



Universiteit Utrecht

Onderwijsadvies & Training

Digital Creativity with Media Assignments

Dr. Anouk den Hamer

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Who am I?

Educational Consultant & Trainer at Utrecht University

- Workshops to Teachers and Students
- Research on Didactic Value (Knowledge Dossiers [Videos](#) and [Podcasts](#))
- Focus Groups

Media assignments – Dr. Anouk den Hamer

Who are you?

Teachers

AV-support staff

Educational consultants

Other



Video and Podcast Assignments

Benefits of media assignments

Research Shows:

1. Enhanced Engagement
2. Encouragement of Creativity
3. Real-World Relevance
4. Critical Thinking and Analysis

New Thinking, Deeper Learning



"A podcast is a very good way to inform an audience informally. You really need to think differently (since you're used to a lot of academic writing). But this is a good thing, because in the end you have to master the knowledge in such a way that you can explain it in a fun/easy/understandable way."

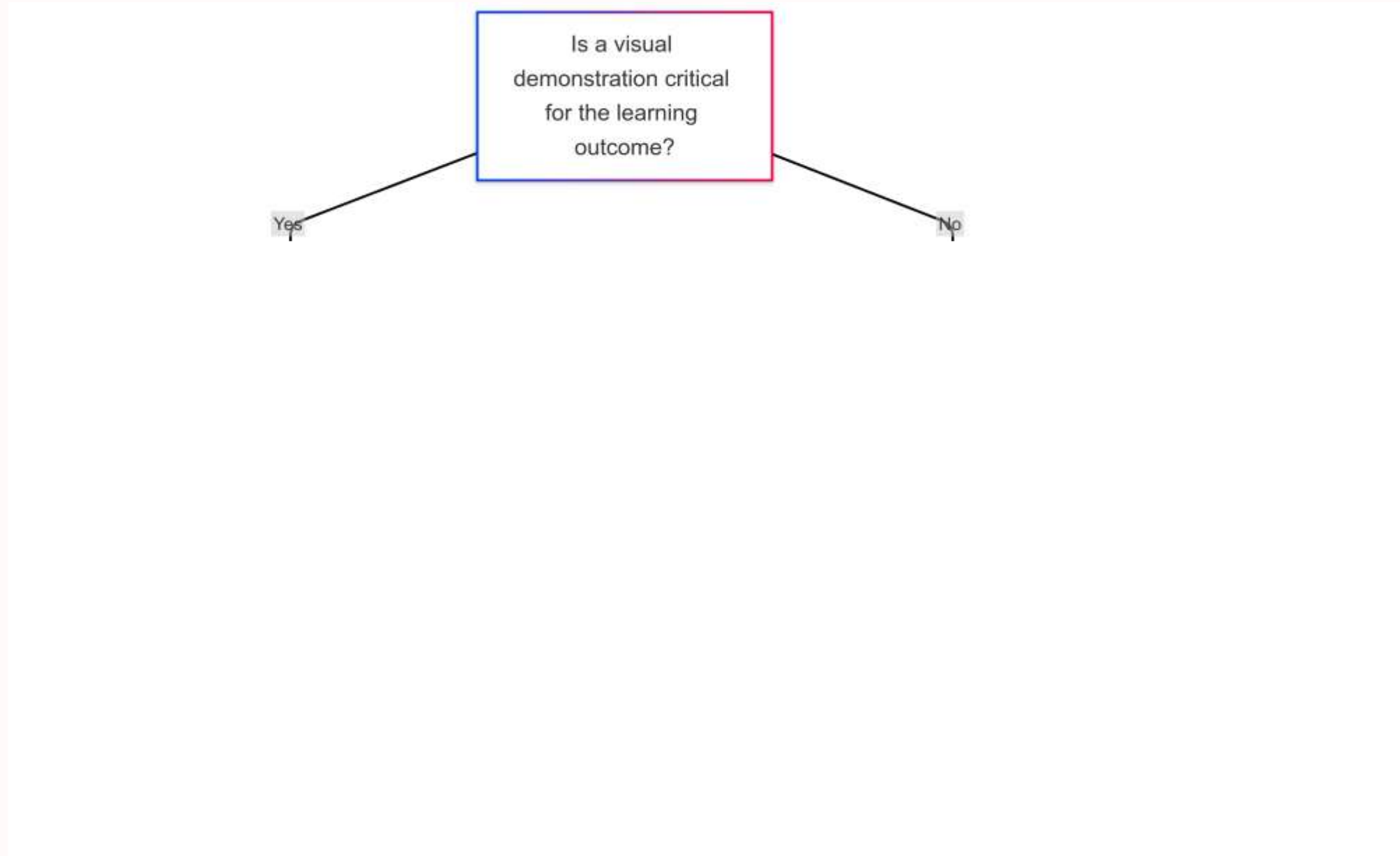
Challenges

1. Time and Resource Constraints
2. Technical Challenges
3. Balancing Creativity with Academic Rigor

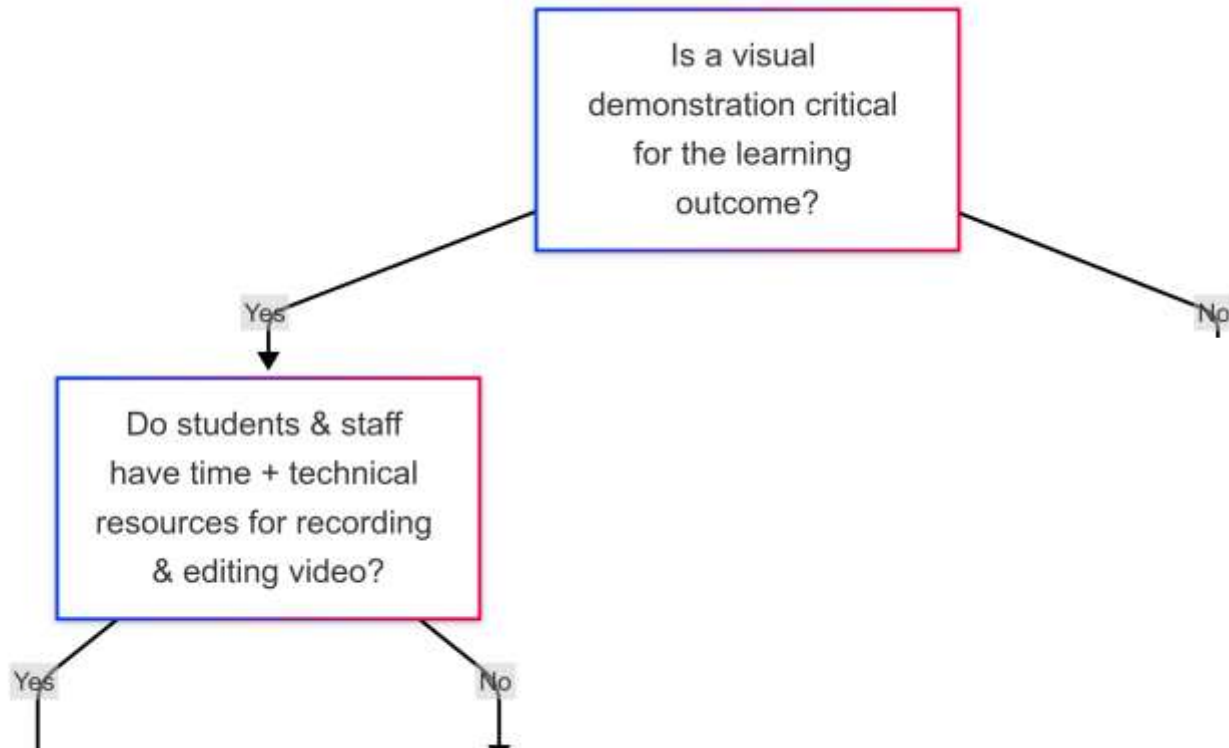
Don't use it because you can, but because it adds didactic value!



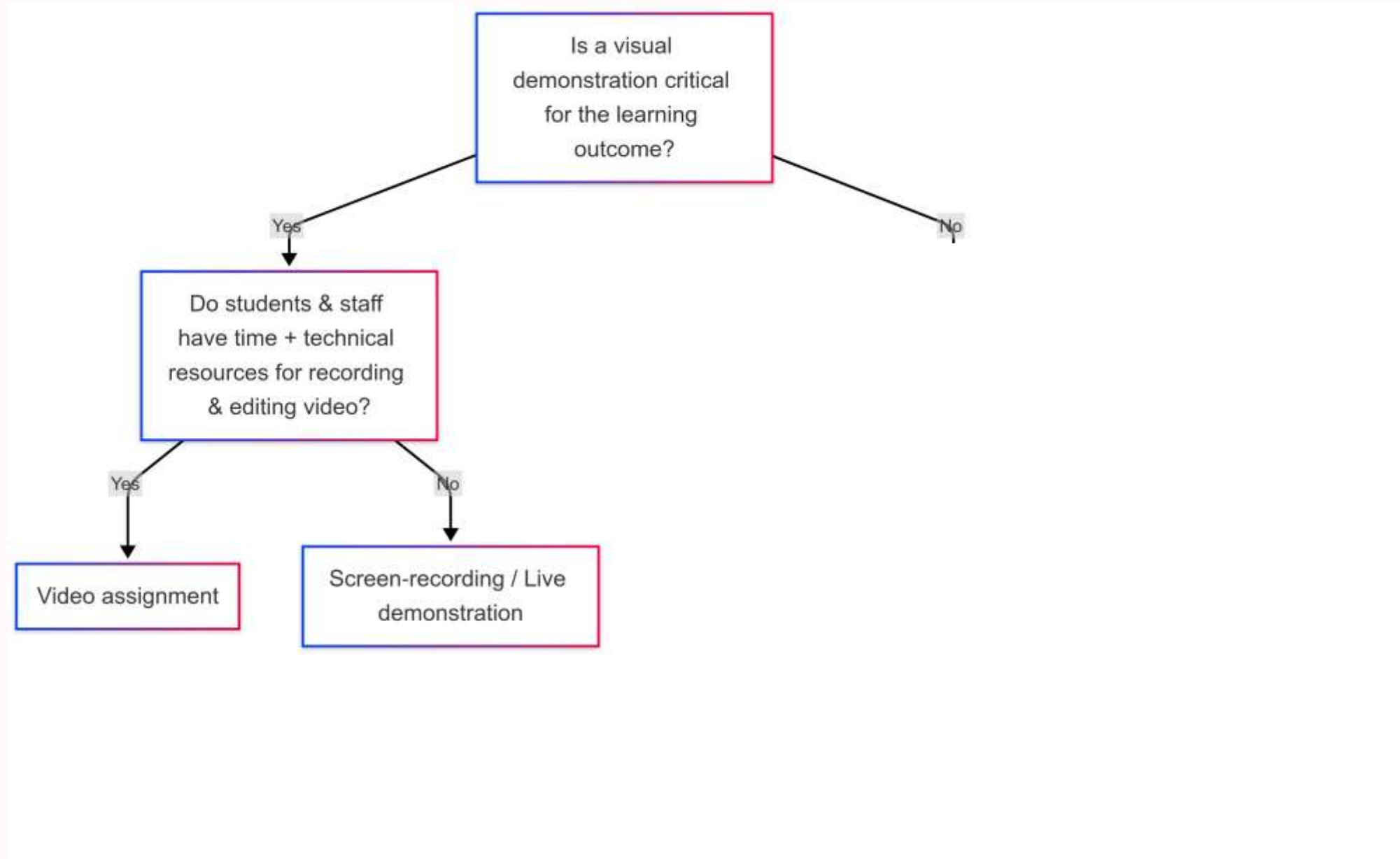
Decision Tree: Which Medium?



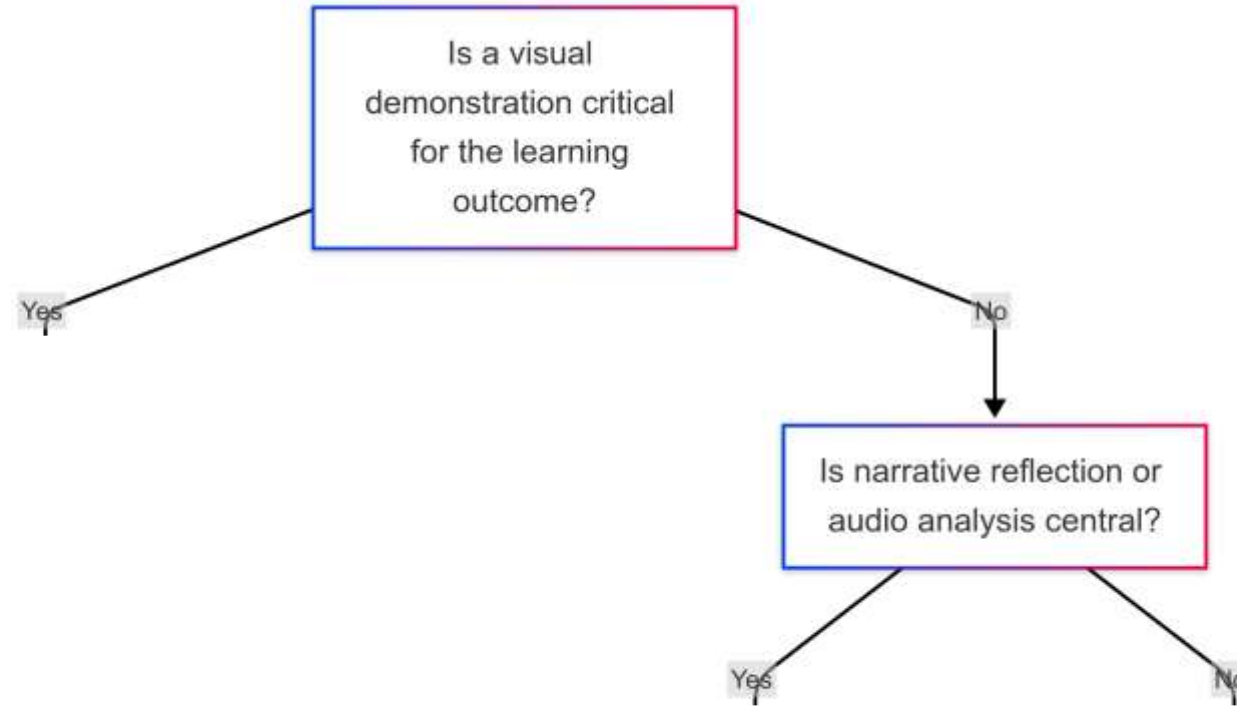
Decision Tree: Which Medium?



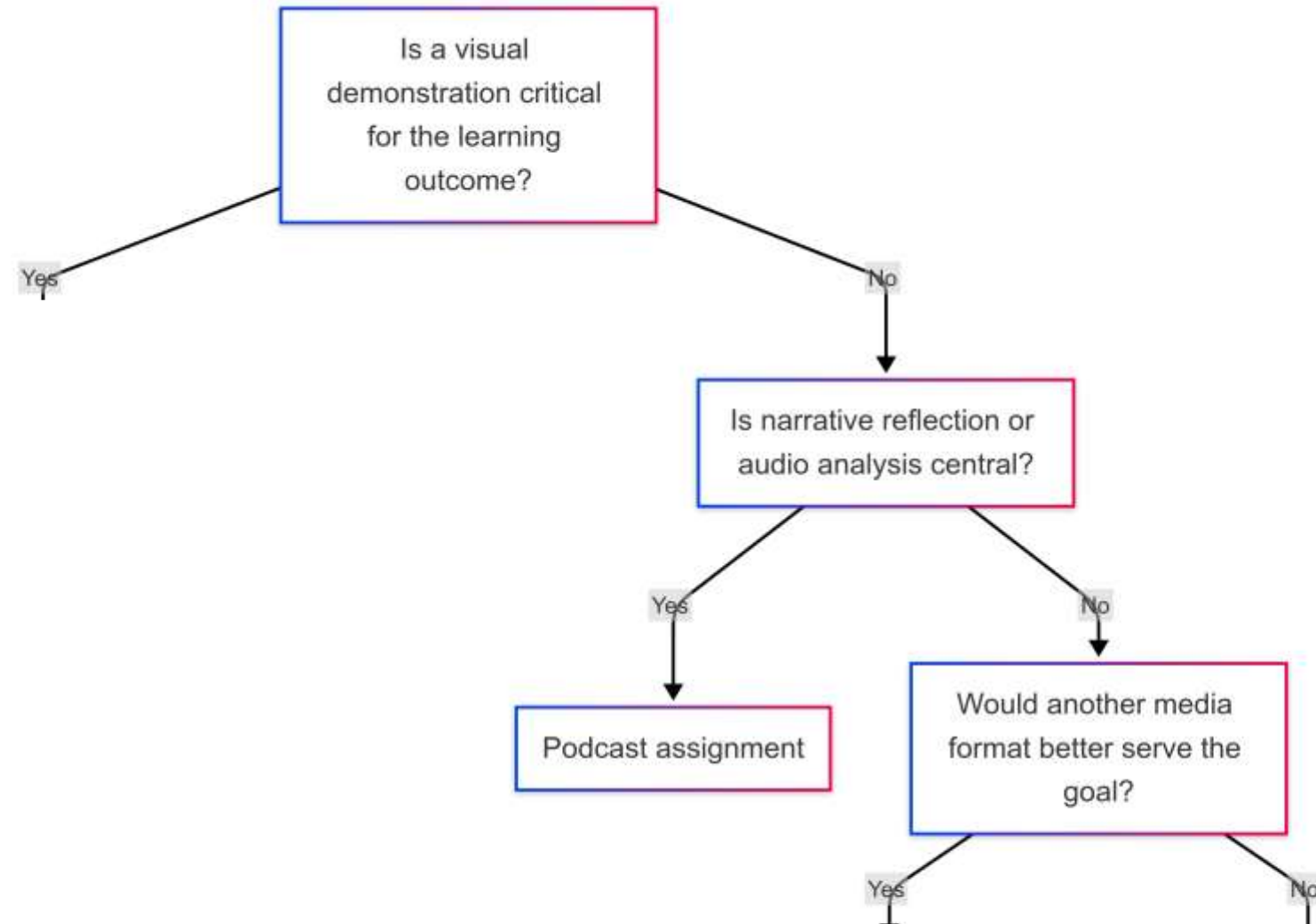
Decision Tree: Which Medium?



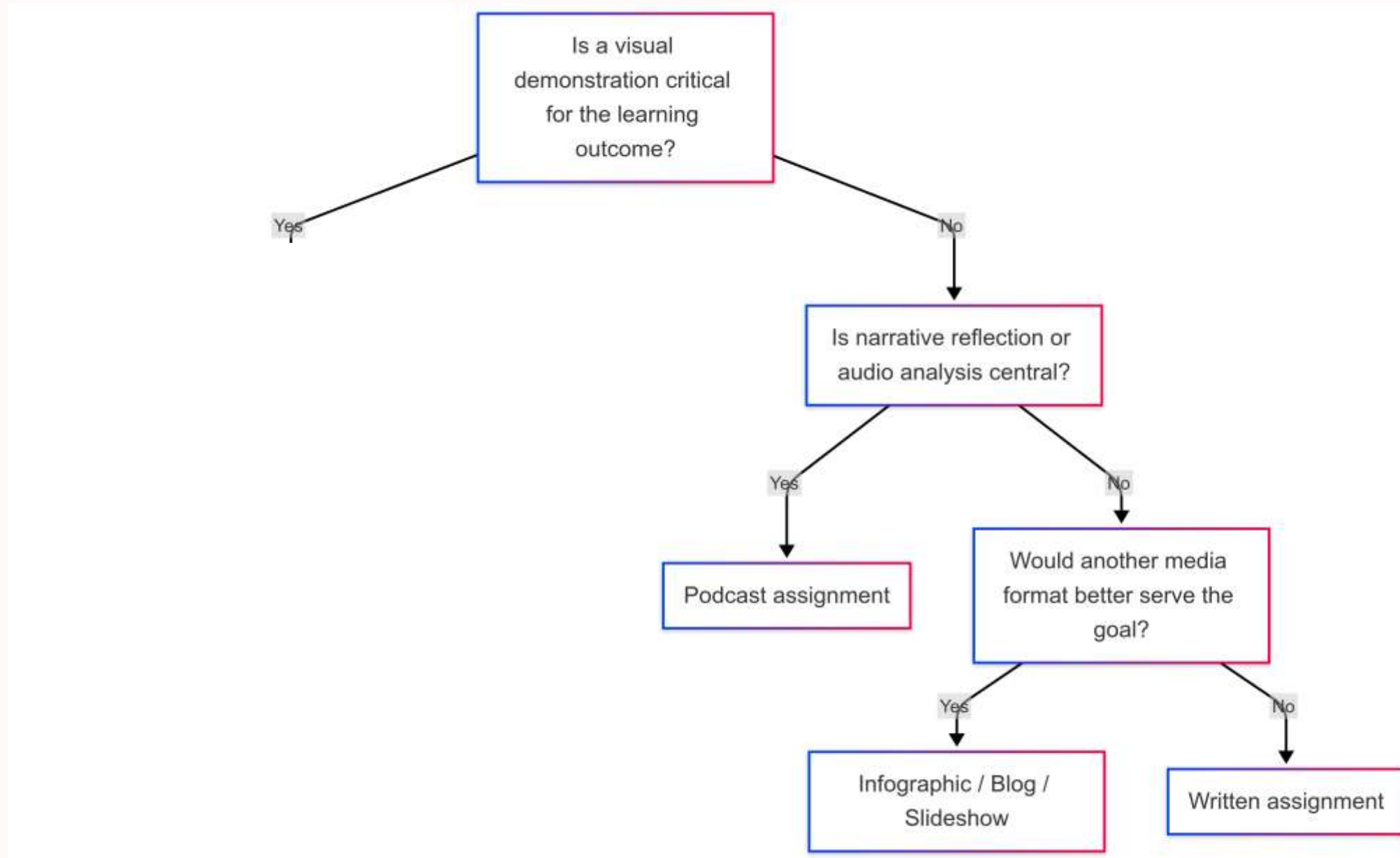
Decision Tree: Which Medium?



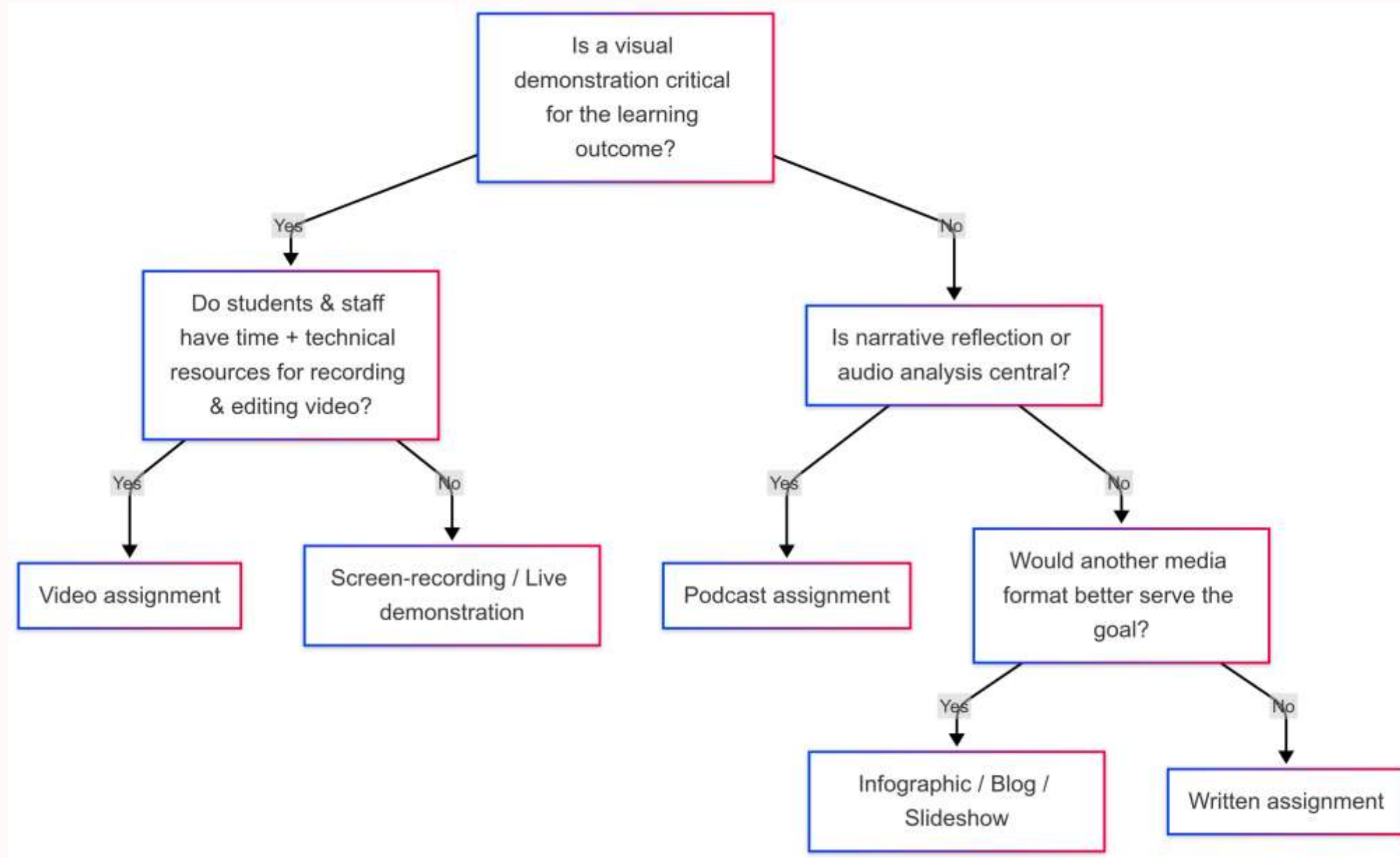
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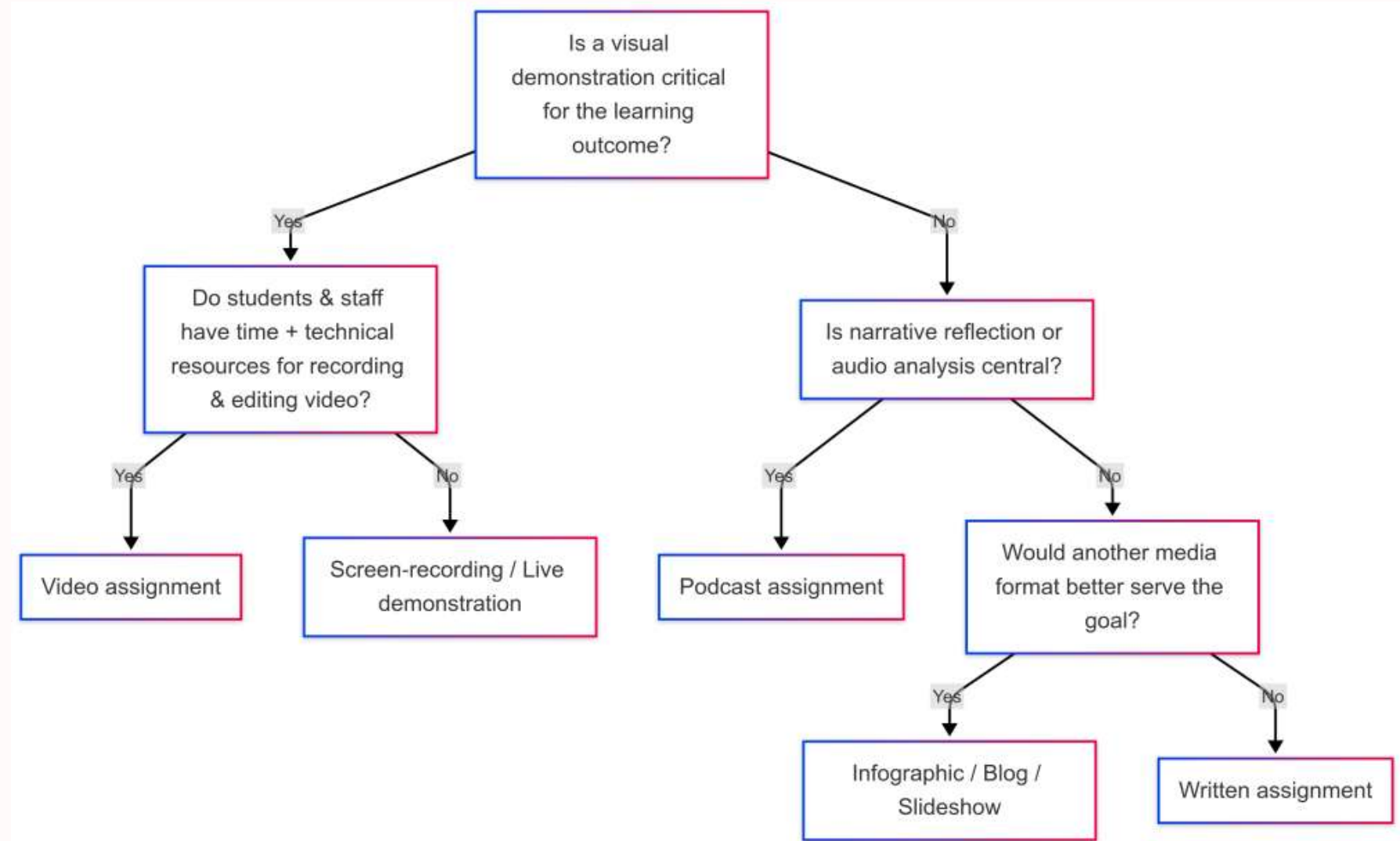
Decision Tree: Which Medium?



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Scenarios



Video or podcast?

1. First-year students have to explain how our campus could cut single-use plastic
2. Second-year psychology students have 90 seconds to explain what a growth mindset is to incoming freshmen
3. History students need to compare the Berlin Wall with today's US-Mexico's border wall

Guide for Teachers - Designing effective media assignments

1. Start with the Learning Objective
2. Set Clear Expectations - Provide a Rubric ([examples rubrics](#))
3. Timing of the Assignment
4. Be Aware of the Time Investment

Considerations for AV-Support Staff

1. Simple Tech Guides – Examples from our University: [Podcast studio tutorial](#), [Creating a video with a smartphone tutorial](#)
2. Smart Booking & Kit Pick-up
3. Short Training Sessions
4. Fast Help when Things Break

Considerations for Educational Consultants


1. Start with the Learning Objective
2. Go over the Decision Tree together with the Teacher
3. Content over Aesthetics
4. Offer Support

More information

[Knowledge dossier on podcasts](#)

[Knowledge dossier on videos](#)

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Educational Development & Training

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Podcasts in your education, how to do it

Listening to stories, interviews, or brushing up on your knowledge, using a podcast is very common nowadays. Both the availability and the use of podcasts have greatly increased in recent years (Petit & Cuenen, 2022). And podcasts have also been in use in education for some time. In what manner is this done, and why would you want this as a teacher? Where do you start, and what challenges might you encounter? Educational consultant Anouk den Hamer dove into the world of podcasts in education and made an overview for you.



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Sharing science,
shaping tomorrow