

Content Interactivity Does it matter?

Shannon Mrkich and Tom Pantazes

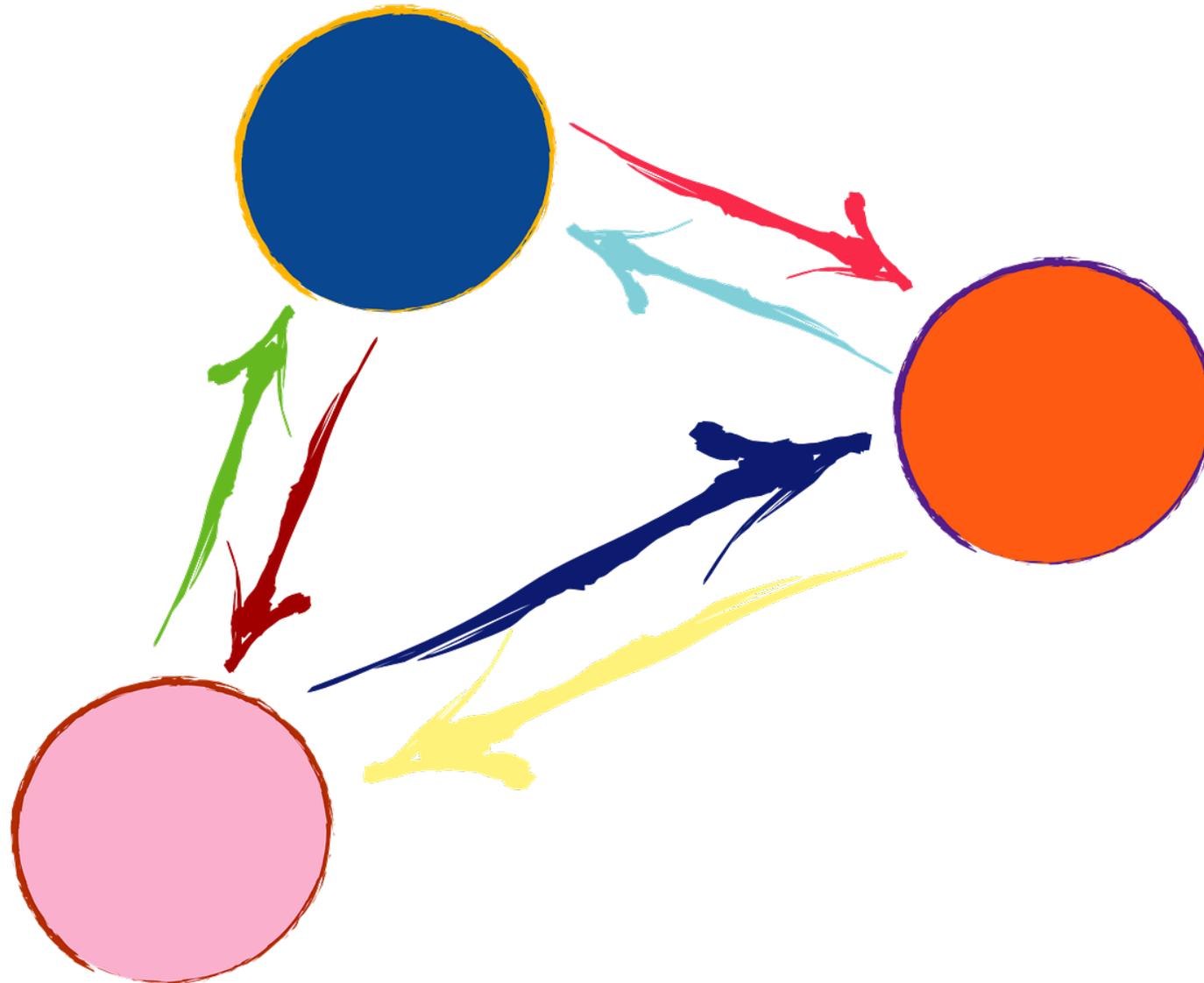
SoTLA Conference
Friday, January 20, 2017



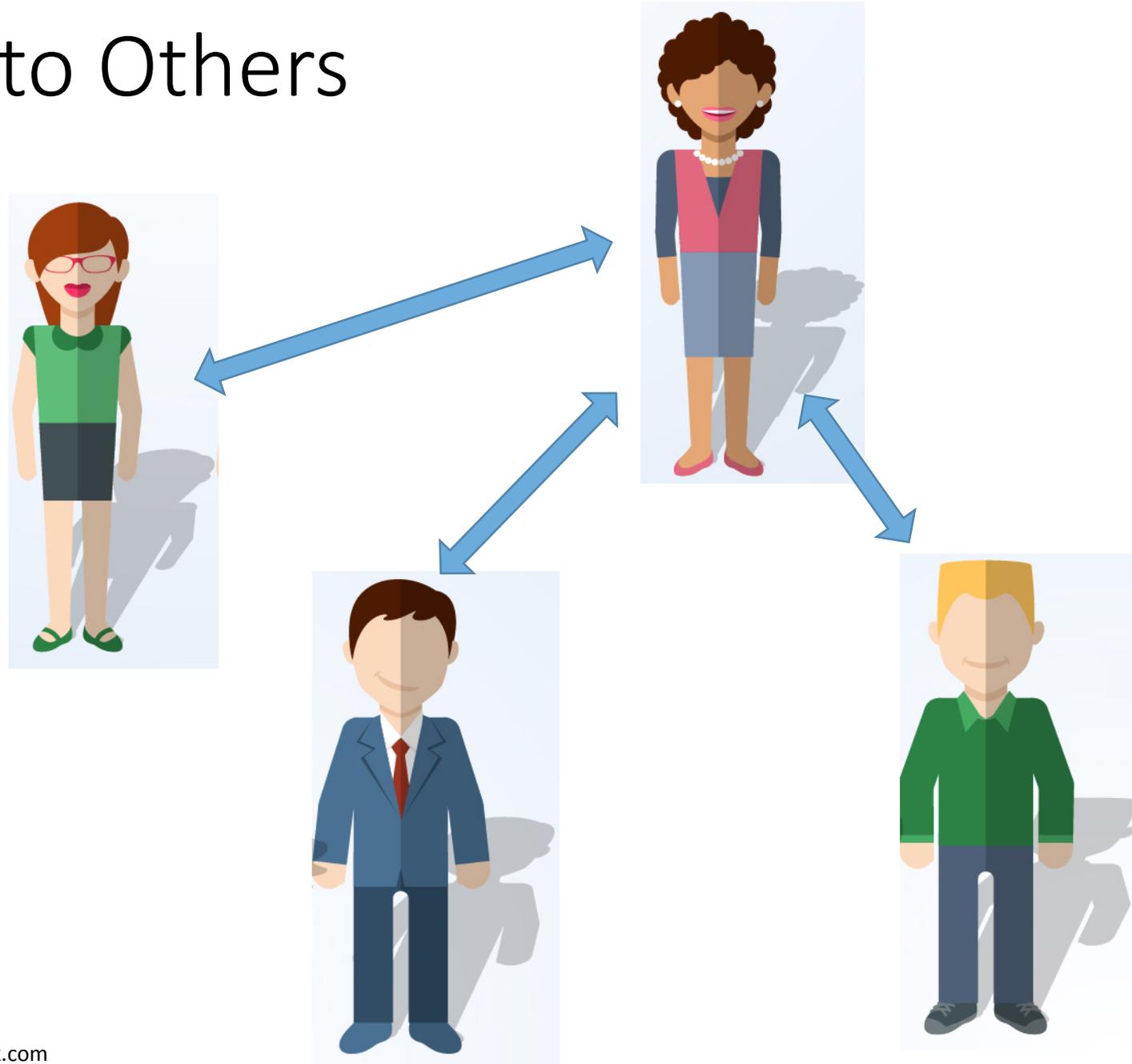
Directions

1. Follow the short link - <http://bit.ly/2hr6LJi>
2. Take the prequiz
3. Review the learning material
4. Take the post quiz

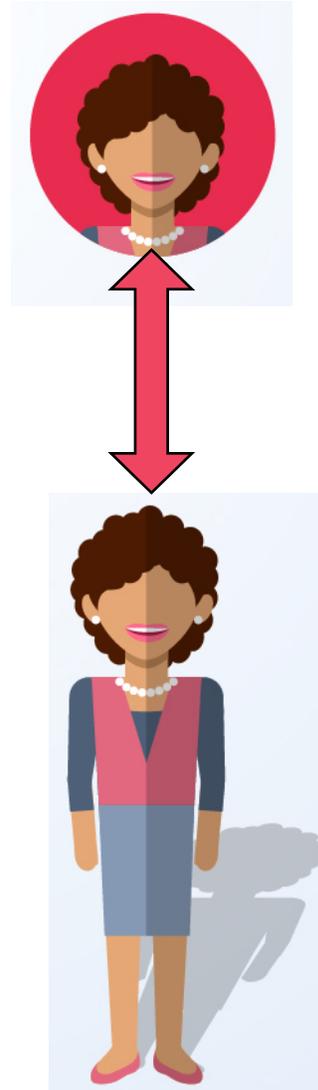
What is Interactivity?



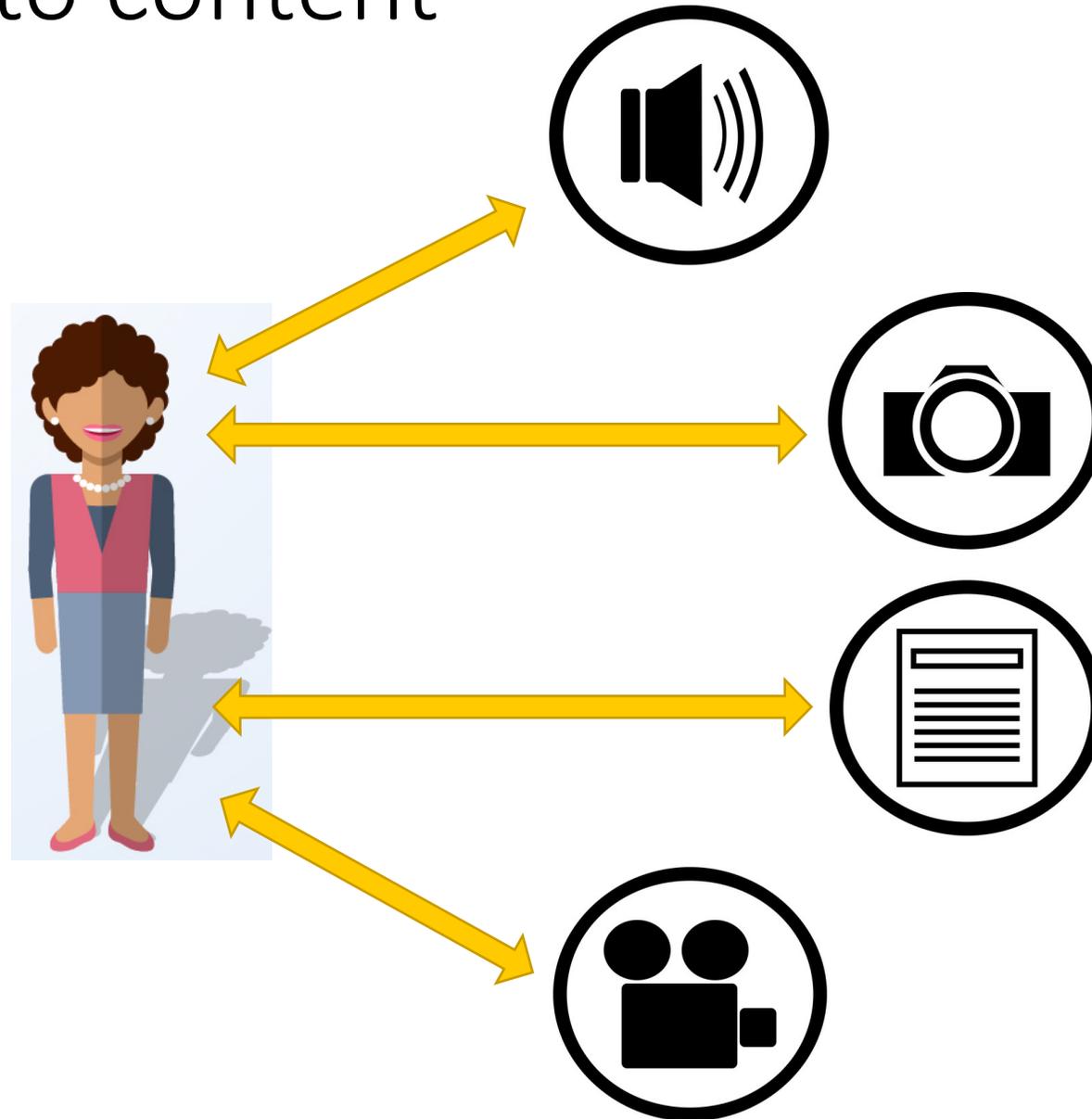
Learner to Others



Learner to self



Learner to content

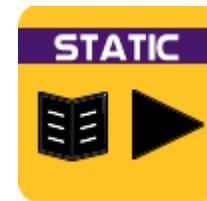
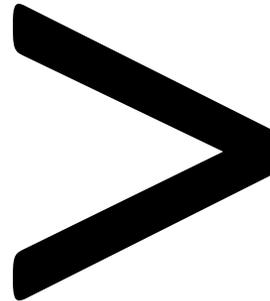


We define interactive information delivery as a format that requires students to make additional choices about the order in which they interact with learning materials and one that requires specific student actions, such as additional mouse clicks, to access the materials.

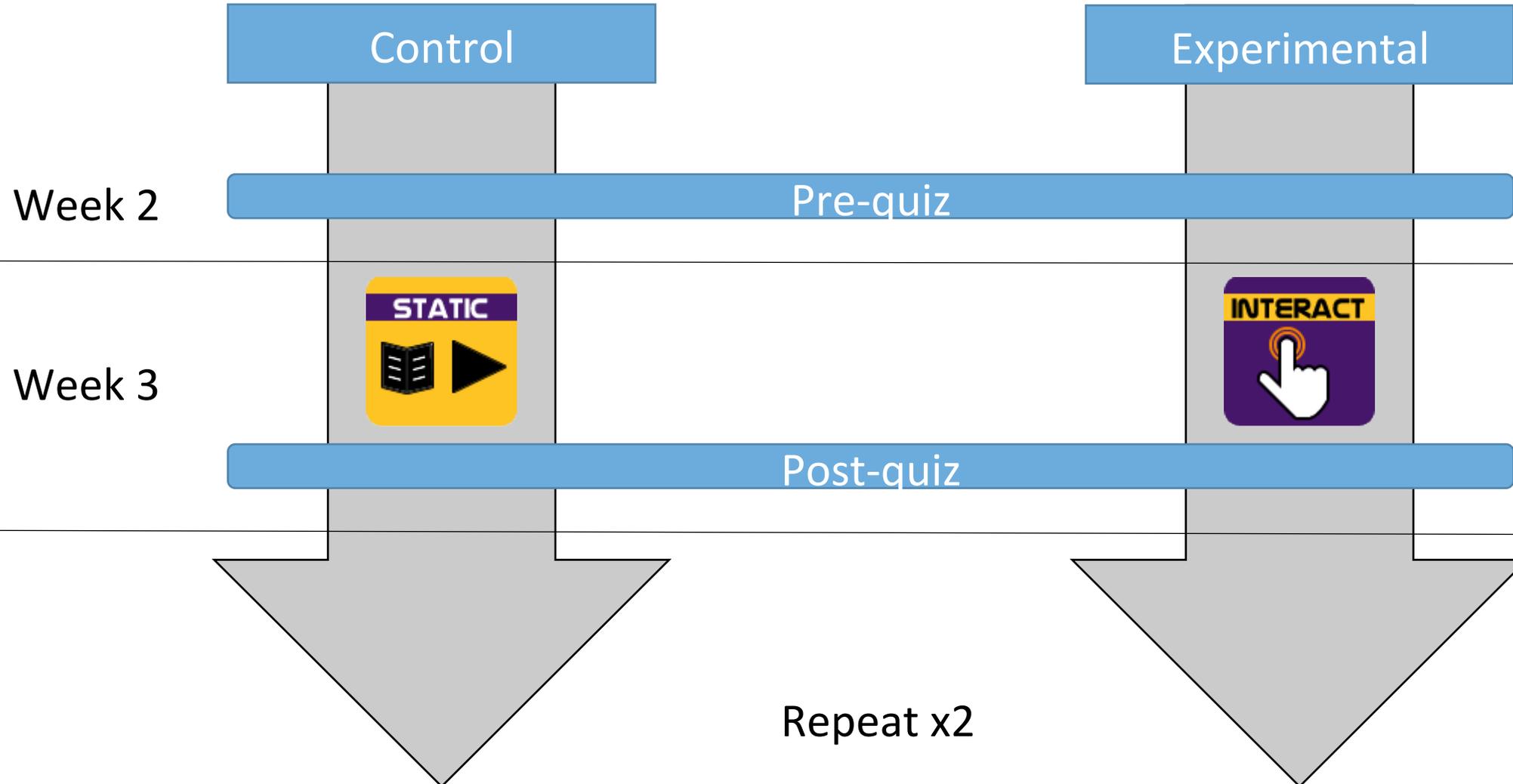
The logo for Articulate, featuring the word "articulate" in a white, lowercase, sans-serif font. A small red horizontal line is positioned above the letter "i". A registered trademark symbol (®) is located to the right of the word. The logo is set against a dark blue rectangular background.

Hypothesis

Students who encounter the learning content through the interactive information delivery method will demonstrate greater learning gains than students who encounter the learning content through static text and video.



Research Design



Repeat x2

Interaction vs. Document

Menu

- Four Factors of Fair Use
 - Home
 - Purpose
 - Amount
 - Nature**
 - Impact

Fair Use Interaction Exit

Nature

Nature of the Copyrighted Work
select Yes or No

Is the work unpublished rather than published?

YES NO

Is the work primarily artistic rather than factual?

YES NO

Is the work still in print?

YES NO

If the work is published, factual, and out of print (all no answers) you would have the strongest fair use case. Fair use is harder to justify for unpublished works and works that are artistic in their nature.

< PREV NEXT >

Four Factors of Fair Use

Are you planning to use copyrighted material? Fair Use allows you to use copyrighted material without permission, as long as you are addressing these four factors.

Purpose



Is the use of copyrighted material for education, parody, and/or news reporting? Does the use transform the original in some way? If you answered yes to both of these questions you have a stronger fair use case.

Amount



The more of a copyrighted resource you use the less likely the use will be considered fair because of how it impacts the copyright holder's potential economic gain. If you use 1 chapter out of 20 chapters, is that fair use?

It depends on how much you use and what is in the portion you use. For example, using the chapter that outlines the key argument of a book, even if it is only 1 chapter out of 20 might not be considered fair use. You have to look at amount and substance together.

Impact



Look carefully at how your use will impact the market for the copyrighted work. Is the material used currently available for purchase? If you are providing a scanned chapter from a book that students can buy, that is less likely to be considered fair use than if the book is out of print.

Are you using the material over and over again? The number of times you use the material is also a factor. Using materials once has less economic impact than repeated uses. Thus using materials over and over again without permission is less likely to be considered fair use.

The more you can "transform" the original, the more likely it will be considered fair use.

Nature



Is the work unpublished rather than published? Is the work primarily artistic rather than factual? Is the work still in print? If the work is published, factual, and out of print (all no answers) you would have the strongest fair use case. Fair use is harder to justify for unpublished works and works that are artistic in their nature.

Document

Menu

1. Copyright BriefNOTES for stu...
2. Digital Citizenship
- ▶ 3. Copyright BriefNotes for Stude...
4. Copyright Decision Chart for W...
5. It All Starts with Fair Use
6. It All Starts with Fair Use...
7. It All Starts with Fair Use...
- ▶ 8. Copyright Law Summary and H...
- ▶ 9. Copyright Guidelines
- ▶ 10. Iowa AEA Online Databases

Copyright BriefNOTES for students Interaction (01:10 / 03:25) Resources Exit

Making Copyright Choices

Is the work in the public domain?	NO	YES	Go ahead and copy. Include a citation.
Is copying allowed under a license agreement?	NO	YES	Go ahead and copy. Include a citation.
Is there a creative Commons license that allows copying?	NO	YES	Go ahead and copy. Include a citation.
Is the copying allowed under copyright law or fair use?	NO	YES	

SUBMIT

Revised November 2010

BriefNOTES for Students

Digital Citizenship

It's easy to copy a DVD or music file, scan an image, transfer digital files, photocopy, stream video, etc. How do you know if the copying is legal? How much is too much? What are your rights and responsibilities as a user of information?

Making Copyright Choices

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    graph TD
      Q1{Is the work in the public domain or is copying allowed under a license agreement?} -- Yes --> A1[Go ahead and copy. Include a citation.]
      Q1 -- No --> Q2{Is there a Creative Commons license that allows the copying?}
      Q2 -- Yes --> A2[Go ahead and copy. Include a citation.]
      Q2 -- No --> Q3{Is the copying allowed under the copyright law or fair use?}
      Q3 -- Yes --> A3[Go ahead and copy. Include a citation.]
      Q3 -- No --> A4[Consider asking for permission or don't copy.]
  
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Video

Menu Transcript

Digital Citizenship (00:51 / 11:07)

Exit

All done? Select Exit

Click on the item you want to study?

1. Introduction
2. Click on the item you want to...
3. What is Copyright?
4. Copyright (2. Click on the item you want to study?)
5. Why Should we care?
6. What is Copyrighted?
7. Hi Coldie!!
8. © Michael Confer
9. Creative Commons
10. Public Domain
11. What is Fair Use?
12. Does Fair Use Apply?
13. But I bought it?
14. 4 Conditions for Fair Use
15. What if I'm an Infringer?
16. What do I do?
17. Unofficial Education Fair Use

COPYRIGHT

FAIR USE

CREATIVE COMMONS

PUBLIC DOMAIN

PREV NEXT

Digital Citizenship

Digital Citizenship

0:18 / 11:12

Digital Citizenship

S Mrkich

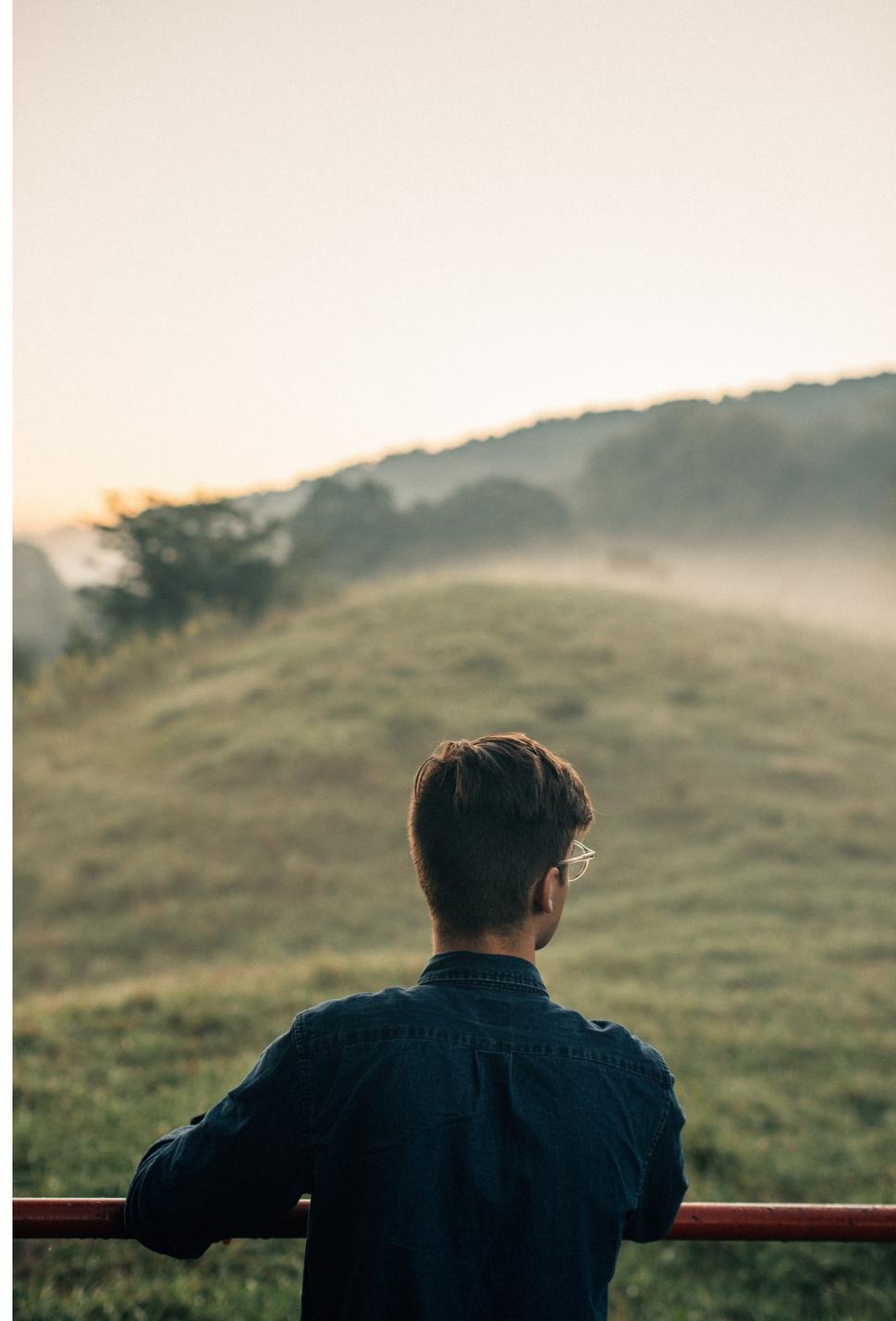
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What have
we found?



How did we do?

