

vMarks: on-the-go video feedback for assessment in large courses

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Rigorous assessment is a crucial component of any learning environment and should be delivered along with timely, frequent, appropriate, and personalised feedback to support student learning. Despite these best practice guidelines, the continually increasing student numbers in Higher Education have placed significant resource burdens on instructors and traditional forms of face-to-face feedback have limited effectiveness in reaching today's heterogeneous cohorts. To bridge this divide between instructors and students, we have developed vMarks, a mobile application designed to enable academics to deliver video feedback to large numbers of students. vMarks allows instructors to quickly upload course information, student lists, assessment rubrics, and customized video commentary, all of which can synchronise with learning management systems before being emailed to students directly. From 2014-2015, vMarks was deployed in a large undergraduate science course with over 400 student enrolments each semester to provide individual video feedback on student performance in a laboratory setting. Instructors captured videos of students' laboratory performance and provided rubric-based feedback directly to students via email. Assessment performance, survey testing and semi-structured interviews revealed increased student confidence and learning gains in practical laboratory competencies and engagement with the video feedback provided. Instructors clearly conveyed assessment standards and outcomes through these videos, efficiently providing high-quality feedback to hundreds of students. We also deployed vMarks video-viewing analytics to identify at-risk students and develop targeted feedback strategies for instructors. The combination of video feedback and the accompanying learning analytics present a powerful tool to deliver technology-enabled assessment that supports student learning in large classes.