
KALTURA INTERACTIVE VIDEO QUIZZING

Boost your audience's engagement and efficiency

Increase the effectiveness of education and training media by including questions in the video experience. The future of education is progressive learning. With Kaltura's Interactive Video Quizzing you can embrace a more effective way of imparting information that allows the viewer to engage directly with the video and the creator to monitor the video's impact. This innovative tool increases engagement, enables measurement, and provides a new way to improve learning outcomes.

HOW IT WORKS

Interactive Video Quizzing seamlessly embeds multiple choice questions at any point in a video. Creators easily add their own questions through a user-friendly interface. These questions are attached to the video and 'travel' with it wherever it is embedded or presented. As viewers watch the video, the question will appear at the chosen point; the video continues after the question is answered. Results can be integrated directly with LMS gradebooks (currently Canvas, Moodle, and Blackboard, with other LTI LMS integrations coming in 2017). Flexible settings allow creators to choose whether viewers can skip questions, revise answers, receive hints, and discover the correct answers, allowing Interactive Video Quizzing to be used to increase engagement, test knowledge and retention, collect data, and more.

USE CASES

Interactive Video Quizzes are a flexible way to both add interactivity to and test effectiveness of videos.

Some uses include:

- **Add questions** to lectures, training videos, marketing materials, and more to increase audience engagement with your content and reduce drop-off
- **Provide immediate feedback** to viewers on how well they understand material, allowing them to improve performance
- **Create a lightweight certification system**, providing an easy way to present both course material and testing
- **Conduct market research** and collect feedback or poll results inside the video used to present information or choices



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BENEFITS

- **Increase engagement.**
By making video interactive, capture the viewer's attention and reduce drop-off.
- **Evaluate knowledge.**
Discover exactly how much each individual viewer retains.
- **Provide test results.**
Tie test results and certification outcomes directly to the material.
- **Evaluate material.**
Use as a poll to discover not only viewers' knowledge but also their opinions and reactions.
- **Improve learning outcomes.**
Provide a more engaging, sticky way to transfer information.



