

СЕКЦІЯ: ІННОВАЦІЙНІ ТЕХНОЛОГІЇ НАВЧАННЯ В ЗАКЛАДАХ ОСВІТИ

ABOUT THE VIDEO CONTENT DEVELOPMENTM ALGORITHM

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The use of video content is becoming increasingly widespread in the modern world. It is particularly effective for positioning goods, various services, and brands; presenting intriguing information that has not been previously noticed or disclosed to the public; encouraging an engaged audience to think, potentially leading to specific actions in the future; and serving as a powerful means of self-expression.

Despite the extensive growth in this industry, there is a noticeable lack of comprehensive research in the field. Existing studies primarily focus on business strategies for promoting goods and services. Consequently, the challenge of developing an algorithm for creating popular video content remains highly relevant [2].

Video has the highest attention retention rate of any media. Your audience retains 95 % of your message when watching a video and only 10 % when reading text [1]. Creating such content is a creative process, but there are a few steps that will help you create effective material. First of all, you need to define the purpose of the video, its goals, and identify the target audience.

Through our practical experience in developing video materials, we have established a general algorithm for creating this type of content (see Figure 1).

It's important to remember that each project may have its own unique features, so flexibility and creativity play an important role in the process of creating an attractive and effective video. An effective video is a combination of creativity, analytics, and appeal to the target audience. These strategies can improve the effectiveness of a promotional video by increasing engagement and impact on the audience (see Figure 2).



Fig. 2. Combining strategies for effective video

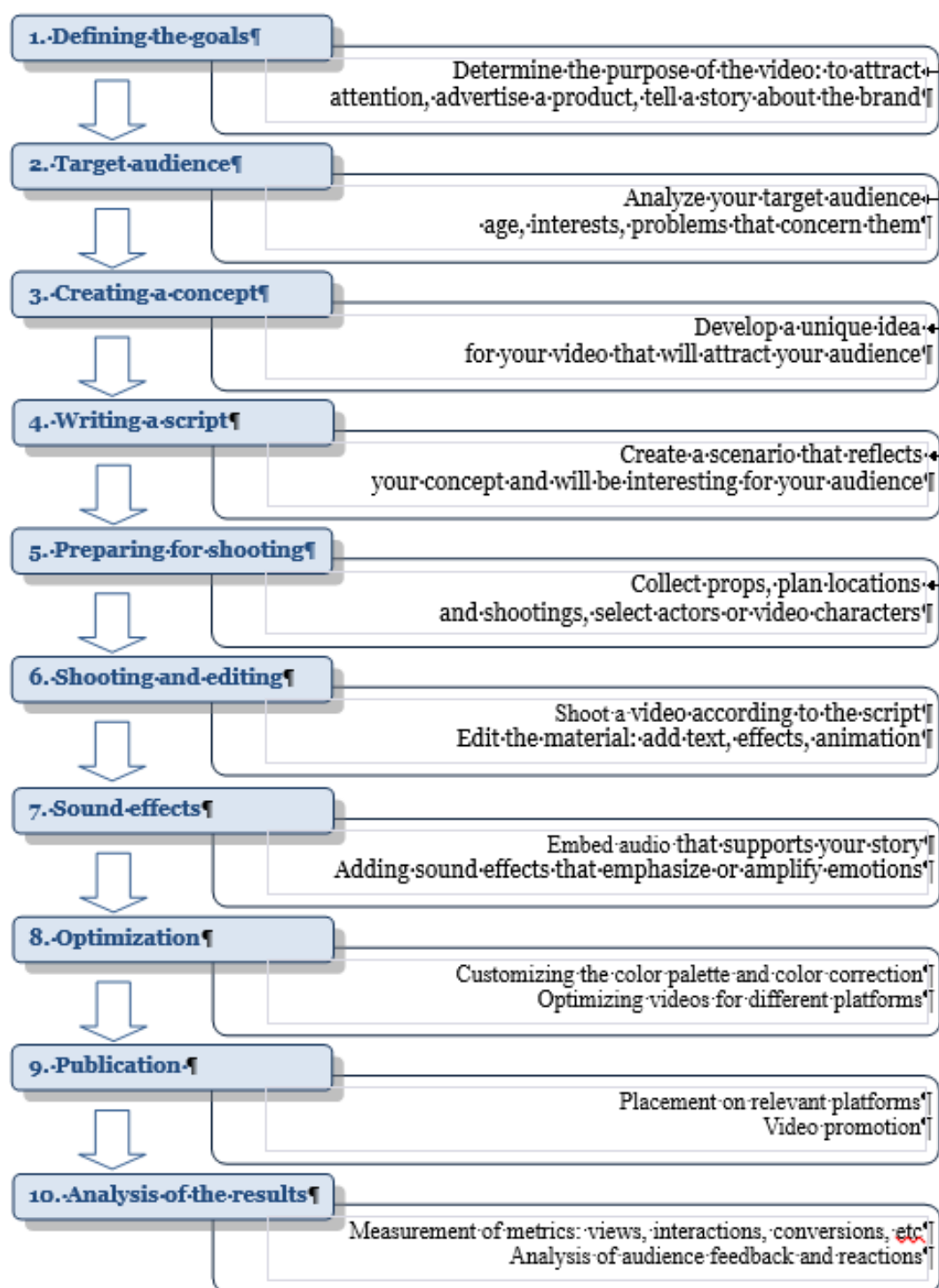


Fig. 1. Video content development algorithm

A small study allowed us to identify the factors of effectiveness:

Adapt to your target audience. This means taking into account their needs, preferences, tone of voice, and the way they perceive information. The site should be clearly focused on solving specific problems or meeting certain needs of the target audience;

A vivid and memorable narrative. The story it tells should be interesting, emotionally charged, and easy to understand. This approach can create an emotional connection with the viewer, which increases their involvement and interest;

Visual appeal and professionalism. This means image clarity, sound quality, proper editing rhythm and the use of effects that increase its information value;

Simplicity and clarity of the message. The message should be concise and convey the key points without unnecessary details. A clearly formulated call to action at the end is also a necessary element that encourages the audience to respond;

Adaptation to the platform on which it will be shown. For example, for social media, it is important to consider the length, as short videos are usually more successful. Or for mobile devices, a vertical format;

SEO optimization. This means using keywords in the titles, descriptions, and tags of your video to help improve its display in search engines;

Considering the feedback and reactions of the audience to the video. By analyzing comments, views, and engagement with the content, you can customize your promotional video for greater effectiveness and audience engagement;

Continuously iterating and improving your strategies. Video content does not always achieve its goals the first time. Continuous improvement, testing different approaches, and correcting mistakes is the key to creating effective content.

A generalized scheme of recommendations for video creation is shown in Figure 3.

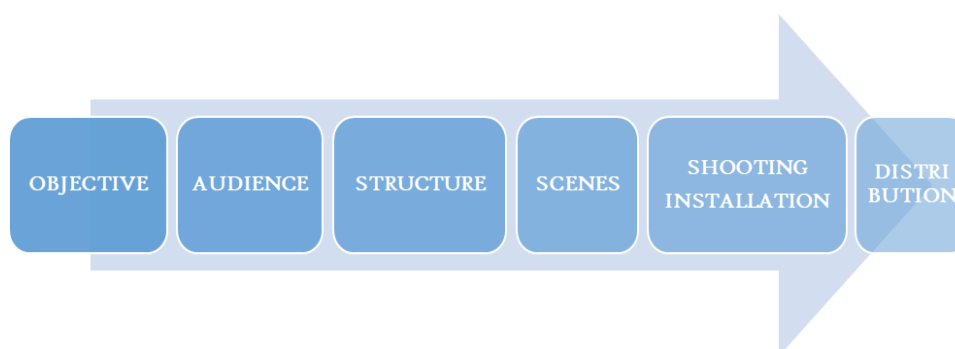


Fig. 3. Recommendations for creating a video

The purpose of the study is to identify strategies, conditions, criteria, and resources necessary for developing effective video content. The findings from this study are being implemented in the project «PHYSMAT: Beyond the Numbers». Creating effective video content is an ongoing process of refinement and adaptation that requires exploring new approaches, honing skills, and responding to viewer feedback.

References

1. Daniel Glickman What is Video Marketing? URL: <https://wave.video/blog/what-is-video-marketing> (available at: 02.03.2025).
2. Fahrurozi, Sslamet Kurniawan, Dwi Maryono, and Cucuk Wawan Budiyo. The Development of Video Learning to Deliver a Basic Algorithm Learning. IJIE, № 1. URL: <http://dx.doi.org/10.20961/ijie.v1i2.12446> (available at: 02.03.2025).