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Panopto Video Platform: Product Review

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Panopto

Tool: Panopto Video Platform

Product: Panopto

Company: Panopto – Website <https://www.panopto.com>

Pricing information: Contact the company to explore options.

<https://www.panopto.com/contact-us>

Pedagogical Framework

Educational videos enhance the learning experience for students regardless of the delivery mode. Recording short videos or audio by the instructor allows them to present themselves as real people, adding instructor presence. On the other hand, one study by Lowenthal et al. (2022) found that students like video because they think it helps establish the instructor's social presence and perceived learning. One of the greatest challenges in online education is showing a real connection with students and creating substantive interactions. In this regard, studies over the past two decades have provided valuable information on how instructors can increase their online presence using the Community of Inquiry Framework (COI). This framework describes the importance of creating a deep and meaningful learning experience through developing three presences: social, cognitive, and teaching (Garrison, 2024). Using video platforms allows instructors to enhance the three presences in the online classroom since it is an effective way to connect with students, deliver content, and improve the educational experience. The literature on using videos (Polat, 2023; Stull et al., 2021), has highlighted several benefits in online education for instructors and students: enhanced learning experience, student engagement, learner satisfaction and achievement, control over the learning process, flexible/personalized learning, knowledge retention, reduced barriers to learning, increased

instructor presence (Jiang et al., 2022; Li, 2019; Panopto, 2024; Polat, 2023; Scholtenhuis et al., 2020).

Tool Review.

A tool for on-demand video sharing that has shown to be successful for faculty and students is Panopto. Panopto is an online video management platform that is geared towards education and training and can integrate easily with different Learning Management Systems (LMS) such as Blackboard, Canvas, Brightspace, etc. Panopto provides a variety of educational features. These include mobile streaming, live streaming, video sharing, video search, quizzing, auto-generated captioning, video assignments, video editing, and more. Panopto's integrations provide the ability to easily embed videos in any LMS content editor by setting the right sharing permissions.

Panopto provides a robust and scalable cloud-based storage solution. Panopto used to provide unlimited storage, but due to the increased costs of cloud storage, they now offer limited storage that can be managed by created hours(recordings), stored hours(uploads), and archived hours. To help institutions more effectively manage contracted storage, Panopto implemented retention policies. Panopto's administrators can modify and apply these retention policies to specific content in Panopto.

Panopto offers an easy way to record videos. Users may use the web recorder also known as Panopto Capture or the Panopto desktop application available for Windows and Mac users to record videos. Alternatively, users may upload videos to Panopto that have already been created or recorded on a different device or platform.

Panopto offers mobile streaming capabilities. Students may stream and even record/upload videos from their mobile devices using the Panopto mobile application that is available for Android and iOS (Apple) devices.

Panopto provides an easy-to-use graphic user interface, this gives students the ability to stream videos at their own pace and convenience, turn on captions, search for content within a video, create notes, and bookmarks. Besides streaming videos, students can create Panopto video assignments. They can explore creating videos in Panopto and turning that in for an assignment such as a video presentation, group project, etc. In essence, Panopto can transform the way students learn and study, making the educational experience more engaging, effective, and accessible.

Panopto provides different benefits for creators(instructors). To mention a few, creators can edit videos using Panopto's non-destructive editor. This means that any edits can be reverted to the original stage without having to work with copies of the same video. Panopto also generates automatic closed captions. These captions can be edited by the video owner to ensure 100% accuracy. Video owners can adjust sharing permissions to embed videos in multiple courses or locations.

Video analytics are available to creators(instructors) at the session and folder level. There are three graphs available:

1. The **views and downloads graph** shows the number of views and downloads. unique viewers are the number of unique people who have accessed this video, and minutes delivered is the number of minutes streamed and downloaded combined for a particular video session.

2. The **viewer engagement graph** details the views and interactions a video session has had, the type of interaction (Views, Comments, Notes), and at what point in the video session it occurred.
3. The **top viewer graph** lists the top viewers of the video session and can be arranged alphabetically for viewer or by the number of views and downloads, minutes delivered, average minutes delivered, percent completed, notes, and comments.

Panopto's support team is very responsive, as an administrator, you will get access to a support portal where you can create support cases. Their response time is very quick, and they always provide excellent suggestions. Panopto is also constantly releasing new updates and features to address requested client features and fix issues.

Pros

- Audio and video hosting
- Video organization/structure
- Easy to record and edit videos (non-destructive video editor)
- Video analytics
- Privacy features for secure streaming
- Web browser recorder and desktop applications for Windows and Mac users
- Mobile application for Android and iOS devices
- LMS integration
- Integrations with Zoom and Teams

- White-label video player
- Responsive technical support
- Constant release of new features and enhancements

Cons

- End users may experience issues with sharing permissions if these are not configured properly by the owners of content
- End users may experience issues with third-party cookies depending on their web browser settings
- End users may experience some limitations for doing advanced editing

Recommendations and Best Practices for Instructors

Panopto is a video tool that can be integrated into any LMS for online classes and web-augmented learning and meets accessibility standards and Universal Design for Learning (UDL). Instructors can record instructor-presence videos (IPV) (overview videos, wrap-up videos or response videos to address class discussions or provide feedback) and lecture and demonstration videos (Stull et al., 2018).

Panopto videos can introduce the unit, present an example, pause for an interactive activity, present major points, and summarize major points. Students can benefit from having an instructor's video in announcements. We must consider that announcements are not only useful to send reminders about assignments, but also to discuss previous topics, provide feedback, or highlight key concepts.

In the flipped classroom, creating Panopto video lectures for the online part of the course allows students to prepare for the in-class activities, where they will engage in active learning.

Best Practices

To effectively use Panopto for recording and managing video content, here are several best practices:

- Use Panopto Capture to record your videos within the Panopto folder in your course. It is as simple as clicking Create. You may record it as many times as you need.
- Keep videos short. Aim to keep videos under five minutes.
- If video lectures are longer than five minutes, try to make them less than 12 minutes long, but no longer than 20. Panopto allows you to trim a video in the editor.
- To effectively chunk long lecture videos, aim to have 10–15-minute video segments to keep student engagement and facilitate retention of information.
- Incorporate active learning after each chunk or segment. Panopto allows you to create quizzes, edit them, and view quiz results.
- Add automatic captions to a video. Panopto's captioning includes 21 languages such as Spanish, German, French, etc. Captioning videos is essential to meet accessibility requirements and is helpful for non-native speakers. You might have to edit them, but this feature is straightforward to use.

- Ensure students have access to the videos to avoid each student asking permission to view the video. If you are sharing the video in your course on the LMS, select: Your Organization – Anyone at your organization can find and access.
- Embed videos in weekly or module folders.
- Recommend students to respect content and not to share video links or content outside your course without permission.

Recommendations and Best Practices for Students

- “My Folder” is a student’s personal area in Panopto. It is private and can be used to record videos for assignments.
- Provide instructions for students about how to record a video in Panopto, how to share and how to add captions.
- Recommend students to use a headset or external microphone for better audio quality.
- Advise students to properly cite or give credit to other authors to avoid plagiarism.

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