

The logo for schooltv, featuring the text "schooltv" in white lowercase letters on a blue, rounded rectangular background.

schooltv

Erik Appelman

Editor in chief

Annique Reinink

Editor

The logo for ntr:, featuring the text "ntr:" in black lowercase letters on a blue circular background.

ntr:

The logo for EDU MAKE, featuring a dark blue square with a white speech bubble icon on the left, and the text "EDU MAKE" in blue uppercase letters on the right.

EDU
MAKE

Who we are?

The logo for schooltv, featuring the text "schooltv" in white lowercase letters on a blue rounded rectangular background.

schooltv

Free public video platform/database for
Schools and Education in the
Netherlands

The logo for ntr:, featuring the text "ntr:" in black lowercase letters on a blue semi-circular background.

ntr:

The logo for EDU MAKE, featuring a dark blue square with a white speech bubble icon on the left, and the text "EDU MAKE" in white uppercase letters on the right.

EDU
MAKE

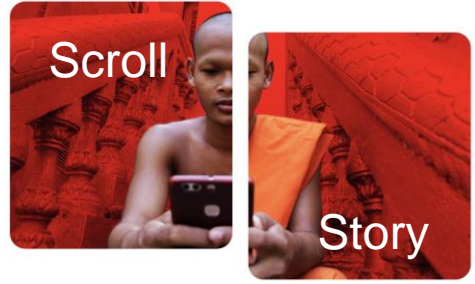
What we do



Video



Additional video-based products for schools



Why participating in EduMake?

The logo for schooltv, featuring the text "schooltv" in white lowercase letters on a blue rounded rectangular background.

schooltv

Reuse of responsible educational packages.
The learning ingredients, class orchestration and
the strive for an engaging story tension is a perfect
base for our own products.

The logo for ntr:, featuring the text "ntr:" in black lowercase letters on a blue semi-circular background.

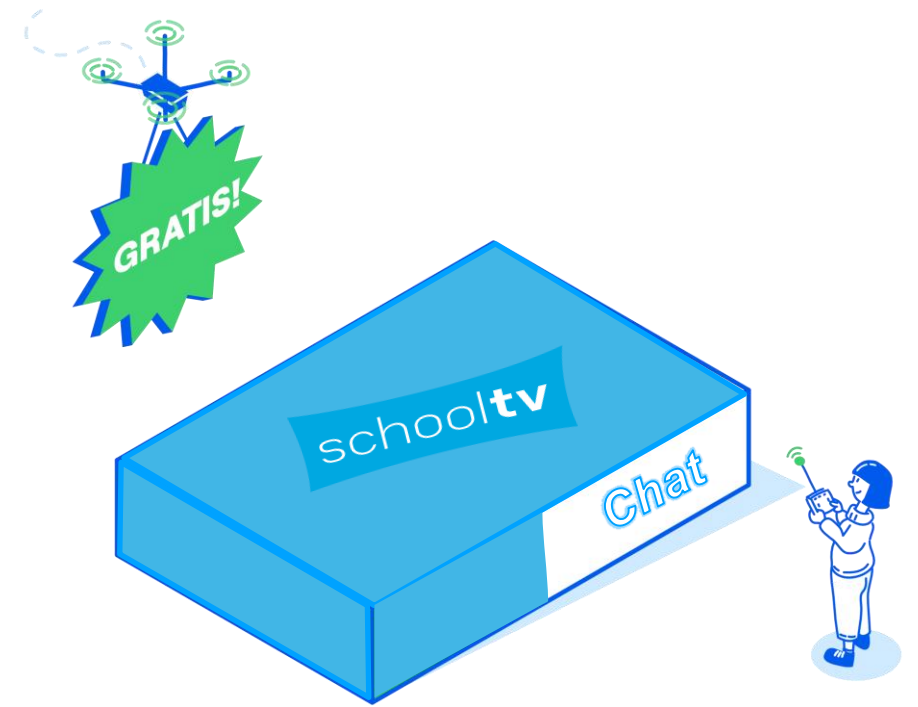
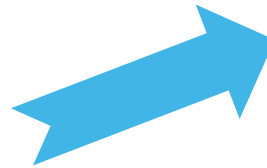
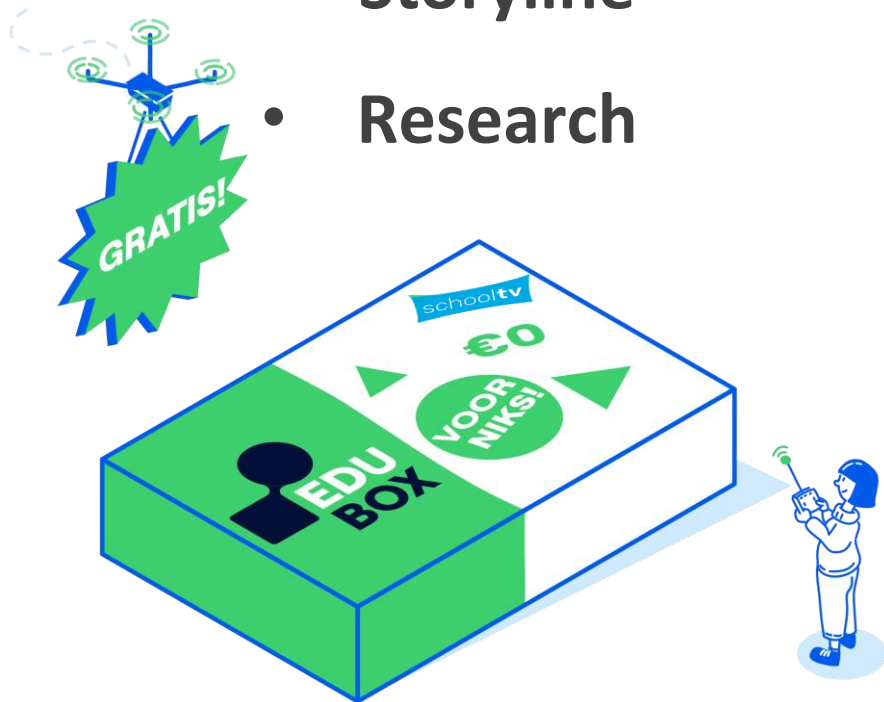
ntr:

The logo for EduMake, featuring a dark blue square with a white speech bubble icon on the left, and the text "EDU MAKE" in white uppercase letters on the right.

EDU
MAKE

Our approach

- Concept
- Topic
- Storyline
- Research

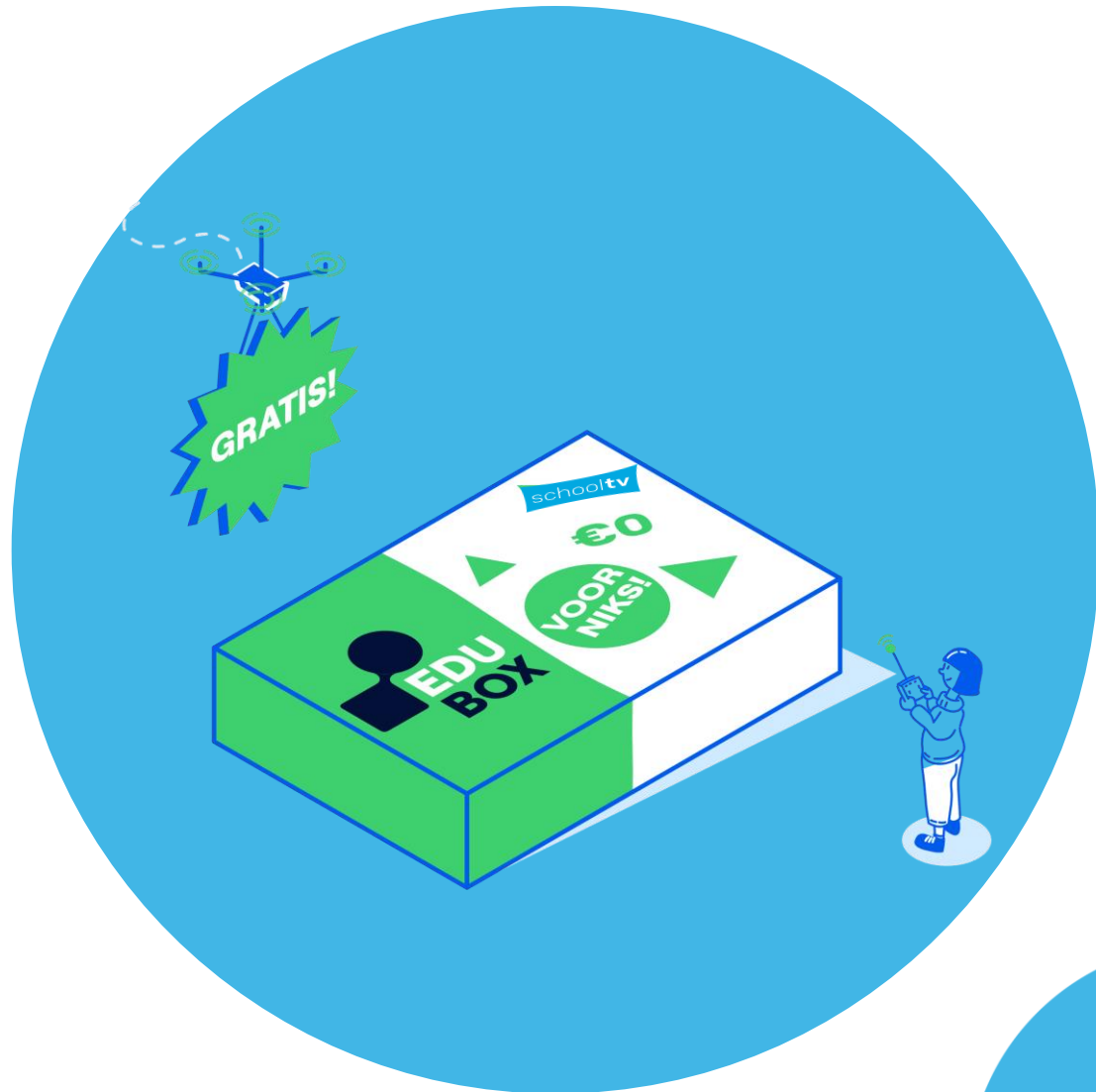


- Translation
- Modular
- Interactive
- Own Application

Schooltv

Localisation

EDUbox (VRT)



Dutch Education System

Secondary Schools

Curriculum based

Independent

Responsible

Inclusive

Schooltv

EDUbox (VRT)

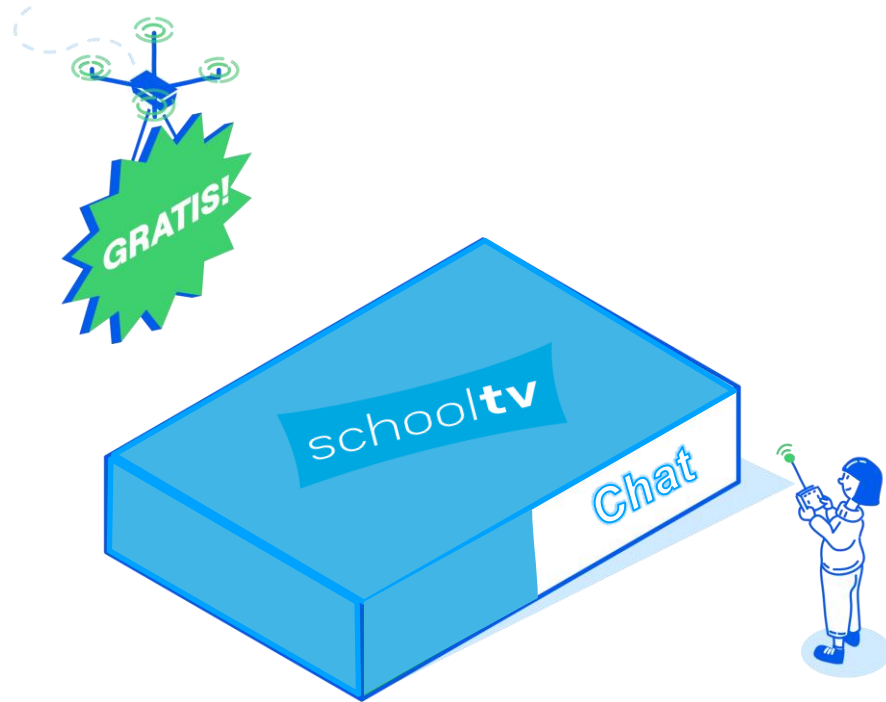
Rules Public Service

Free / Non Commercial

Additional

Video based

Online service (platform)



Schooltv

Adaptation

Increased
interactivity:
CHAT
'Whatsapp'-like,
leads you through
the topic

Schooltv

The screenshot shows the Schooltv app interface. At the top, the logo 'schooltv' is on the left and 'Politiek' is on the right. Below the logo is a 'Inhoud' (Content) section with a list of four items:

- 1. Leven doen we samen 🍷
- 2. De weg van je stem 🗳️
- 3. En nu jullie! 🗳️
- 4. Jij als betrokken burger 🗳️

The main content area features a video player with a woman (Marleen) speaking. Above the video, the text reads: '1. Leven doen we samen 🍷' and 'De invloed die jij kan uitoefenen op onze samenleving'. Below the video, there is a caption: 'Beeld- en geluidsbeschrijving'. At the bottom, a comment from Marleen says: 'Laten we direct van start gaan. Neem 3 minuten de tijd 🗳️ om een schoolfeest met elkaar te'.

CHAT
Videos
Images
Polls
Quiz questions
A.o.

Schooltv

The screenshot displays the Schooltv app interface. At the top, the header shows 'schooltv' on the left and 'Politiek' on the right. Below the header, there is a 'Checklist' section with a yellow background and a green checkmark icon. The checklist items are:


- Wat is het thema? ✨ Dresscode of niet? 👤
- Band of dj? En welke muziek kies je? 🎧
- Drank en eten: Wat bied je aan? 🍷
- Wie doet de bar, garderobe en kassa? 🍷

Below the checklist, there is a chat conversation. A message from 'Marleen' asks: 'Hoe hebben jullie dit aangepakt?'. Below this, there is an 'Antwoord' section with a text input field containing the placeholder 'Vul hier je antwoord in'. To the right of the input field is an 'Opslaan' button with a checkmark icon. Below the input field, there is another question: 'Kwamen jullie er makkelijk uit?'. Below this question are two buttons: 'Yes 🍷' and 'Ging wel 🍷'. At the bottom left of the app, there is a small logo for 'Medegefinancierd door de Europese Unie'.

Flemish vs Dutch

Existing Dutch videos

Animation



Beeld- en geluidsbeschrijving

Wat is waar?

- Stemmen is een recht
- Stemmen is een plicht

Annique
Maar... Er mogen dus meer dan 12 miljoen mensen stemmen, maar er zijn 150 zetels te verdelen. Hoe werkt dat?



Beeld- en geluidsbeschrijving

Annique
Handig!

Marleen
Politieke boodschappen hebben geen geheim meer voor jou. Je weet nu:

Vul het missende woord in

Achter die standpunten zit een bepaalde kies een woord

Vul het missende woord in

en ze zijn goed vernakt om te kies een woord

50 minutes



Schooltv

schooltv Politiek

Inhoud

- 1. Leven doen we samen...
- 2. De weg van je stem
- 3. En nu jullie!
- 4. Jij als betrokken burg...

Beeld- en geluidsbeschrijving

Marleen
Als een politicus dus voldoende stemmen gehaald heeft, komt diegene in het parlement en vertegenwoordigt diegene de bevolking.

Anniq
En dan?

Marleen
Leg ik jullie uit!

Medegefinancierd door de Europese Unie

Accessibility

Algemeen

Dyslexie-
lettertype

Berichten
vergroten

Meer ruimte

Chat uitvouwen

Schermllezers

Chat
aankondigingen

Politiek

 Intro openen

 Voortgang wissen

1. Leven doen we samen 
De invloed die jij kan uitoefenen op
onze samenleving

 **Marleen**
heeft zojuist geplaatst  4

Hoi daar!



^ Beeld- en geluidsbeschrijving

Marleen staat in een ruimte die uitkijkt
over Den Haag.

Ze begint met vertellen: Hi! Ik ben
Marleen de Rooy, en ik ben politiek

Schooltv

Targetgroup & test

Targetgroup & test

- User tests, focus groups with kids
12-16 yrs/age



Targetgroup & test



- Graded with 7,88 / 10
- Interactive elements
 - Especially poll
- Engagement
- Gamification



Schooltv

Learnings

Learnings

- **Chat** is **very suitable** for themes like Media Literacy (like AI) and topics including discussion like Politics
- **Chat** contributes to **accessability**
- **Interactive** elements create more **engagement** than text or video
- Teachers want **more control** over use chat, **teachers tool/edition**

Schooltv



Questions?



ntr:

