

Interactive Video Engagement Checklist

Map each interaction to a learning goal, beat the six-minute ceiling, and track it. The companion article explains every line.

A. Segment first - interactivity does not rescue a long passive video

- Cut to segments under 6 minutes; past that, median engagement falls fast (Guo 2014)
- Add an interaction, then segment - decorating a 25-minute talking head does not work
- Lead with a clear learning goal per segment; weed out music and busy backgrounds
- Use a conversational, enthusiastic narration; signal key points on screen

B. Choose interactions by evidence, not novelty

- Embedded quizzes with feedback give the biggest lift (effect sizes ~0.3-0.5)
- Add learner control (chapters, transcript, speed) - cheap, aids access and recall
- Reserve branching for choices that matter (compliance, role-play) - high authoring cost
- Hotspots and notes are good support, not the main retrieval driver

C. Define what counts - 'watched' is not 'learned'

- Watched = a position event; do not report it to an auditor as training proof
- Completed = the interaction is done (answered the checks), not the last second
- Mastered = passed the assessment at a threshold; track the three separately
- Decide the completion rule before you build, then wire it to the interaction

Pre-flight: tracking and accessibility before you ship

Track via the xAPI Video Profile (initialized, played, paused, seeked, answered, completed) into a Learning Record Store, then build the dashboard. For accessibility (WCAG 2.1 AA), every hotspot, quiz, and control must be keyboard-operable with a visible focus state; timed overlays must be pausable or generous; ship captions (SC 1.2.2). An interactive video a public-sector buyer cannot certify accessible is one you cannot sell.