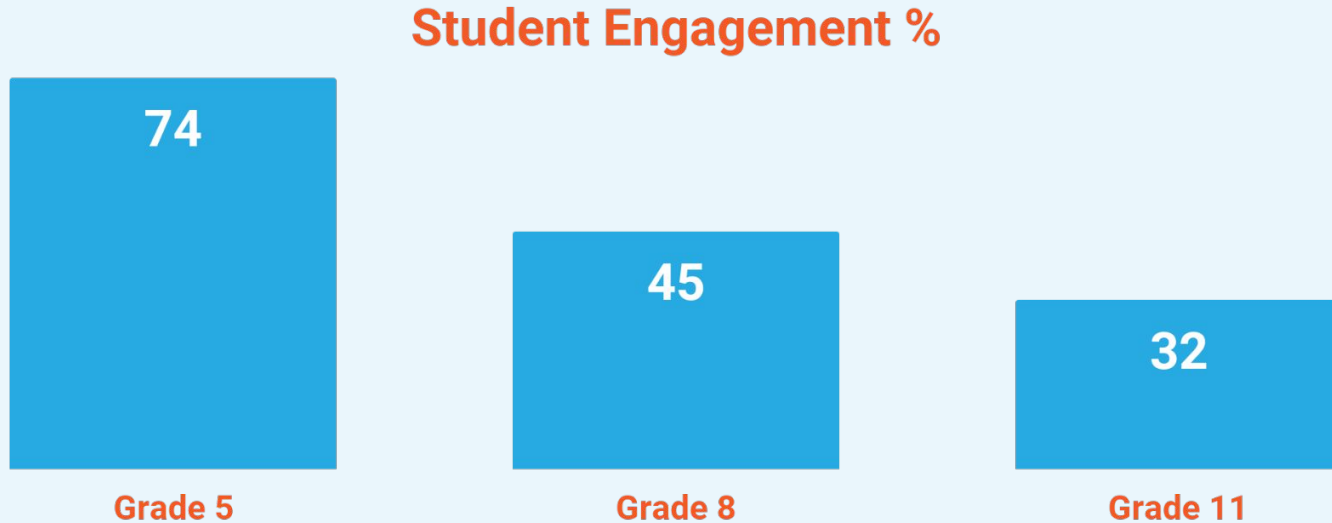


ClassHook

Improving student outcomes with TV & movies

Engaging students is hard



Source: [Gallup Student Poll \(2016\)](#)

Students become less engaged over time because their learning isn't relevant.

Finding engaging content is harder

Teachers want to show students how their learning is relevant but can spend up to 2 hours finding a video for a **single lesson**.

Because they have specific criteria when searching for videos.

- Specific to subject area
- Accurate & vetted
- Age-appropriate
- Memorable
- Aligned to standards
- Safe to use



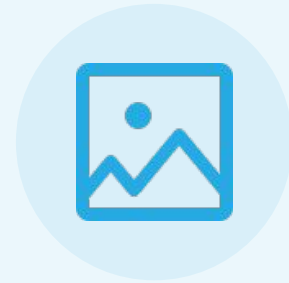
ClassHook helps teachers find educational movie clips



Curated video library



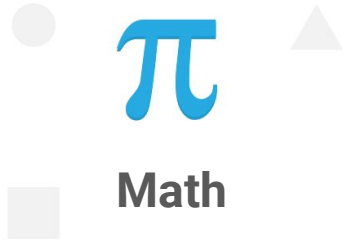
Organized by topic & standards



Familiar & relevant material for students

[Watch a demo](#)

Supported Subjects



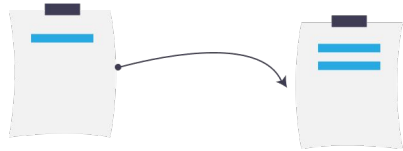
Math



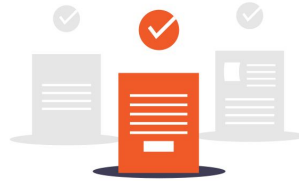
Science



ELA



Social Studies



Business




Health

[View all supported subjects](#)

More than just videos


Smart tools promote a safe viewing experience and actively involve students in their learning

 **Profanity**


This clip contains profanity at the following moments:


- 00:29 - 00:31
- 01:18 - 01:20
- 01:23 - 01:24
- 01:50 - 01:51

Profanity detection & Automatic profanity skipping



 **Prompt** ×

How are onions and Ogres similar? What does an onion have?

 01:23

 Responses (2) ▾

✓ All responses are in

-  **Sally**
They both have layers
-  **John**
Layers

Live Discussions

Community Discussion Questions


1. Why does the King want Phillip to marry? How does he feel about the girl Phillip says he wants to marry? ...
2. What is the relationship between Phillip and the King - explain your answer based on the video evidence. ...
3. Why does the king not want Phillip to marry a peasant? ...

Community: user-generated questions, videos, & playlists

Suit Search

The Office: Who vs. Whom

Language Arts → Grammar → Who vs. Whom

 HS C 01:01

In-Video Search: search within videos

Benefits for Teachers



Save hours of time lesson planning each week



Peace of mind: Safely use age-appropriate videos in class



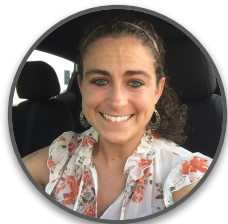
Increase student engagement through active participation

Educators Love Us



*I like to use ClassHook as a way to get students **engaged** as well as build **prior associations** to the materials. ClassHook provides movie clips that relate to various concepts/themes we learn in school. **Students love it!***

– Matt, Education Specialist in CA



*ClassHook is a **time saver** when trying to find appropriate, meaningful, engaging content for students AND **have purpose** with your activities and lessons ... easily.*

– Laura, Elementary STEM Coach in PA



*Have you heard of [@ClassHook](#)? Found this **awesome intro** for a STEM catapult challenge! Learners may not know Sandlot, but this is a **great way** to preview.*

– Annie, Curriculum Specialist in CA

Efficacy



66%

increase in student
engagement

“I used it at the beginning of the year to show why it's important to learn math. My students really enjoyed it.”

“A lot of questions and comments afterward. Students asked for the clip to reference.”

“Great visual illustration of theme. We discussed its meaning and the theme of a short story we read.”

Grounded in Learning Theory

Utilizing popular media videos from ClassHook supports all aspects of student learning: cognitively, socially, and emotionally.

[Read the research](#)

Cognitive theory of multimedia learning

Activating visual and verbal channels leads to deeper learning

(Mayer, 2005)

Sociocultural theory

Constructing knowledge through discourse increases engagement

(Vygotsky, 1938/78)

Experiential Learning

Contextualized and relevant content improves motivation to learn

(Dewey 1938)



How Teachers Use ClassHook



As a Hook



Illustrate a concept or principle



Exemplify real-world scenarios



Exaggerate a particular point



Real-world application critique



Teach social-emotional learning



Monitor comprehension



Encourage deeper discourse

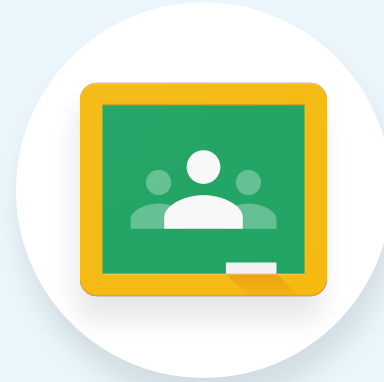


Teach vocabulary

Seamlessly Integrate



- Single Sign-On
- Clever Library integration



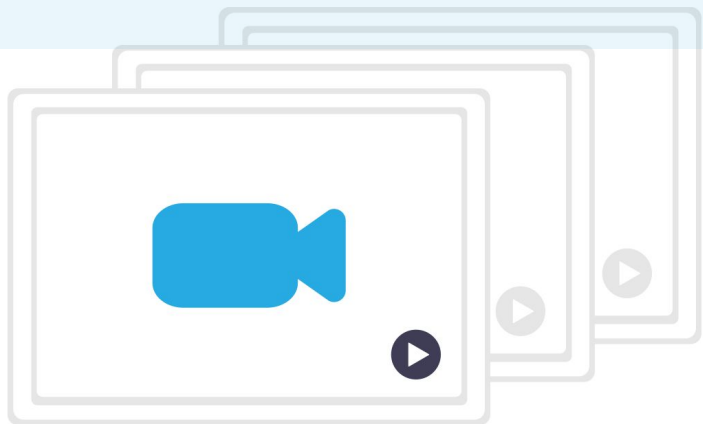
- Single Sign-On
- Class rostering
- Share clips to classes

Easily share ClassHook clips in your LMS, presentations & curriculum

What About Copyright?

We're given implicit rights to use videos through YouTube's Content ID

We also partner with content creators and are expanding our partnerships.

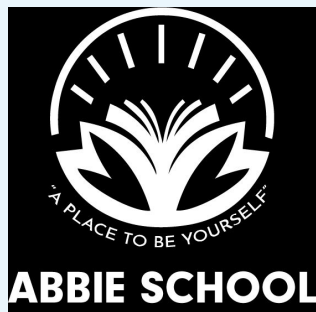


- System that enables copyright owners to identify videos that include their content
- Copyright owners can set match policies and monetize, restrict, or block videos with their content

Join other schools & districts



Matchbook Learning



Mt. Taylor Elementary

Next Steps

Schedule a quick call or demo with our team

[Click here](#) or contact us below



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