

TWO COLUMN SCRIPT

Brian Arnold's Research Interests Video

<p>TITLES</p>	<p>Ambient Music Hunger Games</p> <p>\ after titles</p>
<p>Image of Hitchhikers guide to the Galaxy 5 books</p>	<p>NARRATOR:</p> <p>I have crystal clear memories of reading these books during class in middle school. I remember getting in trouble for bursting out laughing during a lecture.</p>
<p>Image of Hunger Games series</p>	<p>I know for a fact my daughter engage in her own middle school stealth reading.</p>
<p>Image that represented "disconnect"</p>	<p>I've always wondered where the disconnect between formal learning and informal learning came from. This had lead me to my research interest</p>
<p>Text on screen reveals NST → SI</p>	<p>Light Ambient–Game of Thrones</p> <p>Formally stated, my research interest in the relationship between narrative storytelling techniques and situational interest.</p>
<p>Images of Comic Con</p>	<p>AMBIENT: Comic Con</p> <p>Informally that means that I am excited by the idea that Narrative storytelling techniques from TV,</p>
<p>Images of something commercial catching someone's eye</p>	<p>movies, commercials, news, comics, commercials, and video games all contain proven hooks designed to move a person from inattentive to attentive in order to change their behavior</p>

Long lines at movie theater, tents etc	AMBIENT: excited crowd
E3	Every day, people pay money to engage in activities which resemble learning
Kids talking about the details of Harry Potter	
CLIPS of Video Games: <ul style="list-style-type: none"> • Boss • Riddle on screen • Traversing gorge from great heights 	They master skills, recall information, struggle against significant obstacles
Shots from WoW real market for items	And they pay for the privilege with their time and their money.
Class of zombie eyed students	I think learning can be more like that
Clip, New, Tune in at 11 and find out if...	Audio from News Clip.
Kids learning forward in their seats	Now use that in a class. Be listening during the lecture where we'll announce a website that has all of tomorrow's quiz questions and answers available for quick study – we'll only announce it once.
Gamification stuff Player with the glow of screen reflected in glasses	It's more work, but if we can get to a critical mass of resources, hubs, understanding and adoption
Loner, pimply gamer from South Park ep.	We've already overcome the old stereotypes
Hordes of LARPerS	The biggest obstacle we not face is not the

	efficacy of the idea
No Child Left Behind images Common Core images	But integrating it into an educational system dominated by a fetishistic hyper fixation on assessing details everyone can call up on their smart phones in an instant
Kids, wide eyed with wonder, mouths agape etc.	Instead of the broad, problem solving, curiosity inducing skills which we already know will be essential in the next 30 years
Group all focused on PDA	I believe that if you can't get through to someone because they are always on the phone -
Kids using PDAs to learn in an augmented reality exercise	- <i>call them.</i>
Simple End Credit Logic Model NST → SI ARNOLD POTENTIAL LEARNER MODEL	00:02:00 in to DUB STEP

TECHNOLOGY: Web clips edited together with narration using Camtasia

EXPERIENCE

The experience of creating this video was quite liberating. There is a part of me that has viewed the process of finding a research interest and writing about it necessarily formal, somber and (I must admit) flat. Creating this video put me back in touch with the passion I have for this subject and the many elements which feed it. My normally dour work face found itself breaking into smiles and nods of affirmative and I organized my ideas, media clips and values.

TECHNOLOGY

I am just old enough to see the ability to grab a video clip of nearly anything I can think of off the internet in just a few minutes as pure magic. The elegance and affordance of the tools that exist today make many aspect of production nearly seamless, where once they were epic labors. I think that if this project had been a written report instead of a video, if I had been unable to feel like I was “showing” my idea that very little of my personal passion would have made it to the page.