



Sifal Secondary School

REPORT ON AUDIO/VIDEO PUBLICATION | TERM III, 2076



Executive Summary

This report provides summary of the analysis of digital contents (audio and video) published on social media of Sifal School. Data for the analysis was extracted from school's Facebook page and YouTube channel. While only the audio/video released during the third term, 2076 were referred from Facebook, the total audio/video published were referred from YouTube.

During the period of the third term (Poush 1 to Chaitra 30, 2076), the school released 89 videos on Facebook. Over 164 thousand people had an impression on the videos over the duration of four months. This is a 64.86% decrease in comparison to the second term. In contrast, post reach in the third term highly increased by 50.01% indicating more outreach to the people. The impression and post reach data indicate that decrease in impression could be due to decrease in repeated views of page update. Similarly, lifetime views and views ≥ 30 seconds were significantly increased by 53.52% and 27.69% respectively in the third term in comparison to the second term. Nepali poem/song and DSS news had relatively higher views on Facebook.

On YouTube, more than 250 videos were uploaded till the end of the third term. There were more than 700 subscribers with 59.2% gain in the third term. The literature category, which also contributes the most on the playlist, had the predominant proportion of the view. People of age group 25-34 watched the DSS videos most on YouTube.

In conclusion, the digital publication of videos by the school continues to be an excellent means of reaching out to people. In addition, for a broader reach, results indicate that content and pattern of video view should be closely studied.

Background

Sifal Secondary School has an enhanced focus on Audio/Visual Teaching/Learning and Performing Arts. There are multiple categories of digital contents (audio and video) that the School regularly publishes, namely Regular Friday, School event videos, DSS news, Flipped Classroom videos, and Read aloud podcast. The digital contents are released on the different online placeholders of the school. Digital Media Lab (DML) from our parent company Deerwalk Education Group is involved in making the video contents.

Regular Friday

The school is continually recording all slok of Geeta and Shakuntal as its 'guru' projects. Students from the Deerwalk Sanskrit Samaj and Deerwalk Shakuntal Kunj clubs take part in these projects. Similarly, lab videos from our Plus 2 School, Nepali and English poems and songs, and Sanskrit songs are part of our regular Friday release.

School Event video

Feature and individual performance videos of the every school event are released.

DSS news

The DSS news covers the activities and events of the school. The cycle of the news currently is English-Nepali-Sanskrit. DSS news club takes part in making the news.

Flipped Classroom video

DSS teachers design and develop video lectures under the Deerwalk Learning Center (DLC). DLC has produced 1700+ video lectures from Grade IV-XI. These lectures are freely accessible at dlc.dwit.edu.np.

The Digital Publication Report is published every term that provides insights into the videos released on that term. The report also compares the finding with the previous term. The report is primarily based on the automated data extracted from the official page of the School on Facebook and YouTube. The report is based on the data extracted from the official page of the School on Facebook and YouTube. For analysis, only the videos released during the third term, 2076 were referred. For the analysis from YouTube, all videos were referred for during the period of the third term were referred.

Videos Released on Facebook | Term III, 2076

In the Second Term, 2076 (Poush 1, 2076 to Chaitra 30, 2076 | December 17, 2019, to April 12, 2020), 89 videos (49 in Term II) were released on Facebook. The video released were as follows:

Type	Number	Percentage
DSS News	3	3.37079%
English Poems Regular Friday	1	1.12360%
Nepali Poems Regular Friday	3	3.37079%
Sanskrit Songs Regular Friday	1	1.12360%
Geeta Regular Friday	4	4.49438%
Shakuntal Regular Friday	4	4.49438%
Plus 2 Lab videos Regular Friday	4	4.49438%
Flipped Classroom videos	42	47.19101%
Event Videos	24	26.96629%
Others (e.g. admission-related)	3	3.37079%

Outreach on Facebook

The table below provides the status of the outreach of DSS videos on Facebook.

Measure	First Term	Second Term	Third Term	Increase or decrease wrt Term II
Number of videos posted	45	49	89	+44.94%
The number of impressions of the video posts (Total Count)	103,427	466,816	164,019	-64.86%
Lifetime Post Total Reach	68,635	68,664	137,368	+50.01%
Lifetime at least 3 seconds (views)	26,262	24,611	52,950	+53.52%
Total number of times the videos were viewed for >=30 seconds	6,522	5,560	7,690	+27.69%

Note: **Impressions** are the number of times a post from your page is displayed. For example, if someone sees a page update in their Facebook newsfeed and then sees that same update when a friend shares it that would count as 2 impressions. **Post Reach** is the number of people who received impressions of a page post.

Major findings:

Over 164 thousand people had an impression on our videos over the duration of four months. This is a 64.86% decrease in comparison to the second term. In contrast, post reach in the third term highly increased by 50.01% indicating more outreach to the people. The impression and post reach data indicate that decrease in impression could be due to decrease in repeated views of page update. Similarly, lifetime views and views ≥ 30 seconds were significantly increased by 53.52% and 27.69% respectively in the third term in comparison to the second term.

Top ten views on Facebook | Term III, 2076

S.N.	Title	# views
1	Reading Books Video*	11072
2	DSS Admission Open*	10974
3	Nepali Poem/Song मेरो नेपाल	1567
4	DSS Sanskrit News Fifth Edition, Poush 2076	1246
5	DSS Drama Night, 2076 सहर जाने रहर	1078
6	Nepali Poem/Song नानी बाबु	969
7	Nepali Poem/Song सयौँ रङ्ग इन्द्रेणी	867
8	On the Deerwalk Sifal Night II - Lower School, 2076 हिजोको नेपाल	725
9	Deerwalk Art Exhibition, 2076	644
10	DSS English News - Sixth Edition, Magh, 2076	643

* boosted videos

Patterns of the video views on YouTube | Term III, 2076

The School manages YouTube channel where all videos made (except Flipped Classroom videos) are uploaded. At the end of the Term III, there were 717 subscribers on the YouTube channel of DSS. The number of subscribers gained in the third term is 179, a 59.2% increase (53.63% increase in Term II and 33% increase in Term I).

Subscription source	 Subscriber s ↓	Subscribers gained	Subscribers lost
<input type="checkbox"/> Total	143	179	36
<input type="checkbox"/> YouTube watch page	94 65.7%	106 59.2%	12 33.3%
<input type="checkbox"/> YouTube search	27 18.9%	28 15.6%	1 2.8%
<input type="checkbox"/> Your YouTube channel	17 11.9%	25 14.0%	8 22.2%
<input type="checkbox"/> Other	4 2.8%	14 7.8%	10 27.8%
<input type="checkbox"/> Interactive features	3 2.1%	3 1.7%	0 0.0%
<input type="checkbox"/> Other YouTube channel	3 2.1%	3 1.7%	0 0.0%
<input type="checkbox"/> Subscriptions channel list	-1 -0.7%	0 0.0%	1 2.8%
<input type="checkbox"/> Closed accounts	-1 -0.7%	0 0.0%	1 2.8%
<input type="checkbox"/> YouTube home	-1 -0.7%	0 0.0%	1 2.8%
<input type="checkbox"/> Subscriptions feed	-2 -1.4%	0 0.0%	2 5.6%

Top-ten video views on YouTube

Video	Views ↓	Watch time (hours)	Impressions ▲	Subscribers	Impressions click-through rate
<input type="checkbox"/> Total	18,604	478.0	147,003	143	6.6%
<input type="checkbox"/> Swabhimani Mukh स्वाभिमानि मुख	2,122 11.4%	56.9 11.9%	5,663	14 9.8%	11.7%
<input type="checkbox"/> Nepali Sakuntal Mahakabya (1-10) नेपाली शाकुन्तल महाकाव्य १ - १०	858 4.6%	29.4 6.2%	4,819	12 8.4%	10.0%
<input type="checkbox"/> Reach Up High Poem	734 4.0%	8.2 1.7%	4,036	4 2.8%	13.1%
<input type="checkbox"/> Bhangera ra Bhangeri Kabita भंगेरा र भंगेरी कविता	619 3.3%	11.3 2.4%	1,677	6 4.2%	23.3%
<input type="checkbox"/> Welcome Speech in Sanskrit Language - Deerwalk Sifal Night (Midd...	602 3.2%	11.3 2.4%	4,461	3 2.1%	8.7%
<input type="checkbox"/> English Poem Recitation - Stopping By Woods on a Snowy Evening	564 3.0%	7.3 1.5%	3,282	2 1.4%	11.7%
<input type="checkbox"/> Mero Syano Kharayo मेरो सानो खरायो	409 2.2%	6.3 1.3%	2,297	2 1.4%	10.4%
<input type="checkbox"/> Nepali Sakuntal Bachan : Slok (31-40) नेपाली शाकुन्तल वाचन : श्लोक ...	396 2.1%	16.9 3.5%	3,295	7 4.9%	8.0%
<input type="checkbox"/> Parichaya Kabita परिचय कविता	321 1.7%	8.1 1.7%	1,858	7 4.9%	8.8%
<input type="checkbox"/> Deerwalk Sifal Night - Lower School, 2076	310 1.7%	8.7 1.8%	2,398	2 1.4%	7.6%

The videos in the literature category have a predominant proportion of views on YouTube. This, partly, might also be accumulation effect.

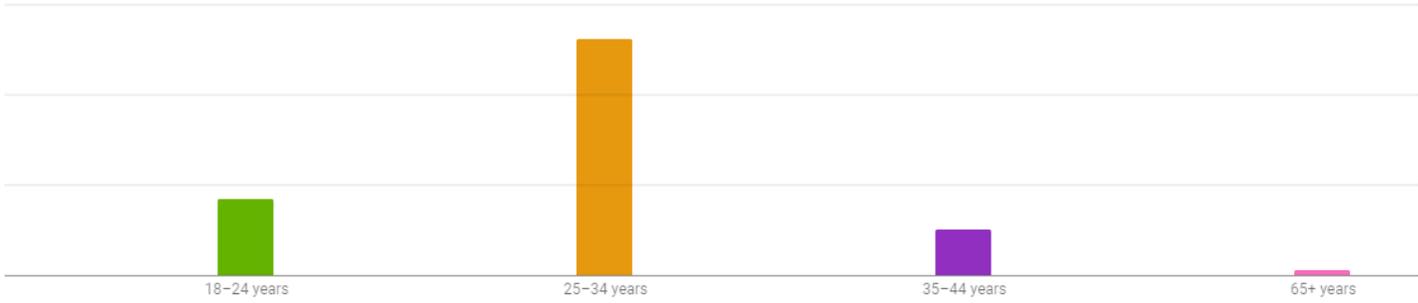
Location of the viewers on YouTube

Geography	Views ↓	Watch time (hours)	Impressions	Average view duration
<input type="checkbox"/> Total	18,604	478.0	147,003	1:32
<input type="checkbox"/> Nepal	12,874 69.2%	342.5 71.6%	—	1:35
<input type="checkbox"/> India	2,571 13.8%	47.6 10.0%	—	1:06
<input type="checkbox"/> United States	66 0.4%	3.5 0.7%	—	3:09
<input type="checkbox"/> Saudi Arabia	46 0.3%	0.9 0.2%	—	1:07
<input type="checkbox"/> Canada	22 0.1%	0.4 0.1%	—	1:06
<input type="checkbox"/> Bangladesh	10 0.1%	0.1 0.0%	—	0:39

Top three locations where DSS videos are watched are Nepal, India and the US.

Age-Group of the viewers on YouTube

Views by Viewer age ▾



People of age group 25-34 watch the DSS videos most on YouTube.

Video Categories

Traffic source > Playlists	Views ↓	Watch time (hours)	Impressions ▲	Average view duration	Impressions click-through rate
<input type="checkbox"/> Total	296	7.8	1,522	1:35	6.4%
<input type="checkbox"/> DSS Literature	59 19.9%	1.7 21.9%	355	1:44	3.4%
<input type="checkbox"/> Deerwalk Sifal School	52 17.6%	1.4 17.6%	179	1:35	12.3%
<input type="checkbox"/> DSS News - English	21 7.1%	0.1 1.5%	113	0:19	11.5%
<input type="checkbox"/> DSS Admission	18 6.1%	0.1 1.8%	152	0:28	9.9%
<input type="checkbox"/> DSS +2 Lab Videos	14 4.7%	0.2 2.9%	51	0:58	17.7%
<input type="checkbox"/> Uploads from Deerwalk Sifal School	11 3.7%	0.5 5.8%	0	2:28	—
<input type="checkbox"/> DSS Hiking	7 2.4%	0.1 1.0%	22	0:38	13.6%
<input type="checkbox"/> Temporary playlists	7 2.4%	0.2 2.2%	0	1:28	—
<input type="checkbox"/> DSS Talks	5 1.7%	0.2 2.9%	2	2:41	50.0%
<input type="checkbox"/> DSS News - Sanskrit	4 1.4%	0.0 0.3%	47	0:21	4.3%

On the playlists, DSS literature contributes the most.

Other Social Media Sites

DSS also releases videos on other social sites. As of May 21, 2020 the number of subscribers/followers on instagram, LinkedIn and twitter are 159, 11 and 21, respectively.

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