

# DESIGNING ACTIVE LEARNING ONLINE WITH H5P

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## ACTIVE LEARNING

"anything that involves students in doing things and thinking about the things they are doing" (Bonwell & Eison, 1991)

## H5P (HTML 5)

H5P is an online content management creator that makes it easy to make interactive activities and embed them into Canvas, without any html knowledge (h5p.org)

## Setting: Online Asynchronous Classes

- Problems:** (\* averages taken from current Spring 2022 online classes)
- Students aren't attending (\*less than 39% watch lecture videos)
  - Students aren't reading (or comprehending) assignment instructions (\*more than 20% are losing points for not following basic rubric expectations)
  - Canvas can be cumbersome to design

**Solution:** Avoid "t;dr;" trap by designing content for active learning. Use H5P to design activities for active learning online. H5P has over 38 content types available. Embedding these activities in Canvas can help with (1) design, (2) instructions, and (3) feedback:

## 1) DESIGN

Improve appearance, access, and navigation of information on canvas pages and assignments.

## 2) INSTRUCTIONS

Guide students to actively read and participate in course instructions.

## 3) FEEDBACK

Provide self-check knowledge opportunities which are scaffolded directly into the pages on Canvas

## Research Questions about H5P

### 1 Student Perceptions

How do students perceive the design of H5P compared to alternatively designed Canvas Pages without H5P?

### 2 Incentives & Outcomes

How will student outcomes compare with and without H5P activities? Are external incentives (e.g. participation points) necessary to make any benefits of using H5P come to fruition? Does it make a difference if H5P activities are embedded directly in canvas pages or created separately as assignments?

### 3 Alternative Technologies

How does H5P compare to using other available technologies, such as Canvas Studio (which allows student-to-student interaction via comments)?

## References

Bonwell, C. C., & Eison, J. A. (1991). Active learning: Creating excitement in the classroom (ASHE-ERIC Higher Education Rep. No. 1). Washington, DC: The George Washington University, School of Education and Human Development.

H5p.org (n.d.). H5P Content Types and Applications. Retrieved from <https://h5p.org/content-types-and-applications>

## Where to Find H5P Examples

Pressbooks — search the "directory" and then under the filters section select "Min 1" for H5P activities

eCampusOntario H5P Studio — Catalogue retrieved from <https://h5pstudio.ecampusontario.ca/>

Some examples of H5P Content Types, which can be used to...

Design	Remember	Understand	Apply	Analyze	Evaluate	Create
Image Slider Image slider	Image Hotspots image with multiple info hotspots	Accordion vertically stacked expandable items	Interactive Book courses, books, or tests	Course Presentation presentation with interactive slides	Memory Game classic image pairing game	Crossword puzzle crossword puzzle
Drag the Words text-based drag and drop tasks	Sort the Paragraphs set of paragraphs to be sorted	Quiz (Question Set) sequence of various question types	Summary tasks with a list of statements	Flashcards stylish and modern flashcards	Branching Scenario dilemmas and self-paced learning	Image Juxtaposition interactive images
Documentation Tool form wizard with text export	Essay essay with instant feedback					

**Design and Feedback:** Below is an Interactive Lecture. You can embed most H5P activities (with feedback) into the slides, and at the end, students will see a summary of their progress. There is also reporting available in Canvas to see student performance.

### Design and Instructions: Documentation Tool

Developing your Personal Brand

- Step 1: Identify your Target Audience
- Step 2: Determine your Vision and Purpose
- Step 3: Determine your Values
- Step 4: Determine your Passions
- Step 5: Determine your Goals
- Step 6: Determine your Brand Attributes
- Step 7: Determine your Strengths, Weaknesses, Opportunities
- Step 8: Determine your Competition
- Step 9: Identify Three Words that Best Describe You
- Done

### Essay (Score based on number of "keywords" used)

Breaking bad news can be tricky, so let's practice it. Read the following scenario, then write out a response. You can consider:

- Your relationship to the audience.
- Your purpose.
- Whether to use a direct or indirect approach.
- What details the audience needs to know.
- What tone to use.

Here's the scenario: You are on a committee that decides who should receive a prestigious \$5,000 scholarship named the Students of the Future award. This year, there were two outstanding applicants and the scholarship committee argued for weeks about who should get the award. Both had high grades, glowing recommendation letters, and an amazing service record. Eventually, the committee reached its decision. Usually, those who are not successful receive a form rejection letter, but because you were so impressed by the candidate, (whose name is Maria), you want to break the bad news by writing a personalized email.

Your goal is to break the bad news to Maria while still letting her know how close the decision was and how impressed you were by her application. You also want to suggest that she apply for two other scholarships: The Scholar of the Year Award and The School of Business Distinguished Student program.

Write your email below. Feel free to make up details (like what kind of volunteer work Maria has done). When you submit your response, you'll be able to see another possible response.

Hi Maria,

We gave the scholarship to the other applicant so you won't be getting a scholarship this year. But we were impressed with your volunteer work.

You should apply for two other scholarships:

- The Scholar of the Year Award
- The School of Business Distinguished Scholar program.

Thank you

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### Remember: Drag and Drop

Drag and drop the words listed below into the correct boxes to test your understanding of primary and secondary conversions.

Website Type (eCommerce)	Primary Conversion	Secondary Conversions
Purchase	Create account	Sign up for emails
Lead generation	Lead (Phone call or form submission)	Booking (e.g. hotel reservation)
Social Media	Create account	Click affiliate link
Affiliate marketing	Posting item for sale/Making a purchase	Create account

Submit

### Remember: Crossword Puzzle

Across

- How many times a person interacts with your content, reviews, likes, comments, shares, and in some cases, clicks (??)
- How many times a person interacts with your content, reviews, likes, comments, shares, and in some cases, clicks (??)
- How many times a person interacts with your content, reviews, likes, comments, shares, and in some cases, clicks (??)
- How many times a person interacts with your content, reviews, likes, comments, shares, and in some cases, clicks (??)
- How many times a person interacts with your content, reviews, likes, comments, shares, and in some cases, clicks (??)
- How many times a person interacts with your content, reviews, likes, comments, shares, and in some cases, clicks (??)

Down

- How many times a person interacts with your content, reviews, likes, comments, shares, and in some cases, clicks (??)
- How many times a person interacts with your content, reviews, likes, comments, shares, and in some cases, clicks (??)
- How many times a person interacts with your content, reviews, likes, comments, shares, and in some cases, clicks (??)
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### Remember: Memory Game

Uniform Resource Locator  
HTML  
Hypertext Markup Language  
Hypertext Transfer Protocol

### Understand: Sort the Paragraphs

An immersive mobile experience

The Facebook Instant Experience ad is an immersive mobile experience that allows businesses to tell their stories and showcase their products using full screen creative.

Put the steps for setting up an Instant Experience ad in Ads Manager in the correct order, beginning with the first step.

- Create a new campaign in Ads Manager
- In the Ad format section, select Single image or video, Carousel, or Collection
- Tick the box for Add an Instant Experience
- Click Choose a template and select Custom Instant Experience
- Name your Instant Experience
- Select and arrange the components that you want to add, then click Save
- Preview your Instant Experience, then click Publish

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### Understand: Image Hotspot

View the images below and determine what type of traffic it is an example of: direct, referral, or search.

1. URL  
Use types in "amazon.com" ("http://www.amazon.com" or "http://www.amazon.com" or "http://www.amazon.com" etc.) This is the URL for Amazon's homepage, indicating which webpage the user wants to display.

2. IP Address  
IP (Internet Protocol) is a standardized set of procedures for locating computers connected to the Internet and for transferring information from one computer to another.

3. Domain  
A domain is a name that identifies a specific computer or server on the Internet.

4. Subdomain  
A subdomain is a name that identifies a specific part of a website.

5. Protocol  
A protocol is a set of rules that governs how data is transmitted over a network.

6. Port  
A port is a number that identifies a specific application or service on a computer.

7. Path  
A path is a sequence of characters that identifies a specific file or directory on a website.

### Understand: Flash Cards (fill in the blank answers)

View the images below and determine what type of traffic it is an example of: direct, referral, or search.

1. Marcus clicks on an ad for SuperGuts he found while reading an article on NYTimes.com

2. Larry clicks on a link to rent a car from SuperGuts he found while reading an article on SuperGuts.com

3. Jack visits epic.com by clicking on a bookmark in his browser

### Design: Expandable Grading Rubric

Submission Requirements

(15 points) — Formatting

(5 points) — Visual Component

(40 points) — Insights/Content of Post

(20 points) — Consumer Behavior Theories

(20 points) — Feedback/Comment(s) to Students

### Instructions: Self-Checklist for Reviewing Grading Rubric Expectations

My post includes a custom title I attempted to make it attention-getting

Grading Rubric Checklist

To determine your chance of success with this assignment, complete the checklist below by choosing the statement that best describes your completed journal post. If you are unsure about any of these requirements, please reach out for help!

My post is all one paragraph

My post has an introduction, body, and conclusion. It has 3 paragraphs, and the body paragraph is really long.

My post includes a clear introduction, body, and conclusion. It has several paragraphs to break up each of my main ideas for easy readability. I also attempted to make my introduction attention-getting (e.g. ask a question, give an interesting statistic, tell a story) and tie it together with the conclusion for an effective and cohesive story.

My post has a few paragraphs, but there isn't really a clear introduction or conclusion.

### Design, Instructions and Feedback: Interactive Book

Landing Page Optimization with Wishpond

Read

### Background

Landing Page Optimization

GoPro Hero 8 Campaign

Kim's Camera Castle just hired you to help with its online marketing efforts. This is one of your first projects at Kim's Camera Castle, so you want to make your boss proud!

Its landing page for the GoPro Hero 8 is performing poorly and needs to be optimized for better conversions.

Within the last 30 days, the GoPro Hero 8 landing page has gotten around 100 unique visits a day and sold an average of 0.5 cameras a day. Your boss wants you to raise that average to five cameras a day by optimizing the landing page.

Landing Page

The current landing page is a single product landing page selling the GoPro Hero 8. Kim's Camera Castle has a paid search manager named Brenda that manages pay-per-click and display advertising campaigns.

See the landing page here: [Landing Page \(bestpost.com\)](https://www.kimscamera.com/landing-page)

Display Ad

### Participation Assignment Instructions

Use the tool to below prepare your Discussion Post.

Landing Page Optimization

Analysis of Current Landing Page

What are some of the best practices for designing a single-product landing page?

What are some problems with the current landing page? Make sure you use some of the principles of good website design and page elements in your critique.

## Recommendations and Considerations

### TYPES OF INTERACTION

STUDENT TO STUDENT?

H5P is ideal for interactions between student-to-content and student-to-instructor (via embedded lectures, feedback, and grades).

Unfortunately H5P is limited in student-to-student interaction. There are currently only a few content types that allow it, such as Emoji Cloud (beta) and Multipoll (beta). These activities could be used in a live class.

Recommendation: Use H5P with other tools, such as Canvas Studio (with comments enabled), Canvas Discussions, and polling software.

### ACCESSIBILITY

H5P.org provides a running list of accessibility, maintenance, and browser capability information.

A few activities are unfortunately not accessible (e.g. Find Hotspots, Personality Quiz, Questionnaire).

VIDEO CAPTIONS

Videos do not have automatic captioning. However, you can upload to Canvas Studio and download the captions. Use a program such as "Subtitle Edit" to then convert to a .vtt file and upload to H5P.

### HTML

You can use HTML editor to make your H5P activities more dynamic, meaning they will adjust automatically to the user's settings.

Why does this matter? Accessing via Canvas LMS around 20-25% of students access their courses through the mobile app.

By setting the size of your activity to be dynamic, content will be more readable / compatible for students who are viewing pages from a mobile device.

### Did you Know?

There is an HTML editor in Canvas!

When embedding H5P activities into Canvas pages, you can make the width dynamic to a student's screen size by using the HTML editor.

Click the <-> button on bottom right corner, then find the code <code>style="width: 779px; height: 600px"</code>

Replace 779px with 100% and click save

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QUALITY ENHANCEMENT PLAN

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