

Why should we consider **shooting technique** also as a factor when constructing non-verbal educational videos online?

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Introduction

Previous studies

So far, studies have discussed what is non-verbal education, how to set up a standard to understand nonverbal communication, how it should be related to textbooks and from what field we can choose those educational materials. Quantitative studies for measuring constructing plan of videos including non-verbal communication hadn't taken place systematically yet in this field.

Purpose of study

This study will focus on examining relationship between factors applied by nonverbal shooting techniques and user responses to acquaint significant result when constructing educational videos.

Research method

An object of study

Hit, likes and emotions in replies offered by students accessing Korean education contents on Youtube.

Materials

10 videos on Youtube including not only official videos from Sejong-hackdang, Korea Cyberschool, Talk to me in Korean, but also popular Youtubers like Korean Nammae, sweetandtastyTV, Koreanenglishman, Dave, B.I.G, Learn Korean with class101.com.

Procedures

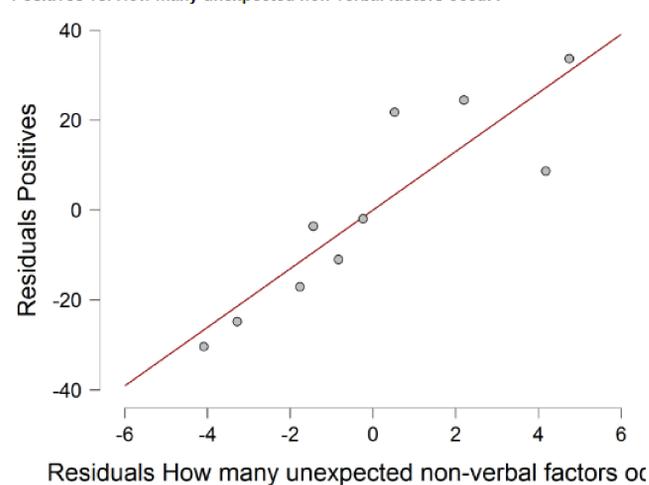
1. Number of hits, likes was noted on 5th Dec. 2020
2. Replies on Youtube were crawled and distributed into three emotions – positive, neutral, negative-
3. The responses above were analyzed with linguistic and non-linguistic factors of video above.

Smiles, Shot change, Take-ups of other contents, Brightness, Color, A number of non-linguistic factors, Take-ups of non-linguistic factors in the video, when the non-verbal factor begins, How many unexpected non-verbal factors occur, How many nonverbal trials happened to support logics, Hits, Likes, Dislikes, Number of comments, Positives, Neutrals, Negatives, Response variety.

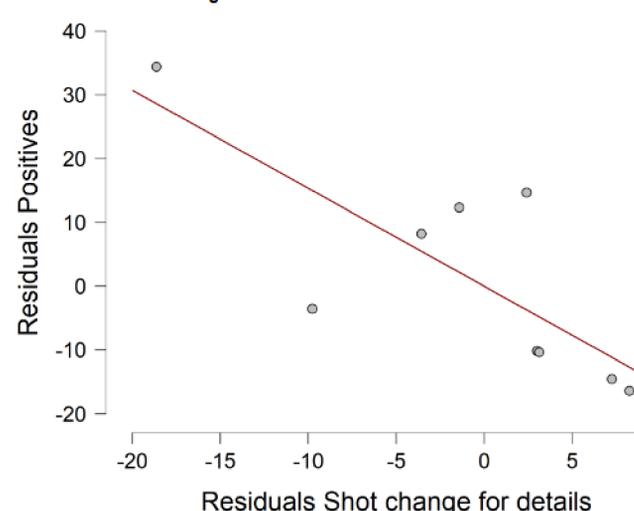
Results

Partial Regression Plots ▼

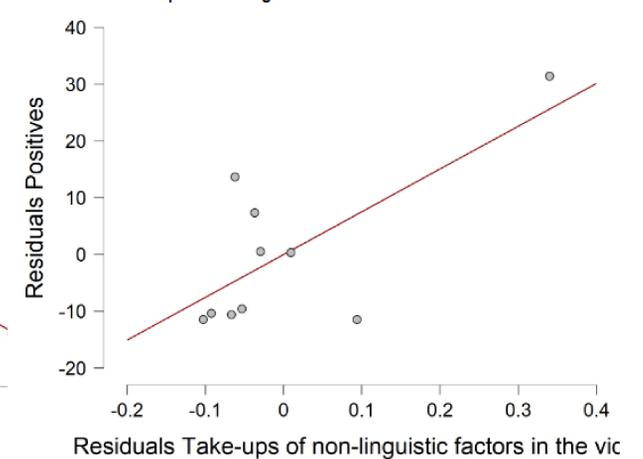
Positives vs. How many unexpected non-verbal factors occur?



Positives vs. Shot change for details



Positives vs. Take-ups of non-linguistic factors in the video ▼



Descriptive Statistics shows that **Positives** significantly predict the three models with $R^2 = 0.808$, $p < 0.05$. The model predicts 8% of the variance in the non-verbal influence of shooting technique. **The numbers of unexpected non-verbal factors, shot change for details, and take-ups of non-linguistic factors in the video significantly contributed to the model ($p < 0.05$)** with the standard coefficient of - 1.080, - .1505, 1.016.

Conclusion and Discussions

- ✓ Different from what this study had anticipated, hits and likes were not conducive to the result. It was positive response only that was affected by shooting technique employed. **It indicates positive response is significantly affected by intention of the video maker solely.**
- ✓ Smiles that was not defined to be truthful to users and simple take ups of K-drama did not contribute to the overall correlativity.
- ✓ Also, independent variables which was not elucidated its relativity with object of the video ramped up the significant level, which means the videos are not only affected by shooting skill but other expression skills utilized in the video.
- ✓ This study expects those can be target language fluency of the teacher and whether or not the video is in the middle of major user's discourse, or need, which will enable to sharpen this study and enable it to reach to higher significant level.