

# Analysis of the Back-end Data from the Mediasite Platform

(at Kansas State University in 2017)

#LMSPreconference of #SIDLIT2018

August 1, 2018

Overland Park, Kansas

# 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)

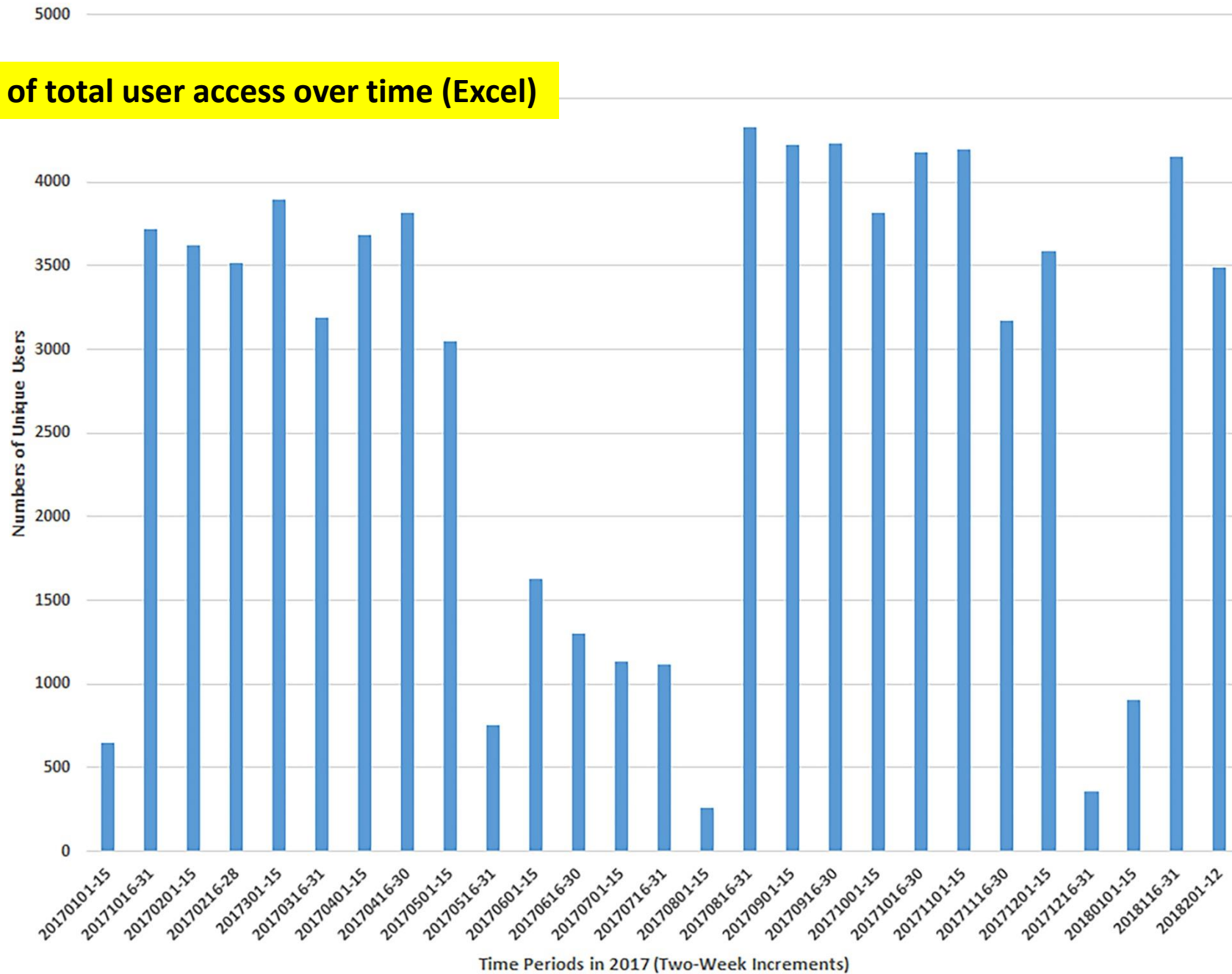
- Video contents
  - Duration range: 0:00:00 to 4:04:38
  - Average video length: 31 minutes and 44 seconds
- 1,285 unique folders
  - One video in a folder to 109 (min-max range)
  - College of Engineering with the main numbers of unique folders

# Data Visualizations

from the Mediasite data tables from K-State

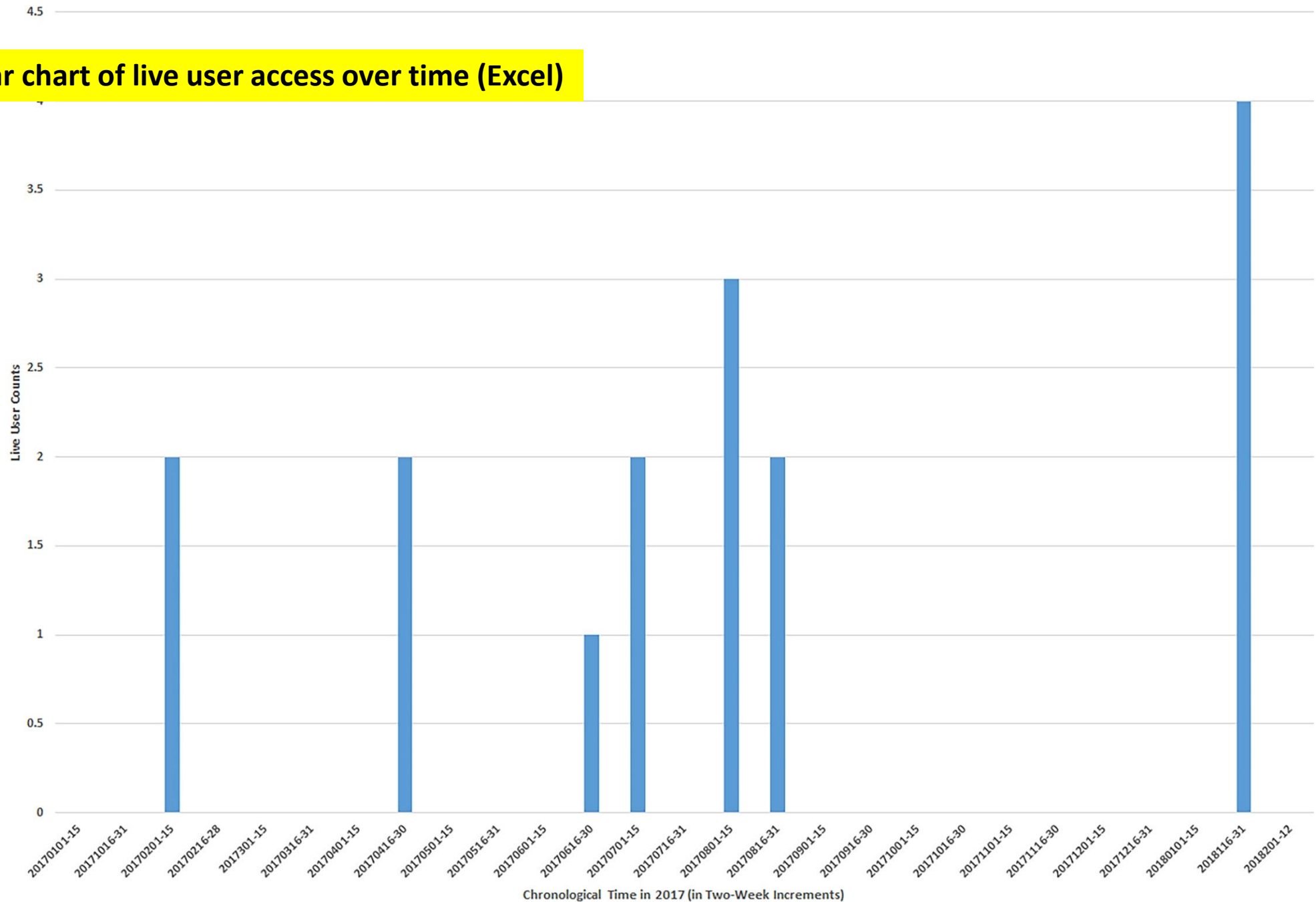
Total Users over Time in Mediasite Instance at K-State (2017)

Vertical bar chart of total user access over time (Excel)



Live Users over Time in Mediasite Instance at K-State (2017)

Vertical bar chart of live user access over time (Excel)







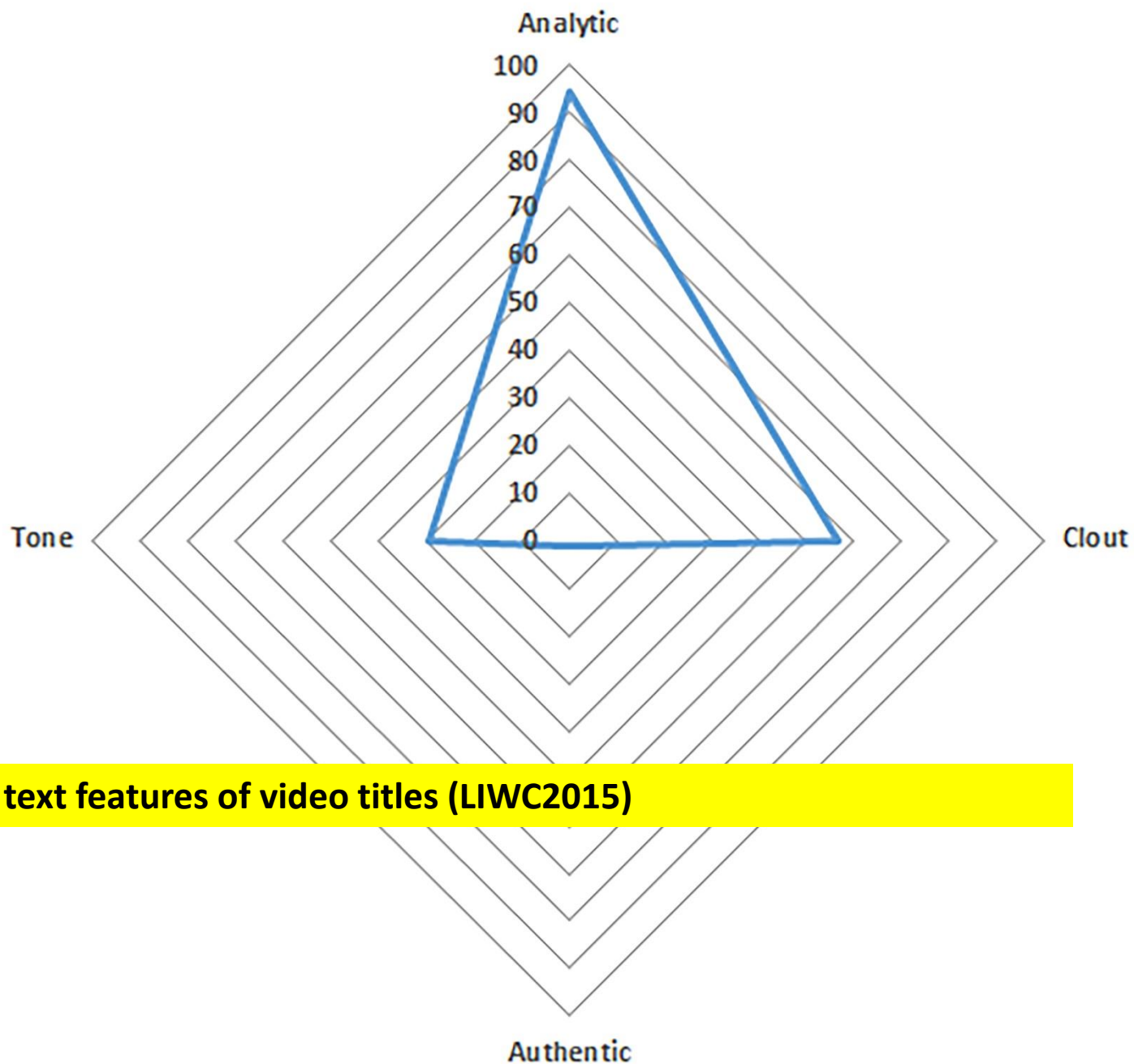
Word cloud from a frequency listing of viewed view videos  
(with content type words in the stopwords list...  
to get closer to the video topics) (NVivo 11 Plus)



# Treemap diagram from auto-extracted themes (topic modeling) and subthemes from the video titles listing (NVivo 11 Plus)



# Summary Text Features of Video Titles



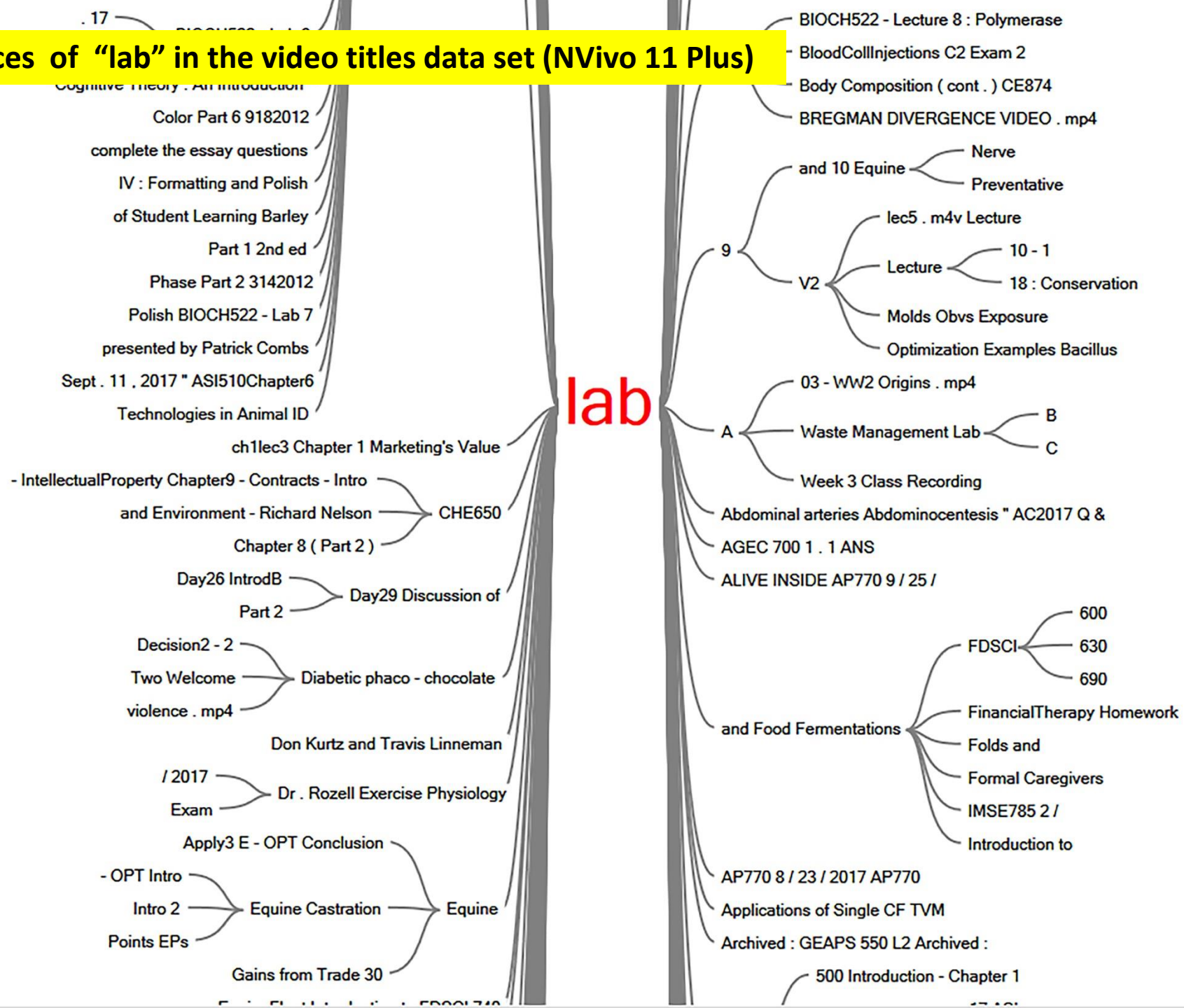
**Spider chart from main summary text features of video titles (LIWC2015)**

# Word tree for all instances of "training" in the video titles data set (NVivo 11 Plus)

t 11 / 15 / 17



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

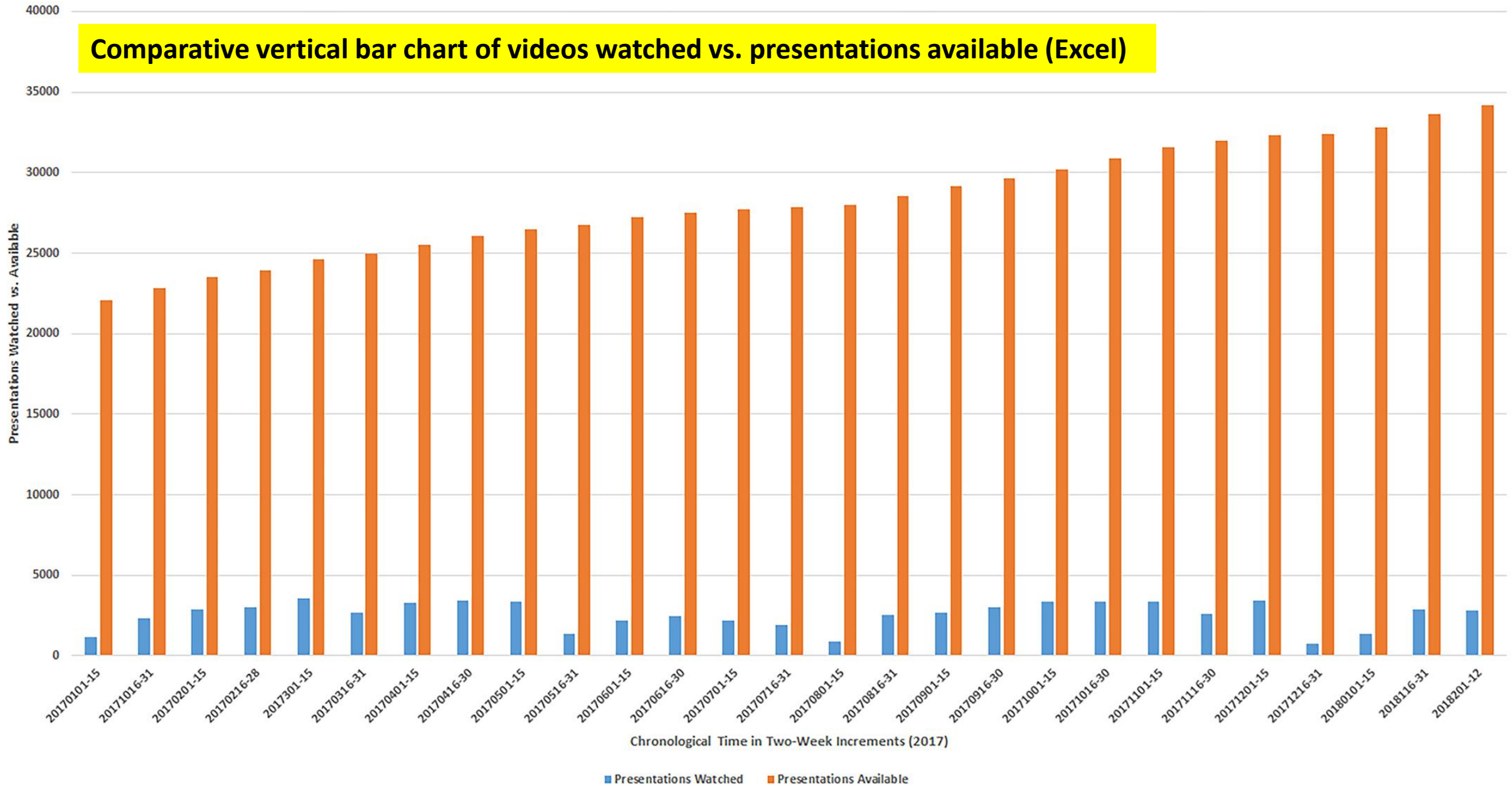
2,557 videos watched at any one time period, and an average of 28,238 videos in holdings

90% of holdings not used in any time period



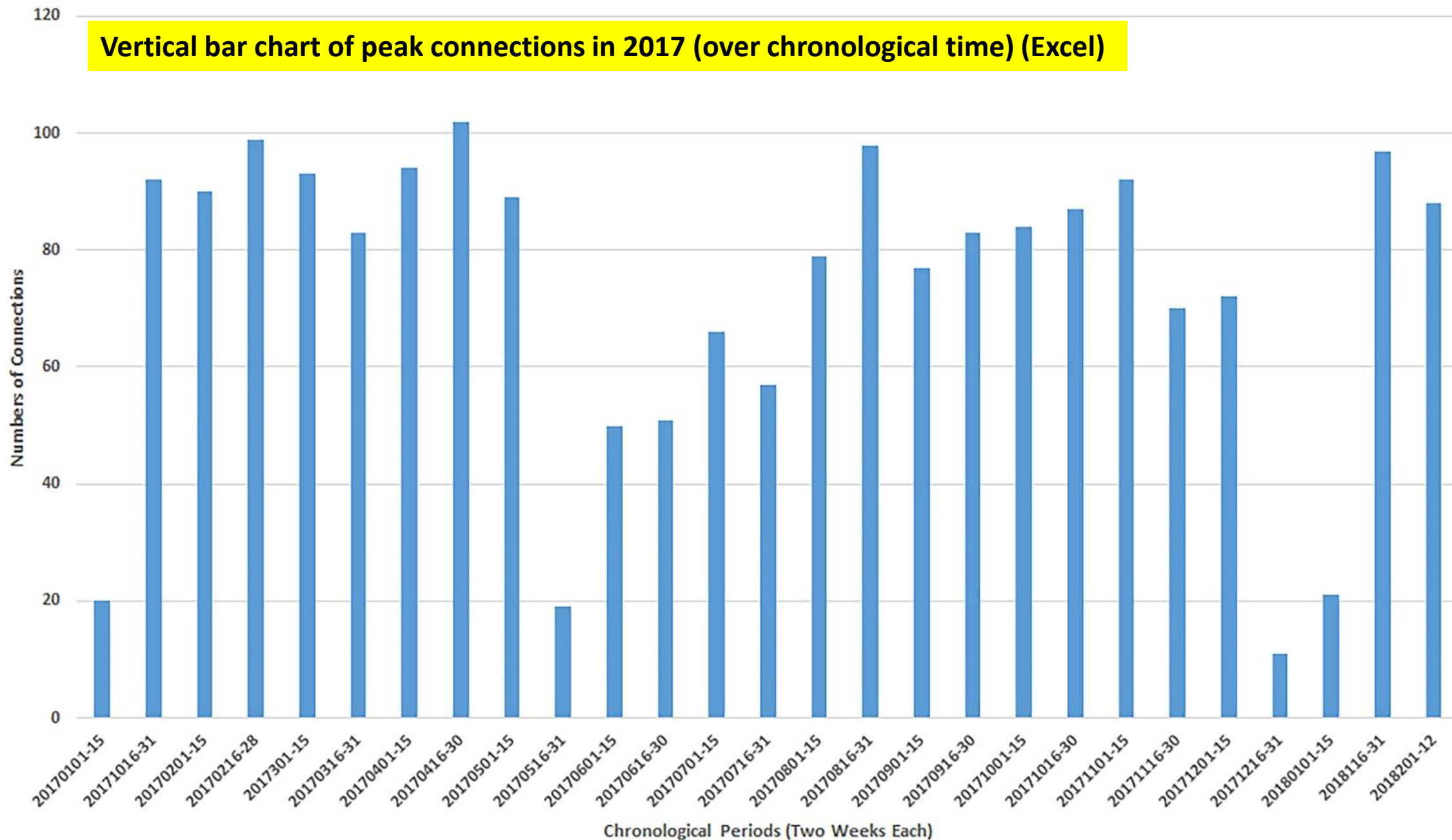
"Presentations Watched" Compared to "Presentations Available" over Chronological Time (in Mediasite at K-State, 2017)

**Comparative vertical bar chart of videos watched vs. presentations available (Excel)**



# Peak Connections in Calendar Year 2017

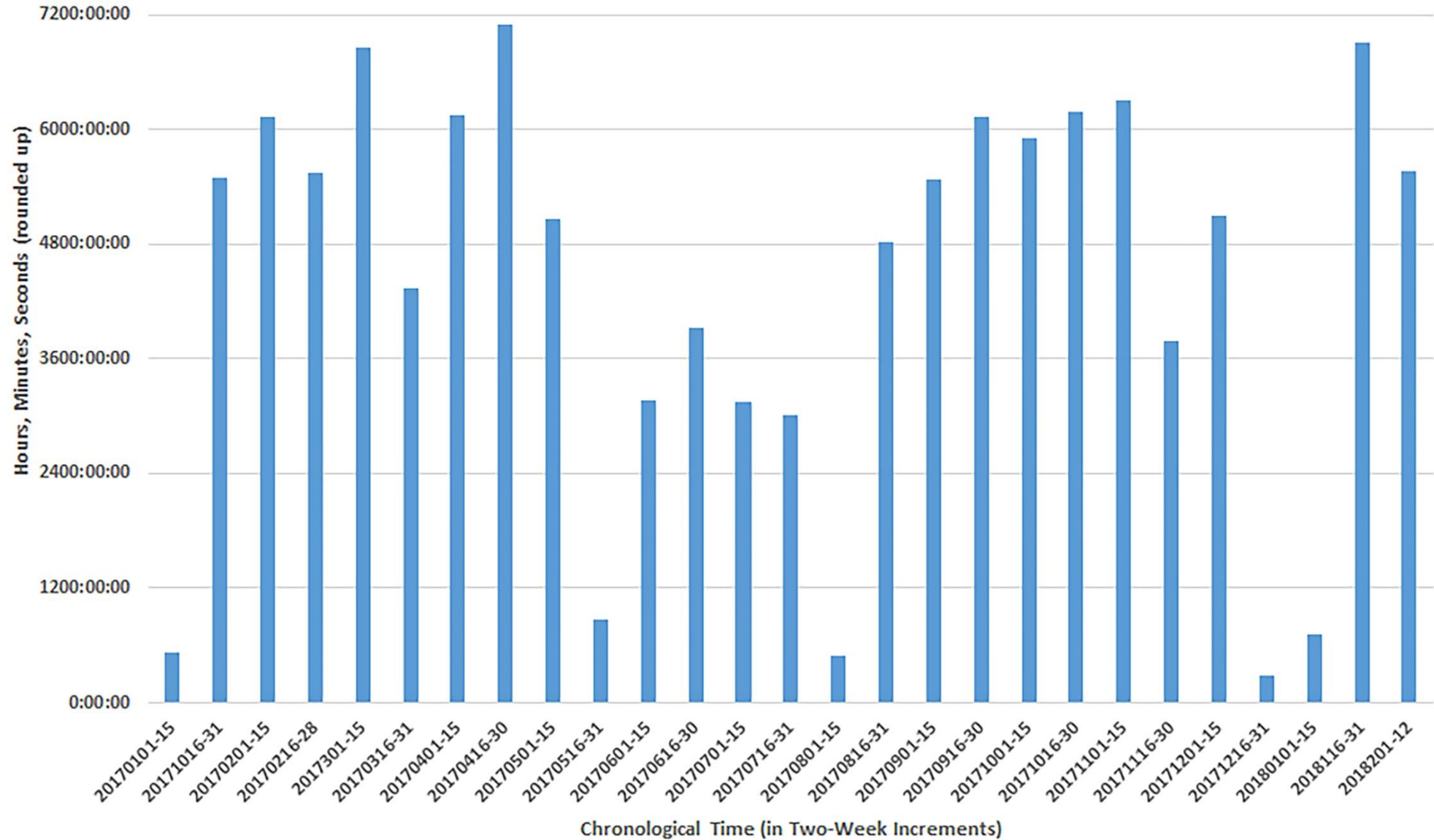
Vertical bar chart of peak connections in 2017 (over chronological time) (Excel)



# Total Time Watched (h:mm:ss) over Time in Mediasite Instance at K-State (2017)

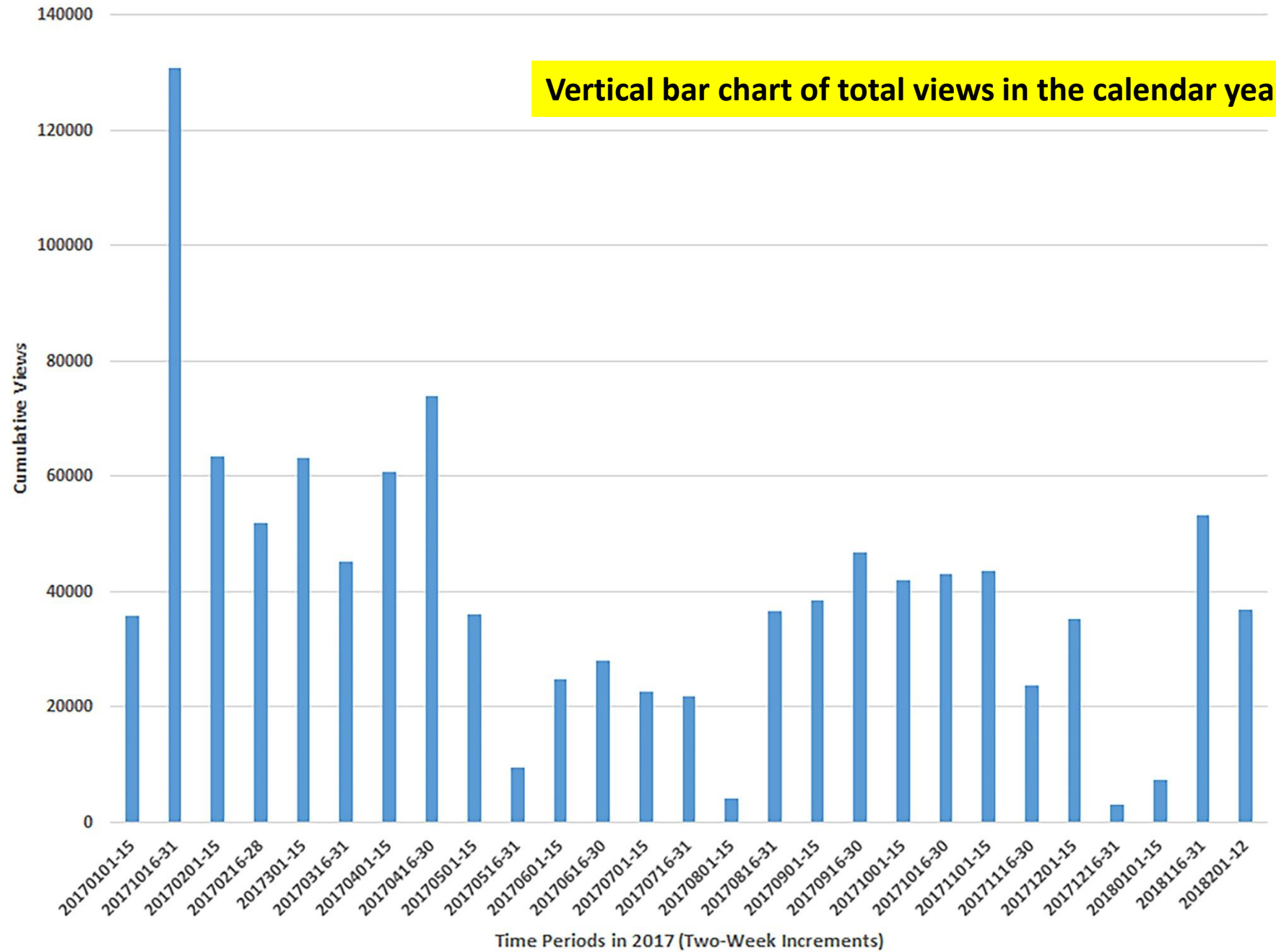
8400:00:00

Vertical bar chart of total time watched over chronological time (biweekly chunks) at K-State in 2017 (Excel)

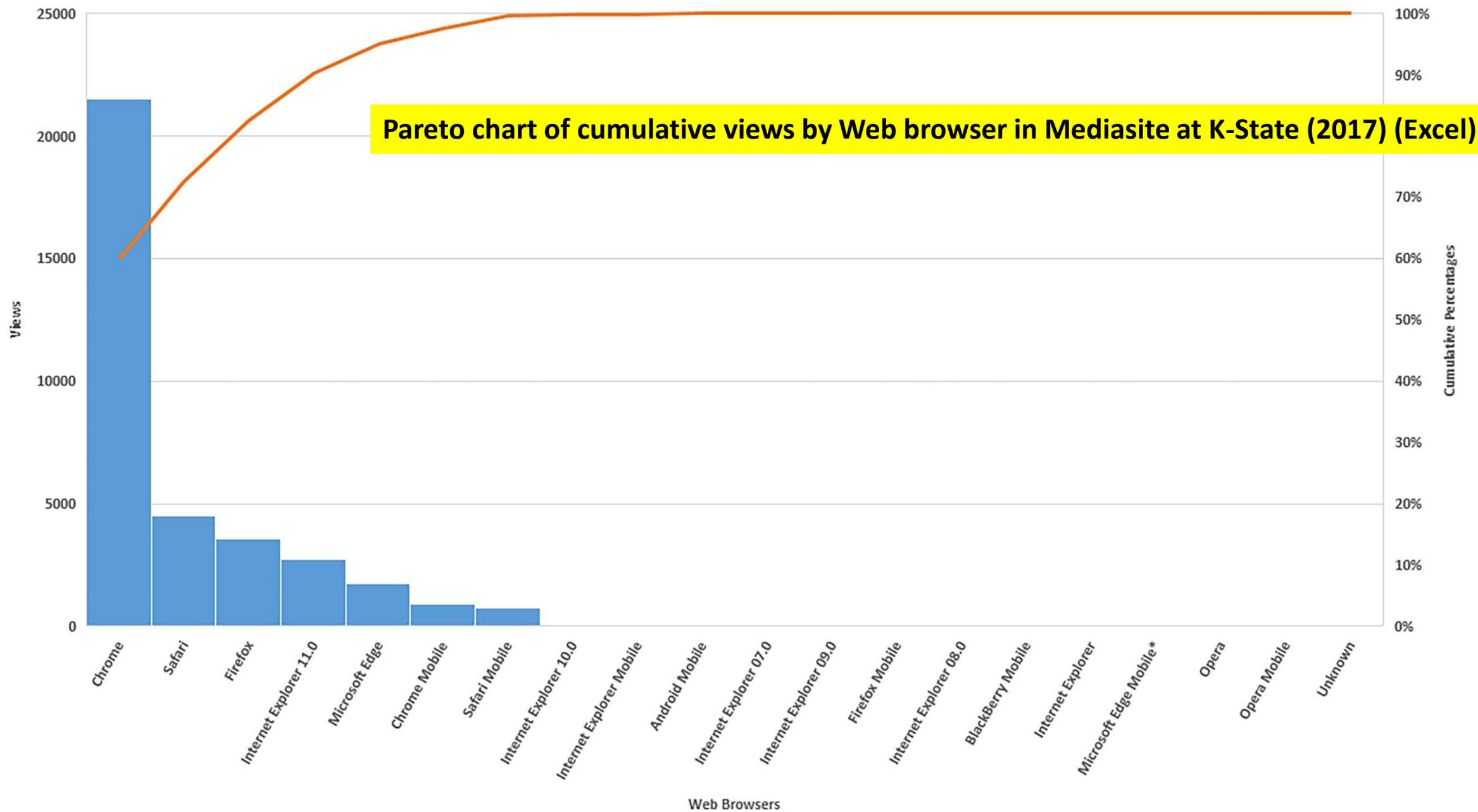


### Total Views in Calendar Year 2017

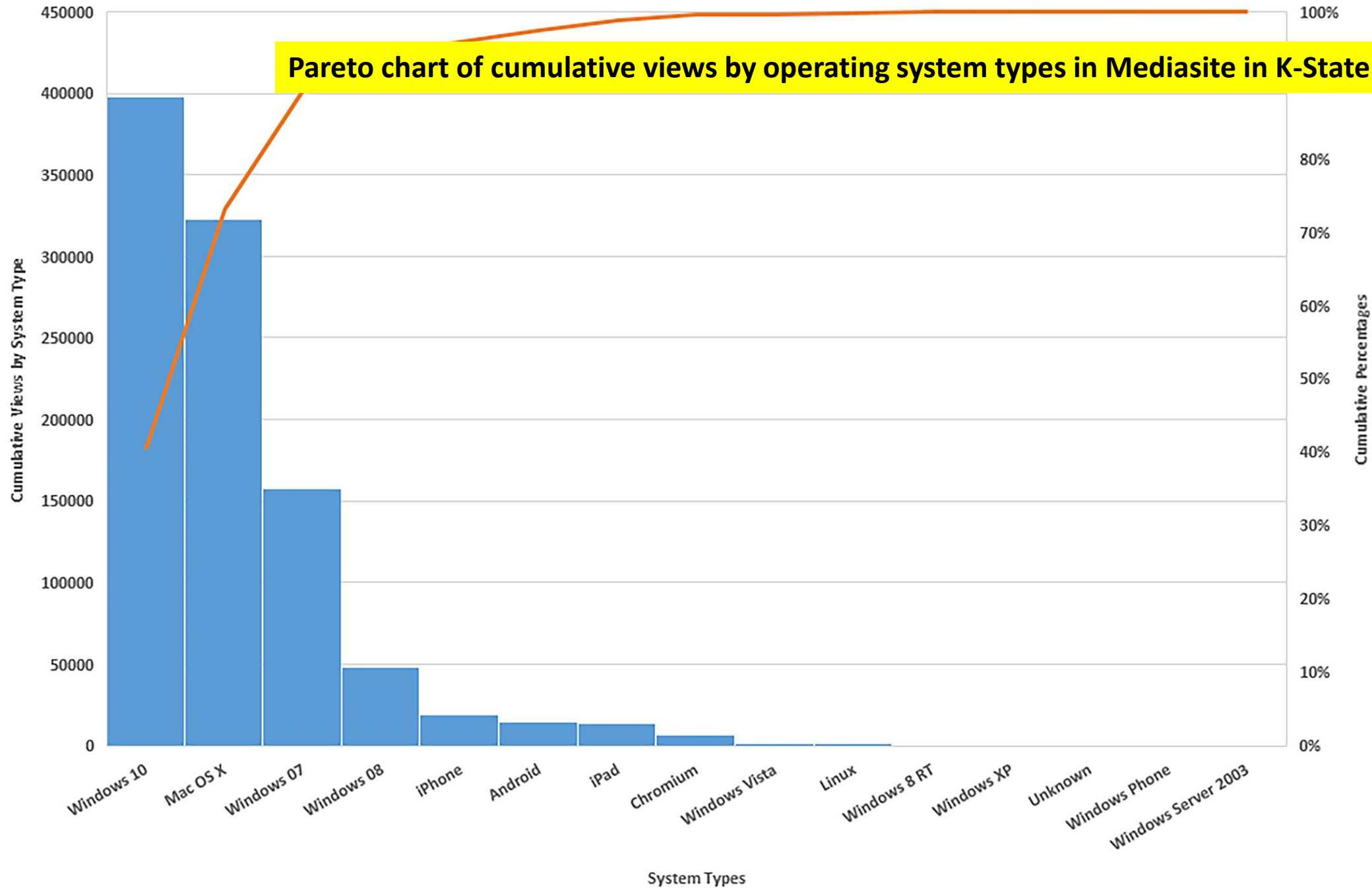
Vertical bar chart of total views in the calendar year 2017 (Excel)



Cumulative Views by Web Browser in Mediasite at K-State (2017)

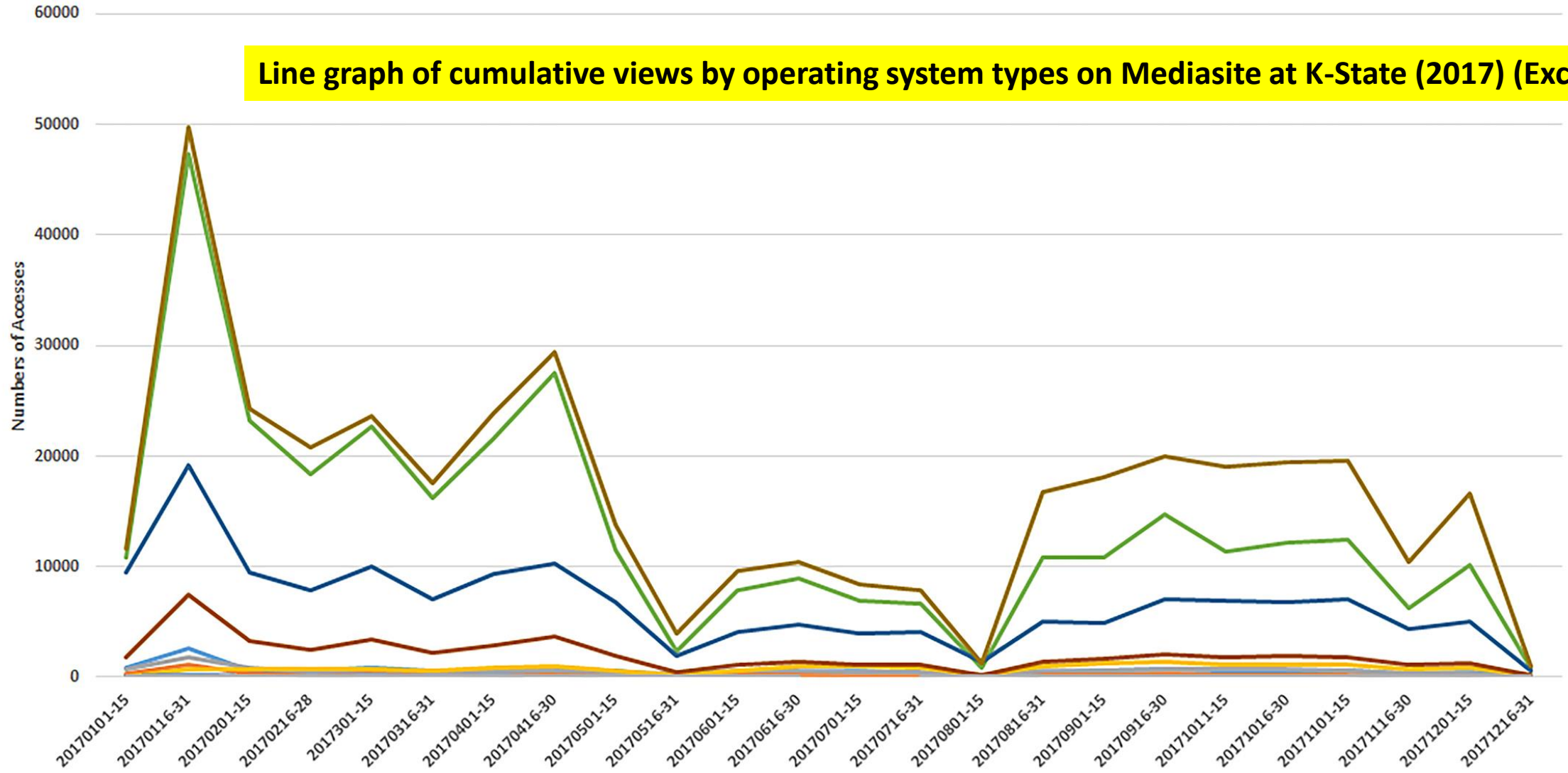


Cumulative Views by System Types in Mediasite at K-State (2017)



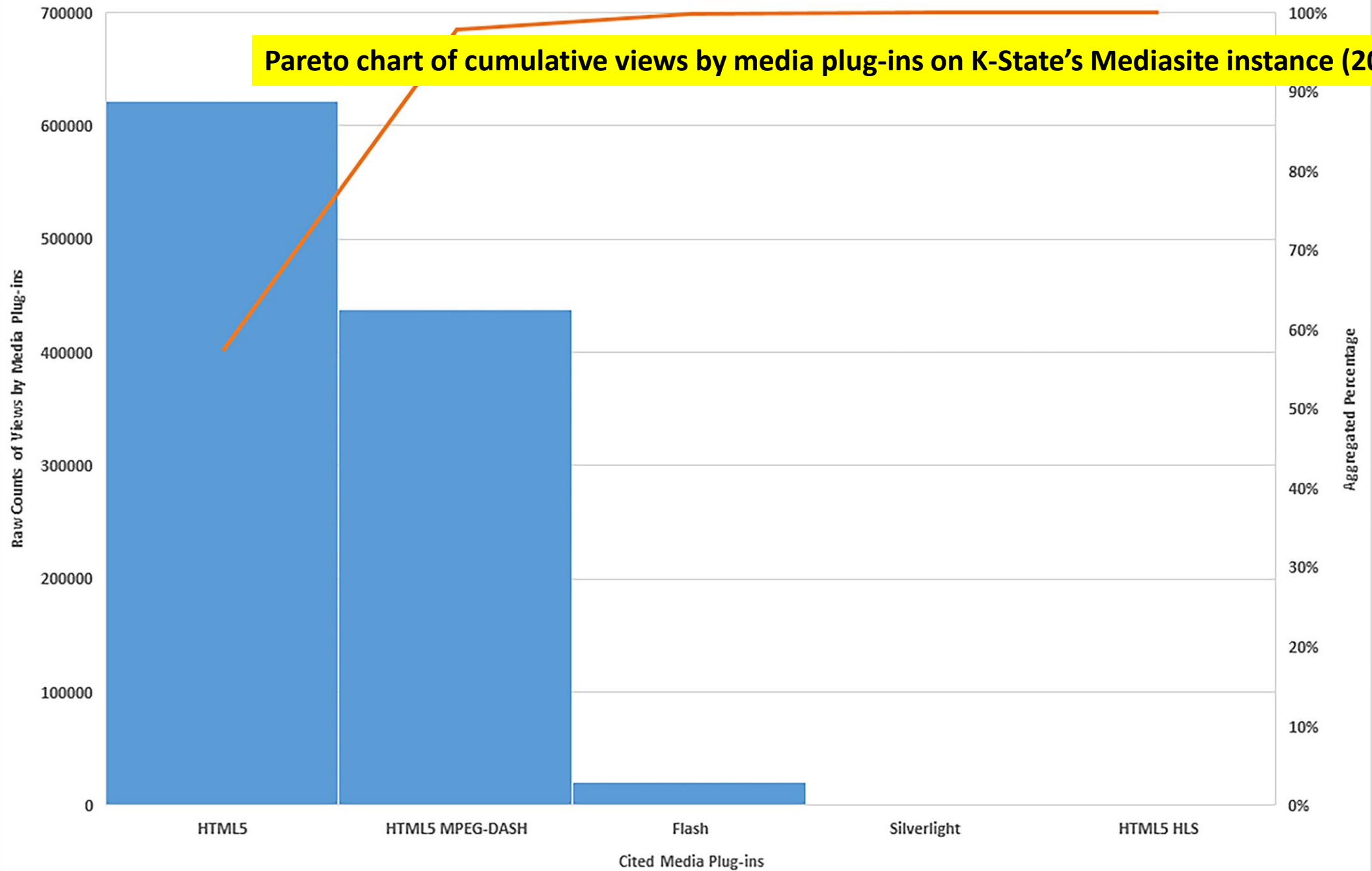
Cumulative Views by System Types on Mediasite at K-State (2017)

Line graph of cumulative views by operating system types on Mediasite at K-State (2017) (Excel)



- Android
- Chromium
- iPad
- iPhone
- Linux
- Mac OS X
- Windows 07
- Windows 08
- Windows 8 RT
- Windows 10
- Windows Phone
- Windows Server 2003
- Windows Vista
- Windows XP
- Unknown

Cumulative Views by Media Plug-ins on K-State's Mediasite Instance in 2017 (Pareto Chart)

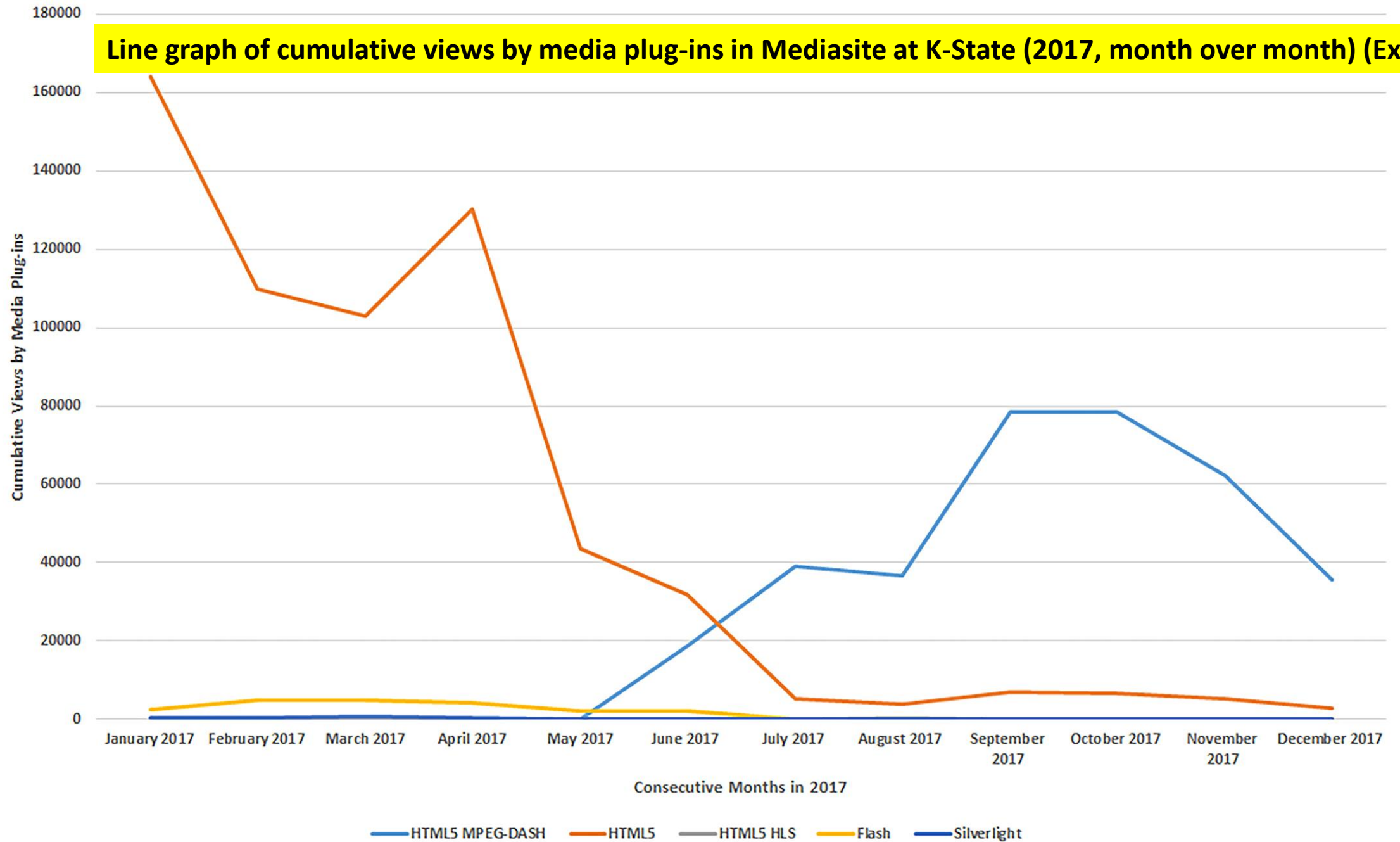


Pareto chart of cumulative views by media plug-ins on K-State's Mediasite instance (2017) (Excel)



Cumulative Views by Media Plug-ins in Mediasite at K-State (2017, Month-over-Month)

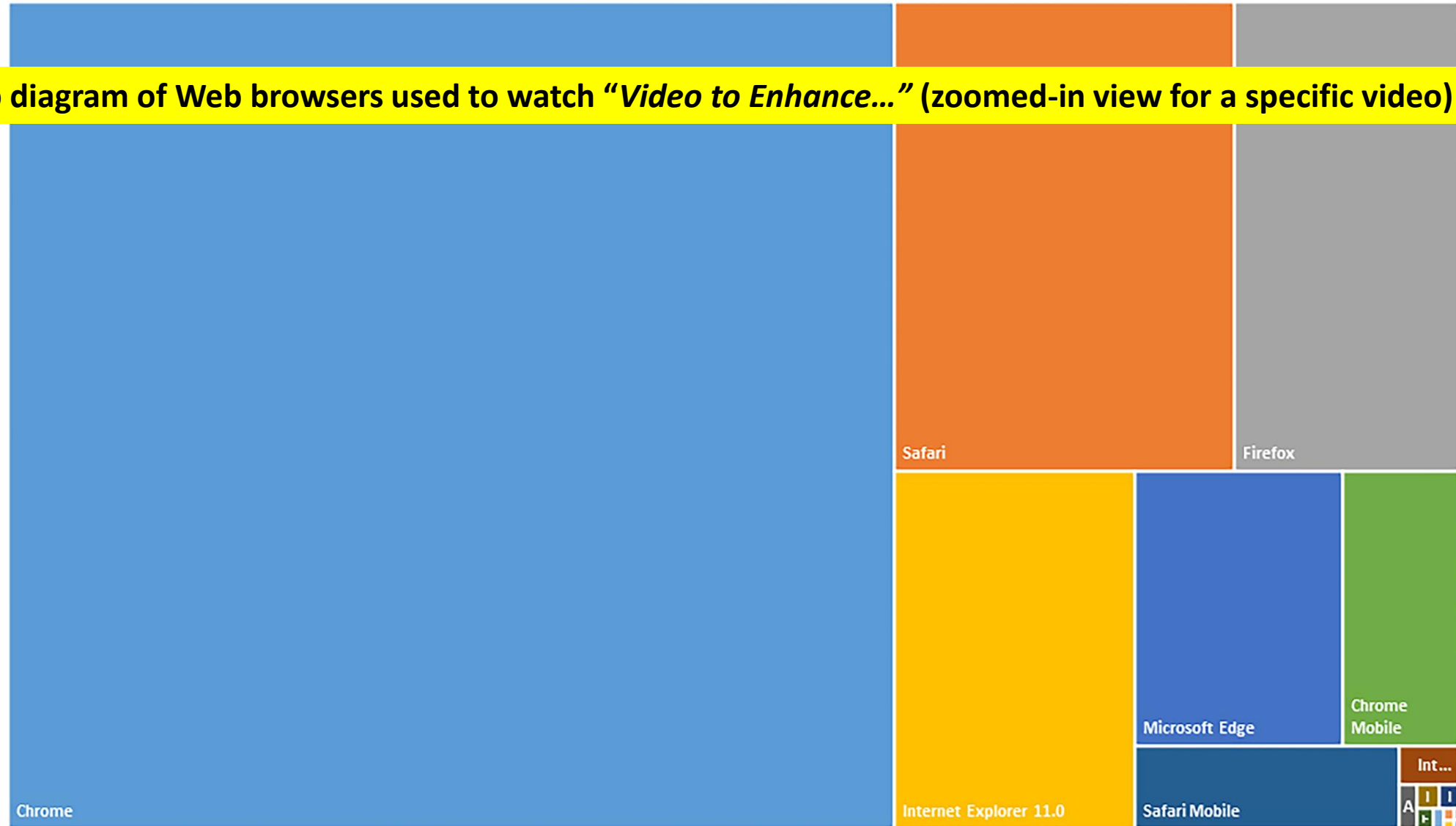
Line graph of cumulative views by media plug-ins in Mediasite at K-State (2017, month over month) (Excel)



# Web Browsers Used to Watch "Video to Enhance Face-to-Face and Online Instruction, Presence, and Interaction"

- Chrome
- Safari
- Firefox
- Internet Explorer 11.0
- Microsoft Edge
- Chrome Mobile
- Safari Mobile
- Internet Explorer 10.0
- Android Mobile
- Internet Explorer 7.0
- Internet Explorer 9.0
- Firefox Mobile
- Internet Explorer Mobile
- Microsoft Edge Mobile
- Internet Explorer 8.0
- Internet Explorer Mobile
- Internet Explorer Mobile

**Treemap diagram of Web browsers used to watch "Video to Enhance..." (zoomed-in view for a specific video) (Excel)**



# Conclusion

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- **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 \(for 2017\)](#) is available online from *C2C Digital Magazine* (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.