

Oxford University Press uploads video series to help students

Textbook publisher Oxford University Press Southern Africa has launched the first in a series of videos that support undergraduate students to learn more effectively.

The series aims to bridge the gap between traditional textbook learning and the reality that many students find it difficult to learn.



Incorporates social media

The five-minute video hosted on YouTube explains the principles of Bloom's Taxonomy to students in an accessible way. The video, created in association with Stellenbosch University's Language Centre, is a fresh and innovative take on conveying concepts about learning, and also incorporates students' active social media usage. The video adds to existing free learning materials which are available on Oxford's Student Zone platform.

The launch video, which is set to be the first of four, focuses on Bloom's Taxonomy with a fresh crash course into Bloom's principles, a pedagogic paradigm that can change the learning-game for students.

The four-part video series taps into student life engaging with assignment writing, referencing and note-taking.

Watch the Bloom's Taxonomy video [here](#)

For more information visit: www.student.oxford.co.za.