



CREATING MICRO-LECTURES

for MACRO IMPACT

Micro-lectures are audio or video recordings on a tightly defined topic, no more than 1–2 minutes long.

The popularity of micro-lectures continues to rise—particularly among millennial students—due in part to its ease of use and ability to encourage and sustain learner motivation.

Micro-lectures can be used before class to introduce a topic and its relevance, during class for psychomotor skill instruction, after class to reinforce learning, or for just-in-time training in the field.

TIP

For advice on recording, editing, and publishing your micro-lecture, contact your IT department.

Additional Resources

Keller, J. M. (1987). Development and use of the ARCS model of instructional design. *Journal of Instructional Development*, 10(3), 2-10.

Kozikoglu, I. (2019). Analysis of the studies concerning flipped learning model: A comparative meta-synthesis study. *International Journal of Instruction*, 12(1), 851-868. Retrieved from <http://search.ebscohost.com.library1.unmc.edu:2048/login.aspx?direct=true&db=eric&AN=EJ1201225&login.asp&site=ehost-live&scope=site>

How to create your first micro-lecture

1 PLAN

- » Select a topic.
- » Decide when it should be viewed.
- » Define the purpose.
- » Gather equipment and images.

2 WRITE

- » The average person speaks 125-150 words per minute, so make sure your script is no longer than 300 words.
- » Apply the ARCS model of motivation:
 - » **Attention** – use humor, conflict, or real-world examples
 - » **Relevance** – link to a previous experience and explain how it will help with a current issue or be useful in future practice
 - » **Confidence** – provide learners with objectives and choices
 - » **Satisfaction** – plan for immediate application of material and consider using praise or incentives for completion

3 RECORD

- » Be aware of your surroundings (visual and audio) and remove distractions.
- » Use a university-supported software (UNMC's is Echo360 Universal Capture).
- » To reduce ambient noise, consider using a headset or a recording booth when creating the audio.

4 EDIT

- » Use video editing software (like Echo360) to create section headers, transition effects, and labels, as well as remove interruptions or errors.
- » Add royalty free music and content.
- » When creating a micro-lecture series, use your first video as a template.

5 PUBLISH

- » Save the micro-lecture to your personal library.
- » A link can be generated or an .mp4 downloaded to share with your learners.



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