



Application of Digital Interactive Tools in a Learning Environment of Higher Education

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September 2018

Who am I?

- More than 10 years of experience in film, music and event management
- CEO of Story Hub – interactive media company, creating new experiences
- Lecturer in Alberta College and School of Economics and Culture in Latvia



ST ● RY
HUB

STUDENTS TODAY



Millennials are interacting all day but almost entirely through a screen.

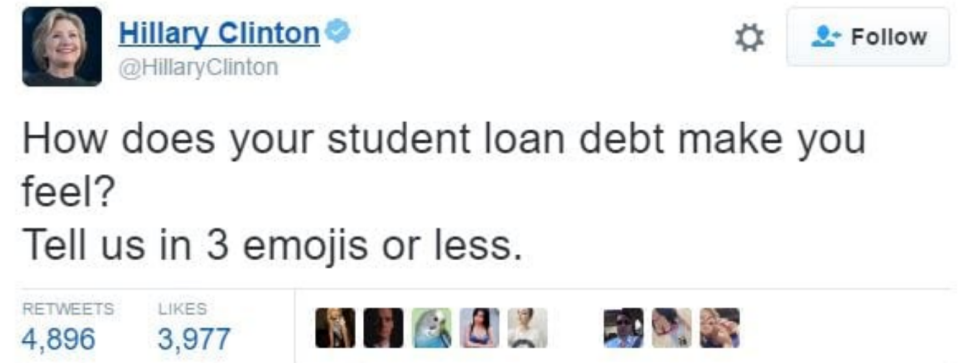
You've seen them at bars, sitting next to one another and texting.

They might look calm, but they're deeply anxious about missing out on something better.

Many experience phantom pocket-vibration syndrome.

STUDENTS TODAY

- Mann and Robinson (2009) found that 59.0% of university students experience boredom with 30.0% experiencing boredom most or all of the time.
- **ONLY 8 % TURN OFF THEIR PHONES DURING THE LECTURE**



DIFFICULTIES WE ARE FACING

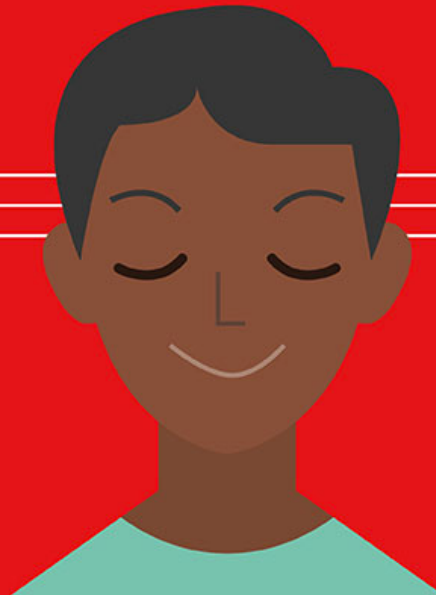
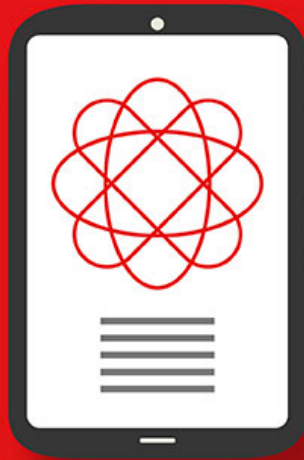
- DIFFERENT LEVEL OF KNOWLEDGE
- DIFFERENT UNDERSTANDING OF THE STUDY PROCESS
- SHORT ATTENTION SPAN
- CULTURE DIFFERENCES
- LANGUAGE BARRIER
- ???

THE USAGE OF MULTIMEDIA

- Multimedia messages have been reported to act as an external stimulus that elevates arousal, focuses attention and enhances learning and memory (Berk, 2011).
- Mayer (2003) reviewed research demonstrating that participants presented with information in two modes of representation (e.g., visually and verbally) learned significantly better than if presented with one mode of representation.

STUDENTS TODAY

**94% of students say
digital learning technology
helps them retain new concepts.**

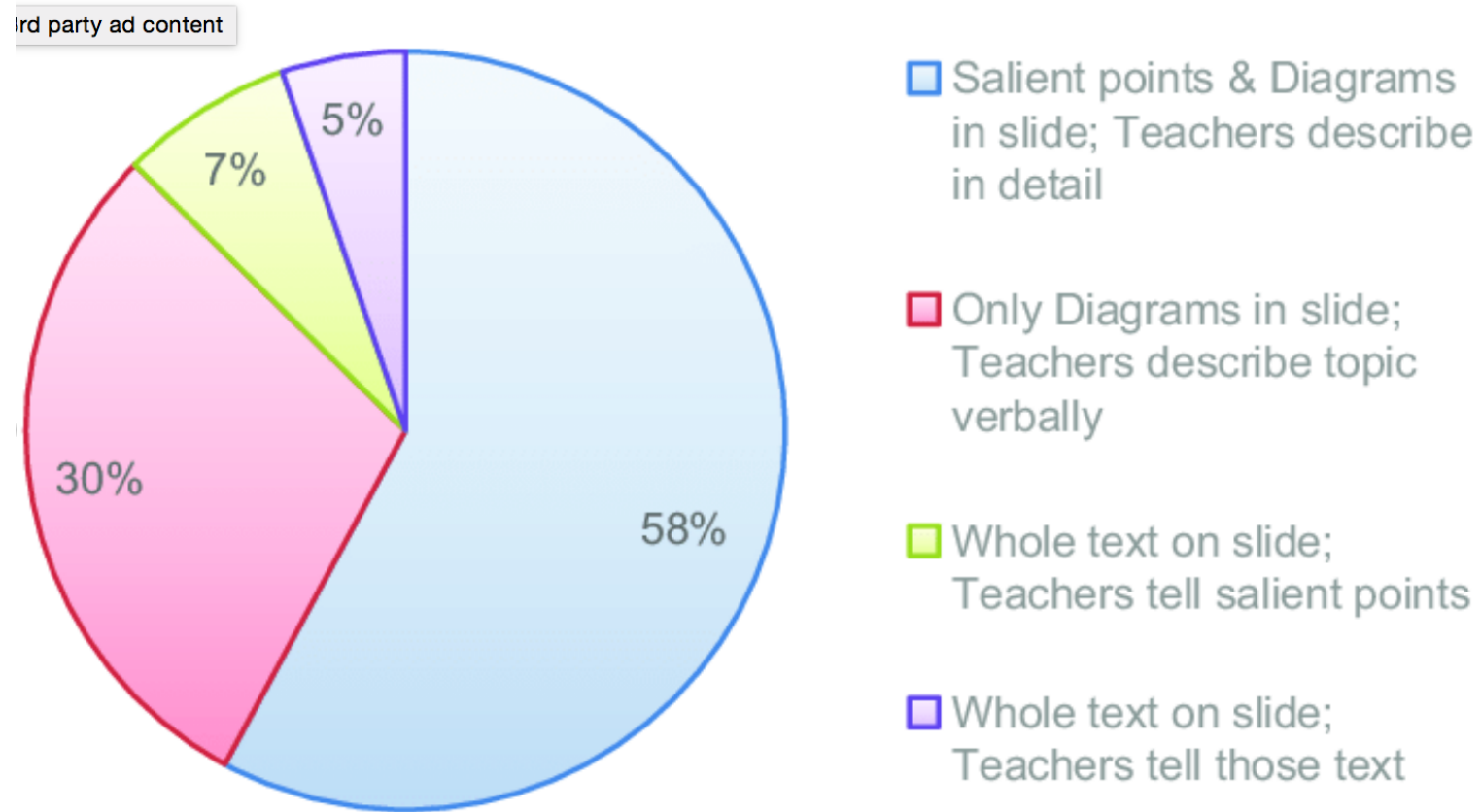


Source: 2017 Digital Study Trends Survey
mheducation.com/studytrends

STUDENTS TODAY

- More than 61% of students agreed that digital learning technology is extremely or very helpful **in preparing for exams.**
- 82% of students reported using laptops for **homework assignments**, compared to 59% for print materials.

STUDENTS TODAY



Usage of photos and videos

- Video materials used in the lectures – we all do that!
- Students have option to choose – whether to prepare a written report or a video report



My first interactive experience




www.socratic.com

<https://vimeo.com/173790350>

Name ↑	Progress (%) ↓	1	2	3	4	5	6	7	8	9	10	11	12	13
Adolf	0%													
Agate	100% ✓	D	D	A	A	D	A	C	A	C	B	C	C	B
Agnese P.	100% ✓	B	A	B	D	D	A	C	A	D	B	C	C	C
Alvis	100% ✓	C	D	C	B	A	A	C	D	C	B	B	D	B
Anete	100% ✓	B	D	A	D	A	A	C	D	C	B	D	C	A
Anna	100% ✓	B	D	B	C	C	D	C	D	C	C	C	C	A
Beatriše	63%	C	D	B	C	C	A	C	A	C	B			
Egils	100% ✓	D	B	C	C	A	A	C	D	C	B	B	C	B
Elvis	100% ✓	C	D	B	C	C	A	C	A	C	B	A	D	B
Elza	100% ✓	B	D	B	C	D	C	C	B	C	D	B	C	B
Fizikas pipariņš	100% ✓	B	B	A	D	C	A	B	D	C	B	B	D	B
kpntina	100% ✓	D	A	B	A	A	A	D	A	C	C	A	A	A
Kārlis	100% ✓	D	D	B	C	B	A	C	B	D	B	B	C	B
Lote Madara	100% ✓	C	B	B	C	C	A	C	B	C	C	A	B	B
Marīja Elizabete	100% ✓	B	D	A	A	D	A	C	D	C	C	A	C	B
Nikola	6%	D												
Pēteris	100% ✓	B	D	A	B	B	A	C	B	C	B	B	C	A
Santa	69%	C	D	A	A	C	A	C	D	C	B	B		

POLL EVERYWHERE

<https://www.polleverywhere.com>

 **Poll Everywhere** [Pricing](#) [Take a Tour](#) [Help & FAQ](#) [My Polls](#) [Log Out](#)

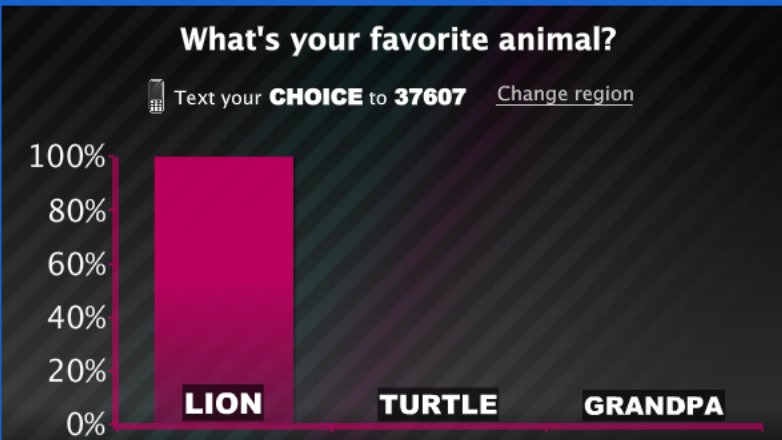
Instant Audience Feedback

[Try voting on a multiple choice poll](#)
[Text a free text poll](#)
[Watch the demo video](#)
[How does Poll Everywhere work?](#)

Create your first poll
Takes 30 seconds. No signup required.

What's your favorite animal?

Text your **CHOICE** to **37607** [Change region](#)



Animal	Percentage
LION	100%
TURTLE	0%
GRANDPA	0%

Message and data rates may apply. What does it mean?

Which superpower do you wish you had?

Text **367577** and your message to 37607 [Submit responses at PollEv.com/paula](#)

"Fire breathing!!!"

"Teleportation."

"Invisibility."

"Uber strength!"

"Heat vision"


"Immortality"

"the power of flight"

"X-ray vision"

ANSWER GARDEN <https://answergarden.ch>



AnswerGarden  + 🔍 ❤️ ?

How do you like the class so far?

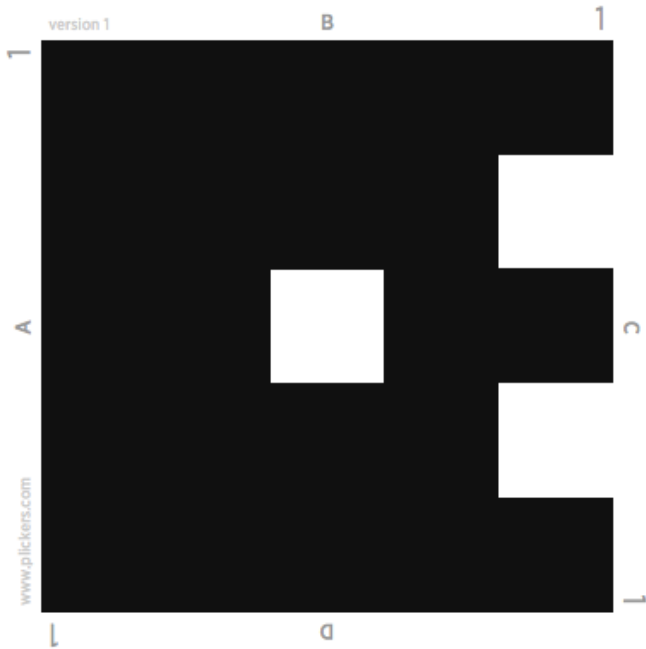
40 characters remaining

Submit

could be
more
interesting

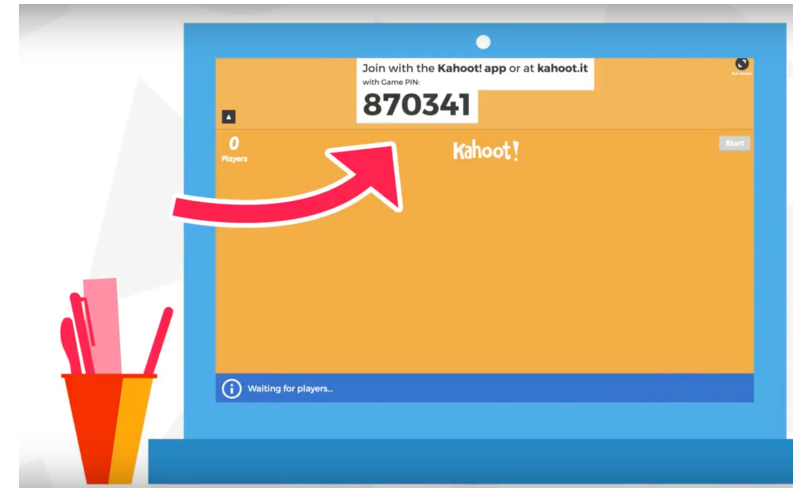
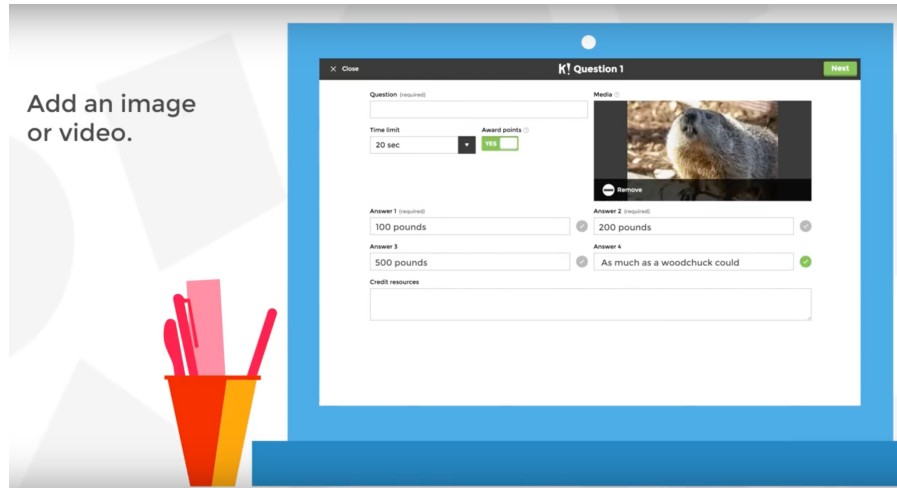
pretty good

PLICKERS <https://get.plickers.com/>



Plickers helps teachers engage every single student in the learning and provides teachers immediate feedback about how their students are performing in class

KAHOOT kahoot.com



NEARPOD www.nearpod.com



Add Content



Add Web
content



Add Activity



Slideshow



Field Trip
nearpod VR



Audio



PDF viewer



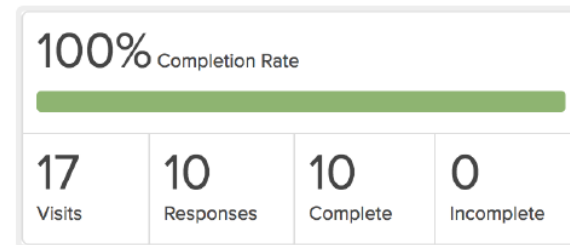
Live Twitter
stream

FEEDBACK

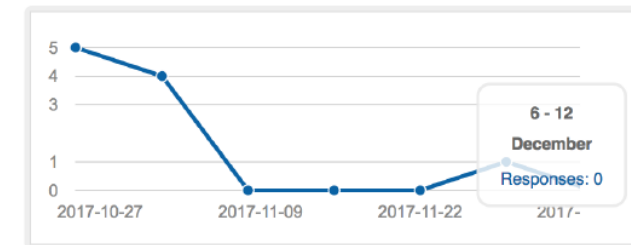
- [Socrative](#)
- [Google Forms](#)
- [SurveyMonkey](#)
- [Poll Everywhere](#)
- www.survs.com

Marketing strategy and Positioning

Activity

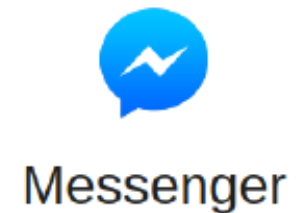
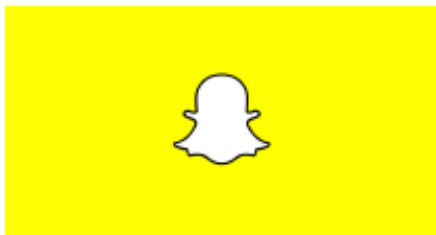


Responses




NEXT LEVEL – CREATING EXPERIENCES

- SNAPCHAT LIVE VIDEOS
 - 12 DAYS IN LESBOS
- INSTAGRAM CONTENT – VISUALS, LIVE VIDEOS
- WHATSUP GROUPS
 - TEMPORARY CONTACT
- TWITTER
- USING HASHTAG OF THE COURSE



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 **eka**
EKONOMIKAS UN KULTŪRAS
AUGSTSKOLA


**BAKALAURA
PROGRAMMA**

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 Digimoni added an event.
9 hrs ·

Vieslekcija studiju kursā "Ievads studijās"
Vieslekciju vadīs biedrības "Latvijas Spēļu izstrādātāju asociācija"
gamedev.lv valdes loceklis Māris Bunkovskis, freelance spēļu 2d mākslinieks.
Vieslekcija ir obligāta Pb_DIG_P 1. kursa studējošajiem, bet to var apmeklēt arī citi programmas un Digimoni studējošie, docētāji un absolventi.
Vieslekcija notiks 217. auditorijā.



TUE. OCT 2 AT 4 PM

Vieslekcija ar Māri Bunkovski

5.0

5 out of 5 · Based on the opinion of 7 people

Community

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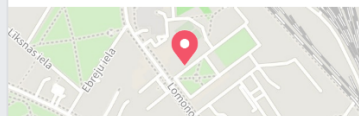
165 people like this

176 people follow this

Rita Zālīte and 7 other friends like this or have checked in

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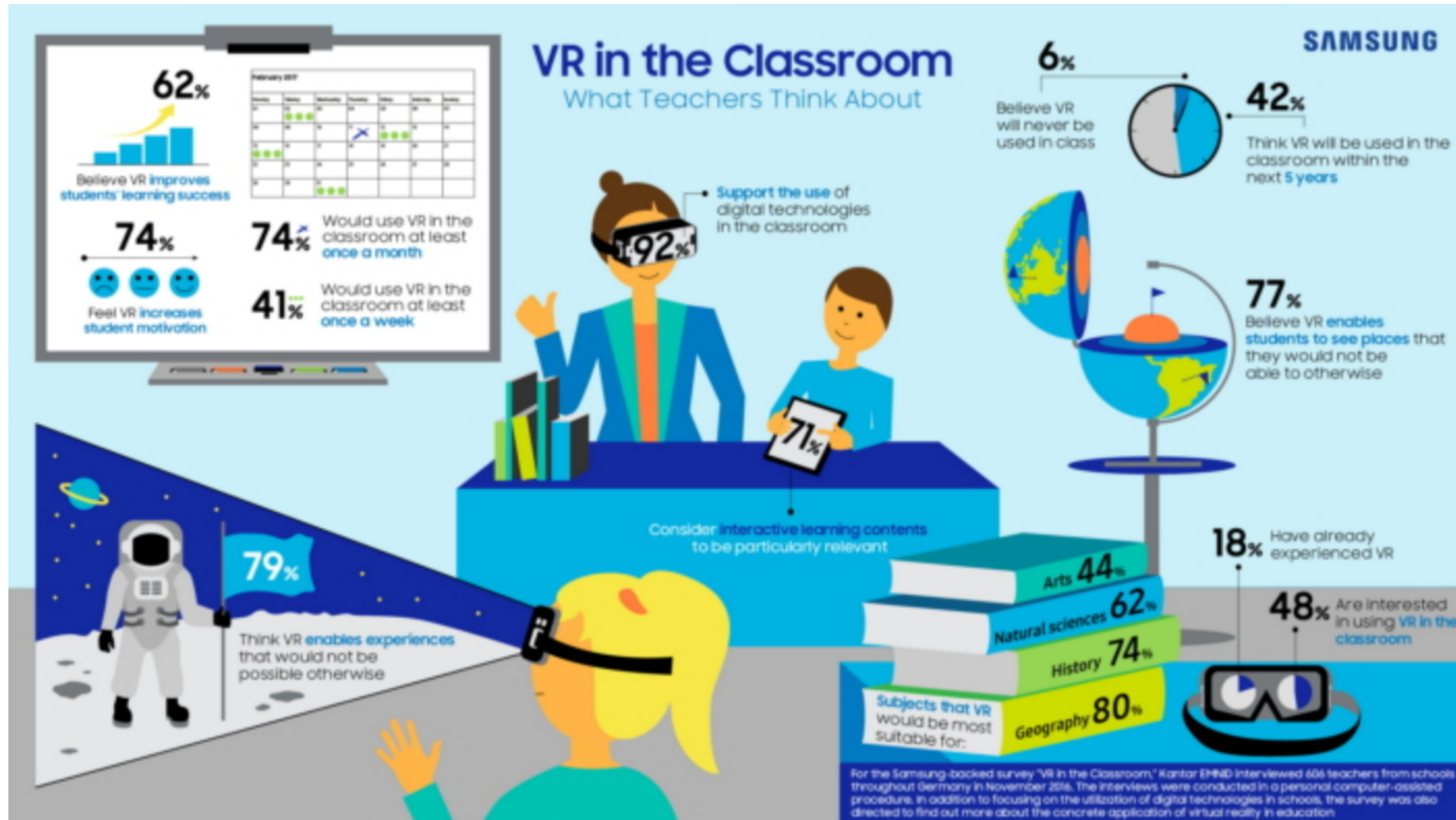
Typically replies within a day
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Suggest Edits

VIRTUAL AND AUGMENTED REALITIES



AUGMENTED REALITY





Photo by Samuel Zeller on Unsplash

RIGA IFF GOES VR - MOLDING MEDIUMS



19 - 21 OCTOBER
RIGA INTERNATIONAL FILM FESTIVAL

THANK YOU!

marta@storyhub.lv