Analysis of the Back-end Data from the Mediasite Platform
(at Kansas State University in 2017)

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Objectives

• To see
  • what is knowable from back-end Mediasite data (from Jan. 2017 – Feb. 2018), and
  • how this information may be used to improve teaching and learning at K-State
Some Common Uses of Mediasite at K-State

• Faculty and staff recording of lectures, demonstrations, labs, trainings
  • At their desks (on their desktops)
  • In smart classrooms

• Student recording of videos ... as assignments

• Sharing of videos on the Canvas LMS, the Web, the Internet; embedding of videos in online surveys, e-books, and other venues; the creation of video channels for interdisciplinary areas of study (shared by multiple faculty and staff)
Selection of Mediasite by K-State

• Adoption of Mediasite™ from Fall Semester 2015 to present to achieve the following:
  • 1) support desktop screen capture
  • 2) stream videos
  • 3) manage its video holdings
Some Video on Mediasite Data (in K-State Instance)

• Video contents
  • Duration range: 0:00:00 to 4:04:38
  • Average video length: 31 minutes and 44 seconds

• 1,285 unique folders
  • One video in a folder to 109 (min-max range)
  • College of Engineering with the main numbers of unique folders
Data Visualizations

from the Mediasite data tables from K-State
Vertical bar chart of total user access over time (Excel)
Vertical bar chart of live user access over time (Excel)
Word cloud from a frequency listing of viewed videos (NVivo 11 Plus)
Word cloud from a frequency listing of viewed view videos (with content type words in the stopwords list… to get closer to the video topics) (NVivo 11 Plus)
Treemap diagram from auto-extracted themes (topic modeling) and subthemes from the video titles listing (NVivo 11 Plus)
Spider chart from main summary text features of video titles (LIWC2015)
Word tree for all instances of “training” in the video titles data set (NVivo 11 Plus)
Word tree for all instances of “lab” in the video titles data set (NVivo 11 Plus)
Word tree for all instances of "welcome" in the video titles data set (NVivo 11 Plus)
Video Watching Behaviors

9% of available presentations watched at any one time
2,557 videos watched at any one time period, and an average of 28,238 videos in holdings
90% of holdings not used in any time period
Comparative vertical bar chart of videos watched vs. presentations available (Excel)
Vertical bar chart of peak connections in 2017 (over chronological time) (Excel)
Vertical bar chart of total time watched over chronological time (biweekly chunks) at K-State in 2017 (Excel)
Vertical bar chart of total views in the calendar year 2017 (Excel)
Pareto chart of cumulative views by Web browser in Mediasite at K-State (2017) (Excel)
Pareto chart of cumulative views by operating system types in Mediasite in K-State (2017) (Excel)
Line graph of cumulative views by operating system types on Mediasite at K-State (2017) (Excel)
Pareto chart of cumulative views by media plug-ins on K-State’s Mediasite instance (2017) (Excel)
Line graph of cumulative views by media plug-ins in Mediasite at K-State (2017, month over month) (Excel)
Treemap diagram of Web browsers used to watch “Video to Enhance...” (zoomed-in view for a specific video) (Excel)
Conclusion

• Dr. Shalin Hai-Jew
  • Kansas State University
  • shalin@k-state.edu
  • 785-532-5262

• **Thanks!** Thanks to Scott Finkeldei (Director of the Office of Mediated Education) and Brandon Utech (Instructional Media Administrator for Mediasite) for access to the back-end Mediasite data.

• **For More Information:** The open-shared article [Some Back-end Data from the K-State Mediasite Instance (for 2017)](https://example.com) is available online from [C2C Digital Magazine](https://example.com) (Spring/Summer 2018 on July 2018).

• **Technologies Used:** The technologies used for the analyses include NVivo 11 Plus, LIWC2015, and Excel. The data was shared with me as data tables.

• **Caveat:** This slideshow summarizes a fast walk-through of the data.