ENGAGING STUDENTS ONLINE THROUGH SHORT VIDEOS AND INSTAGRAM

Teaching Commons Webinar  |  May 11, 2020

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“The New York Times ran a story on 20 August 1884 concerning an ‘epidemic’ of cameras, with amateurs described as ‘camera lunatics’ training their cameras on those simply walking down the street.”

- Hirsh (2000) cited by Martin Hand
MILLIONS OF IMAGES - THAT’S WHAT I EAT.

- William S. Burroughs
“Where many once imagined a future of digital simulation and virtual reality, we now arguably have the opposite: the visual publicization of ordinary life in a ubiquitous photoscape.”

- Martin Hand 2012
INSTAGRAM BY THE NUMBERS

- Founded in 2010 and sold to Facebook in 2012 for $1 billion
- In 2019 50 billion photos have been uploaded as it grew to 1 billion monthly users
- 500 million active daily users
- 100 million photos and videos uploaded per day
- 4.2 billion likes per day

- OMNICORE
PLAY ASSIGNMENT VIDEO
avic_prod Light Alley: A colorful piece depicting an alleyway with people enjoying the red emanating street light in a grey dusky day. The piece portrays the feeling of Hope and energy within the place.

Visual Elements: Contrast, Color, Distance. Filter: Ludwig

Liked by skmonp and 13 others

JANUARY 19
Assignment One | Media Collection
The International Center of Photography Launches #ICPConcerned an Open Forum to Document the COVID-19 Pandemic

Share images and stories with ICP by using #ICPConcerned on Instagram

#ICPConcerned
#icpconcerned
20,275 posts

Top posts

Related Hashtags: #lucicovidphoto #cvvisualdiary #photographersinsolation #covidphoto #artinthetimeofcovid #massisolationformat #contrastophotographers #leicafotografieinternational #theviraldares #everydaycovid19
**PROS**

Instant and easy to use.

Provides another point of contact between students and instructors. Presence is critical to improving the student experience.

Issues are connected to later lectures on photography, and the ways in which social media is changing our understanding and relationship to images as they circulate and proliferate on a range of digital platforms.

Instagram is being used in interesting ways by cultural producers and organizations, media companies and non-profits as a way to reach new and larger audiences.

**CONS**

Content stored on servers outside of Canada.

Need to be aware of privacy concerns.

Content can disappear during or after the course.

Increasingly Instagram is being used by commercial interests. Sponsored images (ads) recently appeared linked to selling products online.
As you are listening to one of the CBC interviews assigned, think about some key words, ideas and associations that come to mind, and act on those thoughts and associations.

You could interview friends and family. You could create a video using a sequence of still frames, or stop-motion animation. You could animate, or act out series of key words, a phrase, or a sentence. You could record text that says one thing, while you act out the opposite. You could share a secret, tell a lie, or recite a story based in fact or fiction. In other words, you can determine the form and content of your video.
DO MORE WITH LESS!
What are smartphones doing to young people?

Question - Do you think you spend too much time engaging with the world through your phone? Do you think that has had an impact on you growing up? Do you agree or disagree that we should put limits on the time we spend on our phones?
New AI makes it harder to detect what’s real online

Question - Deep Fakes - what happens when artificial intelligence algorithms are used to create photos and videos of people that don’t exist, yet are undetectable to the human eye? Do you think it is important that we are able to trust what we see and hear online and why is it important?
PLAY STUDENT VIDEOS
**PROS**

Provides students with another way to engage with course content.

Flexible - students use a range of strategies, tools and software that are readily at hand.

Constraints can be turned into creative opportunities.

I am often surprised by what the students come up with conceptually and the ways in which they overcome technical challenges.

**CONS**

Short assignment which can sometimes result in superficial engagement with course content.

Some students may have limited access to tools and software.