demonstrations of multiple skills, such as how to use math equations to solve problems; basic and advanced writing skills/techniques such as spelling, grammar, adding voice/tone to written work; using scientific methods to conduct experiments; and how to locate and site reliable sources. Demonstration videos could also be utilized as a tool for differentiating instruction by making the videos available to students to re-watch (pause, rewind, fast forward) as needed. Educators could also edit existing videos, so only the content that is most relevant is viewed by students, which could serve to reduce cognitive overload. Additionally, teachers can pre-record content that supports students' ongoing learning needs, such as read-alouds with accompanying comprehension questions. The opportunities teachers can provide students through the use of Camtasia is, in essence, virtually limitless.

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