
MEDIA & LEARNING CONFERENCE

The True Learner is the Producer

10+ Years of the EDIT Video Challenge

Janne Länsitie
Oulu University of Applied Sciences
janne.lansitie@oamk.fi



Lesson: Technology still needs a human guide. ...and people need guidance with technology.



Confidence Over Hardware



The Guidance Mandate

Modern reality

"A broadcast-ready studio sits in the palm of every student's hand. But where does the real message and education start?"

The transition from complex machinery to omnipresent pocket devices. While recording and sharing has become frictionless, the cognitive demand for authentic, human-centric storytelling has the same need as before.



The Human Spark

Lesson : Authenticity and Human connection is the true content



Human Connection

The most impactful and lasting videos are built upon genuine collaboration, absolute vulnerability, and authentic insight.



The AI Limitation

While generative AI can streamline workflows, clean audio, and automate logistics, it consistently misses the organic "human spark" that links a team to its audience.

Favourite videos

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Who is the true learner here?

Where does the real pedagogical value lie?

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[Inside of Emptiness](#)



[Take Care of Yourself](#)

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Who is the true learner here?

Where does the real pedagogical value lie?

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The real pedagogical meat is the collaborative negotiation and knowledge processing that happens behind the camera, and the meaning is shared in the format of video.

Substance vs. Show

Lesson: Entertainment vs. Education. Substance vs. Show



The Glamour Distraction

Exceptionally polished visuals or highly immersive narrative hooks can easily distract observers from underlying pedagogical goals.



Pedagogical Primacy

Both production crews and academic juries regularly fall into the trap of prioritizing high entertainment value over educational depth.

// "How do we evaluate pedagogy of videos?

What are we focusing on?

*How do we train ourselves to see past the
surface to evaluate the actual learning process //
or impactful teaching?"*

Screening



[RUN](#)



[TENSE](#)

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The Jury Blindness Trap

Consider how easy it is to reward beautiful visual filters, cinematic transitions, and crisp editing, while accidentally penalizing a highly profound educational concept with low fidelity.

And vice versa – if the quality of production is low or lacking expectations, profound content can easily be dismissed due to poor packaging.

Lesson: The price is right.

Meaningful educational innovation does not require a million-euro budget. The EDIT challenge has operated successfully for 10 years entirely without massive external funding.



Scaling to BIP

By relying on the sweat-equity, passion, and dedicated time of participating instructors and universities, the challenge has grown directly into Erasmus+ Blended Intensive Programs, starting 2022 in Lintz and reaching Cluj in 2026.

