



Faculty Seminars in Online Teaching: Projecting Your Online Persona Via Video

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What is your experience with using videos to portray your online persona?



“There is no teaching until the pupil is brought into the same state or principle in which you are; a transfusion takes place; he is you and you are he; then is teaching.”

~Ralph Waldo Emerson, *Essays* (1841)

Overview

- What is an online persona and why do I need one?
- How can I use video to convey my online persona?
- What are some easily accessible resources to help me convey my personality to my students?

A golden statue of a knight on a horse, with a shield featuring the letters 'UCF'. The statue is set against a golden background. The knight is wearing a helmet and holding a lance. The horse is facing left. The shield is on the knight's chest and has the letters 'UCF' on it.

What Is an Online Persona and Why Do I Need One?

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What Constitutes an Online Teaching Persona?



- The parts of yourself that you want to share with students
 - Purposeful
 - Curated
- Selection/manipulation of images, videos, opinions, likes/dislikes (your digital self)
- Reflection of your critical beliefs (authentic self)

(Ellison, Hancock, & Toma, 2011; Lang, 2007; Lampe, Ellison, & Steinfield, 2007; Zhao, Grasmuck, & Martin, 2008)

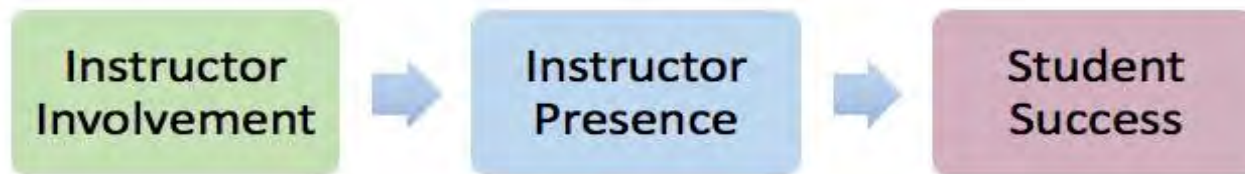
Why Do I Need an Online Persona: The Human Element

- Your online persona is important! It conveys:
 - Intimacy
 - Energy/humor
 - Building sense of community
- LMSs don't *automatically* convey your personality and all that goes with it (e.g., humor, caring, engagement).
 - Capacity to convey personality in text is limited
 - LMSs can support the creation of an online teaching persona as they offer more robust features such as LTIs and video function.

(Coppola, Hiltz, & Rotter, 2002)

Your Online Persona Can Be an Important Driver of Student Success

- Online teaching persona is ultimately a strong measure of instructor involvement and instructor presence.
- Both presence and engagement drive student SUC





How Can I Use Video to Convey My Online Persona?

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Inspiration: My Decision to Create Videos to Reach My Students

What guided my decision to make these videos?

- I recognized that **online learning can be impersonal.**
- I wanted to **connect with students.**
- I completed an online faculty development course and learned about video resources available.



Online Persona: Who Is This Guy?

- Who is this professor?
- What can I expect from this professor?
- What does he expect of me?

[Video 1: Crim Pro Intro](#)



How Do I Create Videos that Convey My Personality?

Make a Plan

- Create a script
 - Maximize limited time on computer screen
- Grab viewers' attention
 - Pay attention to word choice

Be Authentic

- Consider your multiple roles (instructor, professional in the field)
- Emphasize that I am approachable
- Use humor

[Video 2: Domestic Law Goodbye](#)

Shaping the Message: Nonverbal Cues

Design considerations:

- What am I wearing?
- How do I look (grooming)?
- What message does my video background convey?
- What is my musical choice?
- What other artistic choices do I want to make?



[Video 3: Legal Research](#)

Online Persona: Gain Credibility

Benefits of developing an online persona:

- Demonstrate that I practice what I preach
- Share “war stories” from the field that are engaging
- Shows that course content applies to the “real world.”

[Video 4: Crim Law](#)



What Are Some Easily Accessible Resources to Convey My Persona?

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If You Have a Video Team . . .

If your institution has a video team that is available to help you:

- Reach out to them!
- Schedule an appointment.
- Allow for multiple retakes.
- Be prepared to listen to ideas regarding special effects.
- Be open to your video specialist's ideas!

If You Do Not Have a Video Team . . .

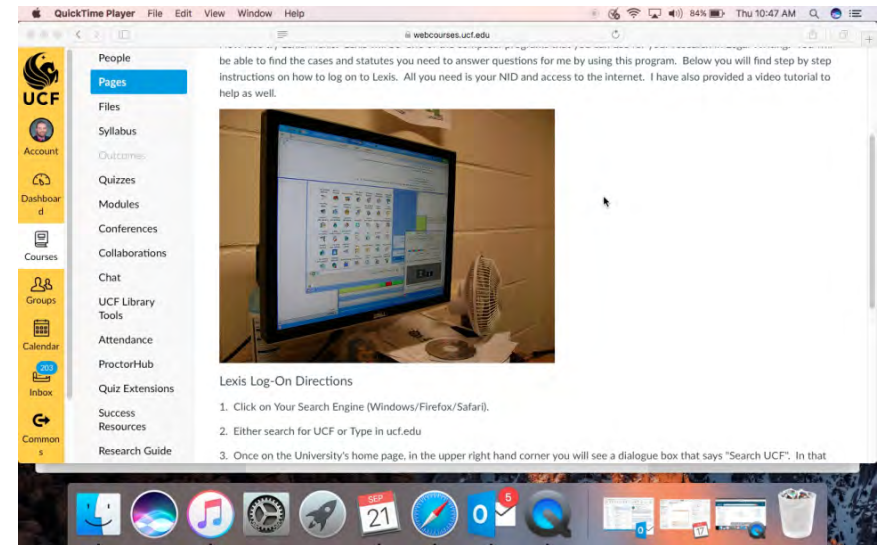
If you do not have a video team, you can still create great videos!

- Use the camera on your cell phone

[Video 5: Cell Phone](#)

- Screencapture
- Utilize YouTube

[Video 6: Youtube](#)



Resources

References

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UCF Resources

[Course enhancements from Video@CDL](#)—Review best practices for well-produced and well-integrated videos.

[Video@CDL Consultation Request](#)—Complete this form to request a potential video project.

[Office of Instructional Resources](#)—Find multimedia support for engineering services classroom support, Panopto Lecture Capture, Adobe Connect web conferencing, Lightboard One Button Studio, and videoconferencing.

[Videoconferencing](#)—Tips and a form for faculty to request to use videoconferencing resources from the Office of Instructional Resources.

[UCF LyndaCampus](#)—Offers UCF faculty, staff, and students online interactive video based tutorials on such topics as software and applications to enhance business and design skills.

Thank you for attending!

Feel free to contact us at:

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Don't Forget to Say Goodbye!

[Video 7: Legal Writing](#)



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