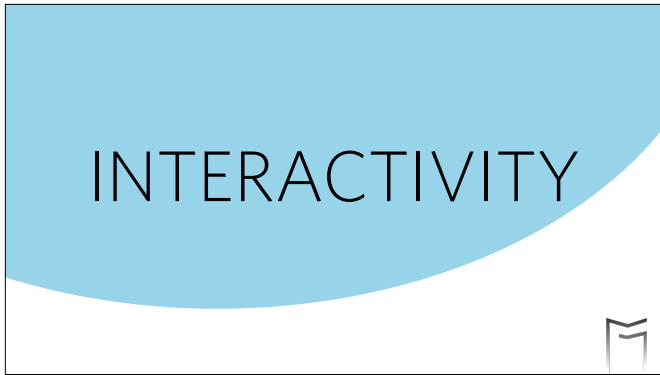


INTERACTIVITY



Interactivity is when input from the user and their participation is an element of a multimodal project. For example, a clickable animation, video games and web-sites, all have interactive elements in which the system will respond to a user's actions.



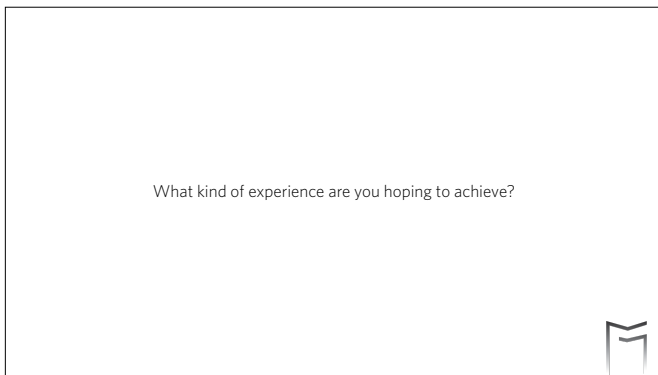
Multimodal projects with interactive components encourage viewers to be actively engaged with the content, instead of sitting and watching passively. Sometimes a user will even generate content, such as in Second Life, Instagram or Wikipedia.



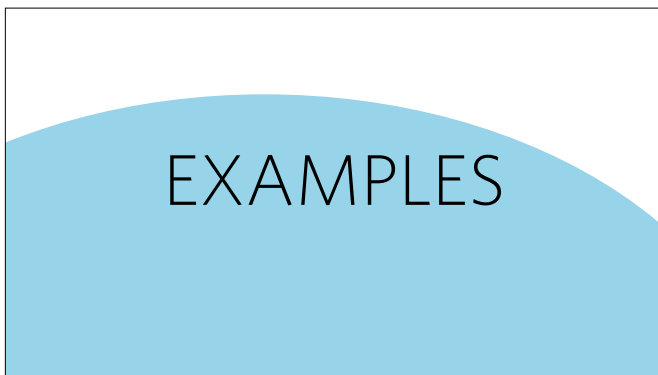
Because a viewer can make decisions about where they want to go and what they want to see, when they want more information or when they wish to skip ahead, if they wish to add or delete, and so on, this can make it difficult to predict the viewer's experience. As a result, you need to plan for various responses when making the project.



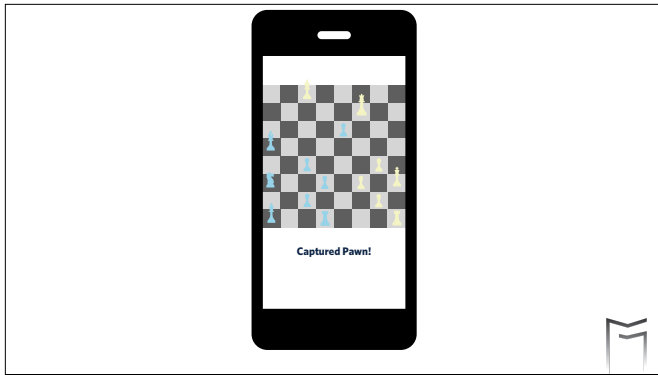
Interactive projects can also contain back and forth communication between the maker and the audience, between audiences, or even with the software program and a viewer's statistics. For example, a web-site algorithm can respond to the geographic location registered in a participant's ISP, and can make something on the page customize depending on where they are. Therefore communication of elements happens in obvious, as well as sneaky -ways.



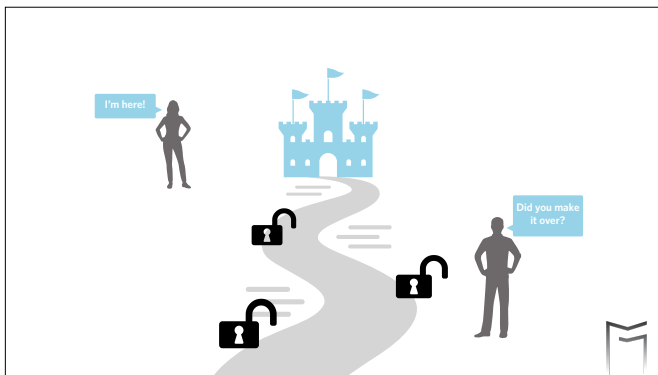
Using online interactive platforms you are able encourage activity from the viewer. But you need to ask yourself, what do you wish to communicate and what kind of experience are you hoping to achieve?



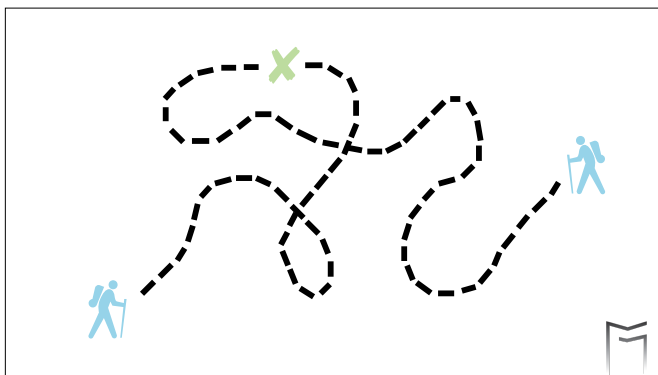
Recognizing what your specific goals are will inform what platform you use, and help you organize it. The following are examples of the ways one can create an interactive project.



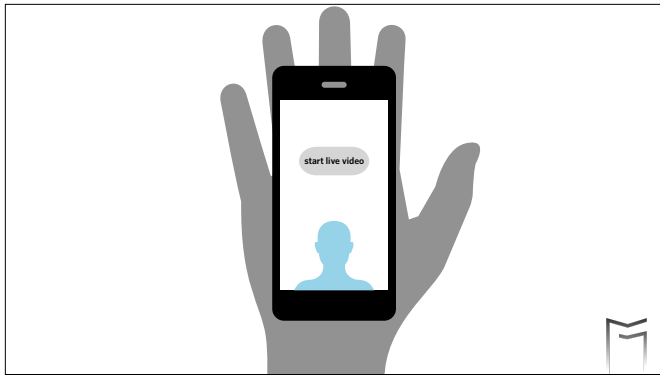
Gamification is an interactive way to engage with others in a challenging immersive experience. For instance, there are various mobile learning games catered for students, young and old, to learn while having fun. These eLearning applications often have gamification characteristics such as collecting points, time limits, and competition.



Games can be effective at creating a narrative that goes through a journey of challenges, rewards and feedback in a controlled environment. This can translate to higher engagement, motivation, and better knowledge retention.



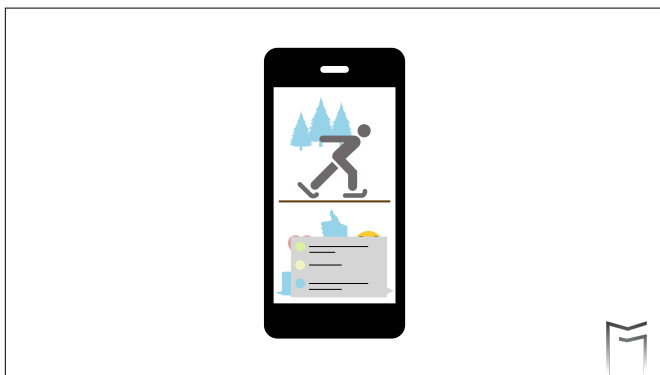
A complex subject can be changed into a fun game to capture attention, improve the speed of learning and practice problem solving in a relaxed environment. Individuals are able to go at their own pace and competitiveness can motivate or facilitate interaction between players.



Another user friendly form of interactivity that you have probably used is social media. With increased media in our lives, online platforms have been shifting and changing parallel to how we have been using it. One current strategy to interact digitally is to go 'live'.



Many digital platforms such as Instagram, Facebook, Twitch, Youtube and LinkedIn connect you to audiences in real time.



As a result, self-broadcasting has become easily accessible for many, through just our cellphones, tablets and laptops. The ability to create community through live comment discussions and polls during a stream allows others to communicate with each other and give immediate feedback to the broadcaster. This makes the moment effective and engaging. Because of this, you able to respond or make changes in real time. Because it records it into a file format, you can archive it and playback the live stream repeatedly.

Tips

- Keep context **clear** and **reiterate** or have information in the caption
- **Promote** or let people know ahead of time when the event will be
- **Engage** with your audience
- Have a neutral background, stable **wifi** and **setup** for your device
- **Collaborate!**



Before streaming live, here are some tips to keep in mind are to; 1) keep the context clear and reiterate or have information in the caption to help identify what is going on for audiences that join in late, 2) let people know ahead of time when the event will be so that people can plan accordingly, 3) engage with your audience, read comments and answer questions as this is one of the benefits of live streaming, 4) have a neutral background, stable wifi and setup for the device you will be using. This is important as it can appeal or discourage viewers! And finally, 5) Collaborate! Whether you invite experts or guests, it is a way to expand your knowledge and can attract a bigger audience.



MULTIMODAL PROJECTS



THE UNIVERSITY OF BRITISH COLUMBIA
Teaching and Learning Enhancement Fund 2018-2020

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