
How Educational Institutions Are Using Video

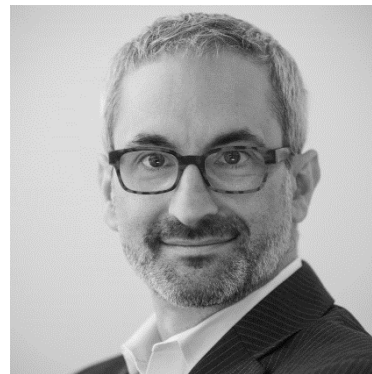
Insights from the report



Presenters



Michal Tsur
President and Co-founder,
Kaltura

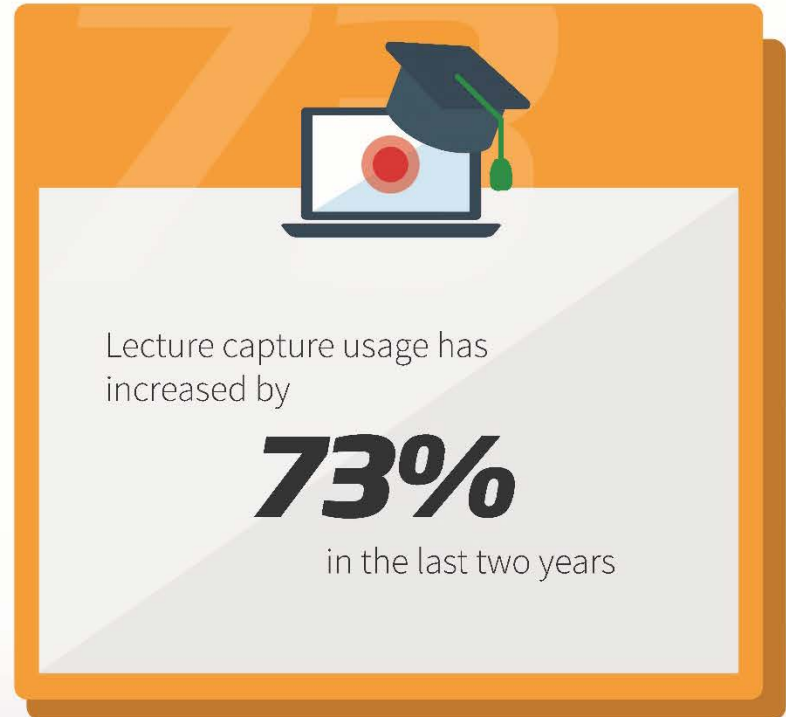
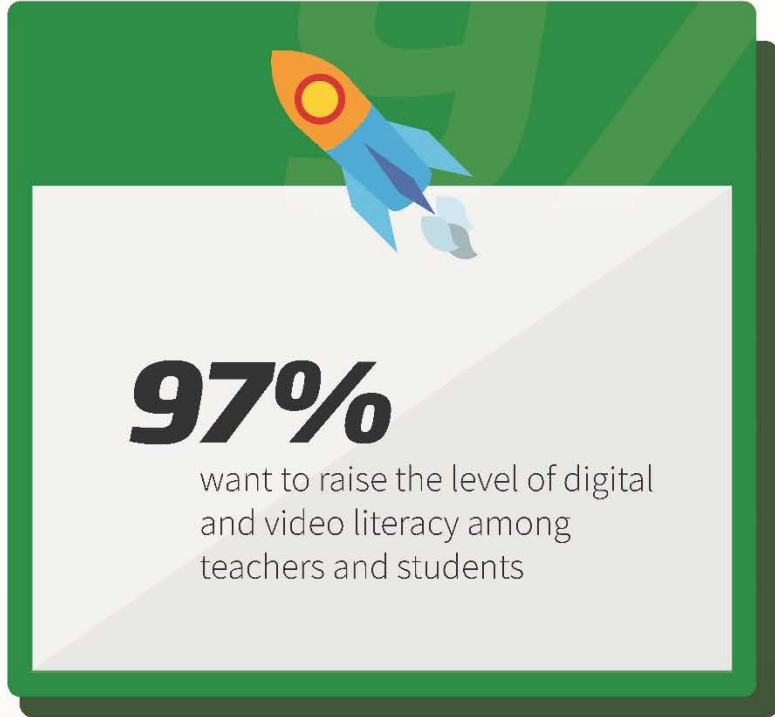


Jeff Rubenstein
VP of Global Product
Strategy and Business
Development, Kaltura

Poll Question #1: What is the most important role video plays on your campus?

- Supplementing classroom materials
- Recording lectures
- Enabling distance learning
- Digital signage
- Marketing to prospective students
- Student assignments

Importance of video for education is growing



Why educators use video



92%

think video increases student satisfaction with their learning experience



84%

think it increases student achievements



83%

think it increases teacher satisfaction with their teaching experience



83%

think it increases educator collaboration and professional development

ABOUT THE SURVEY



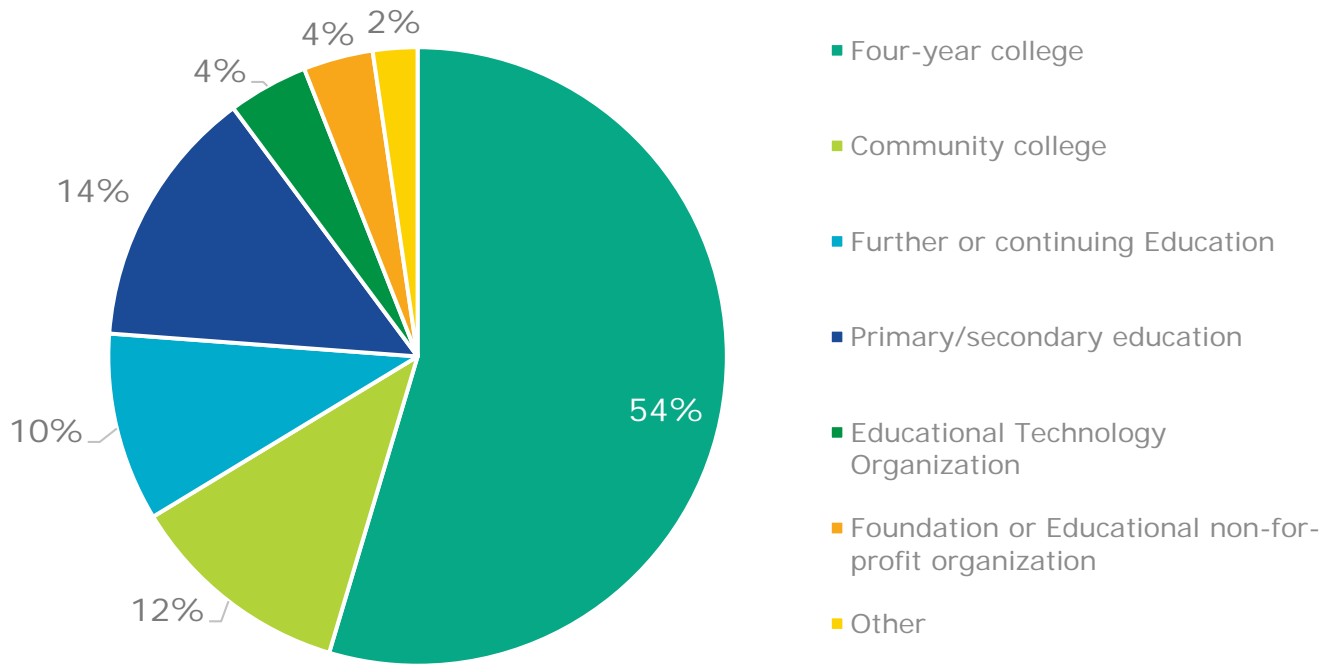
About the Survey

- Fifth year running
- >1500 respondents
- Online survey, April-May 2018



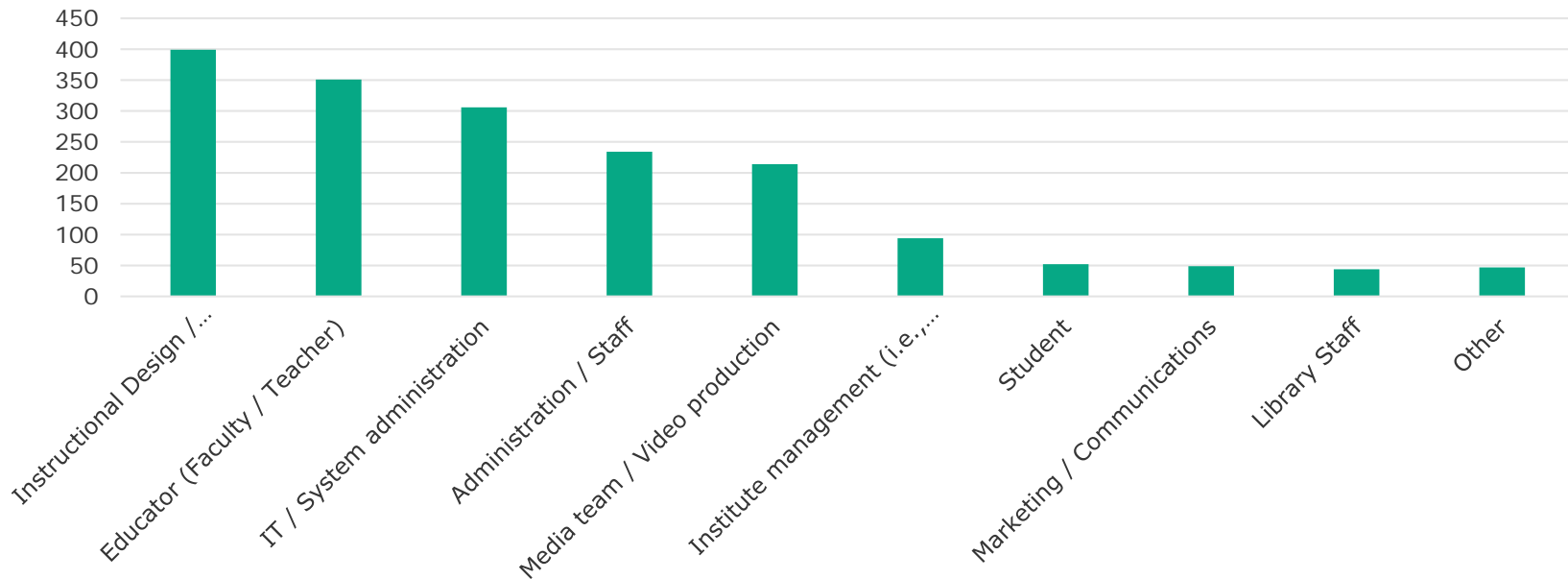
Demographics

In which sector does your institution fall?

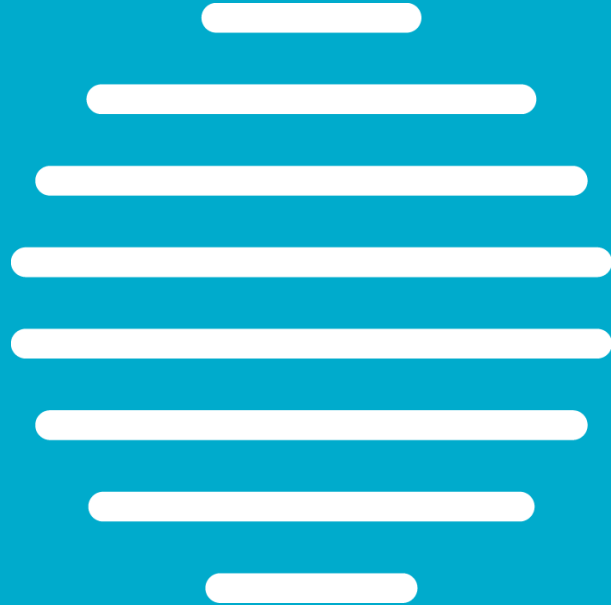


Respondents by Role

Which of the following best fits your role in the institution?



***THE EDUCATOR
PERSPECTIVE***



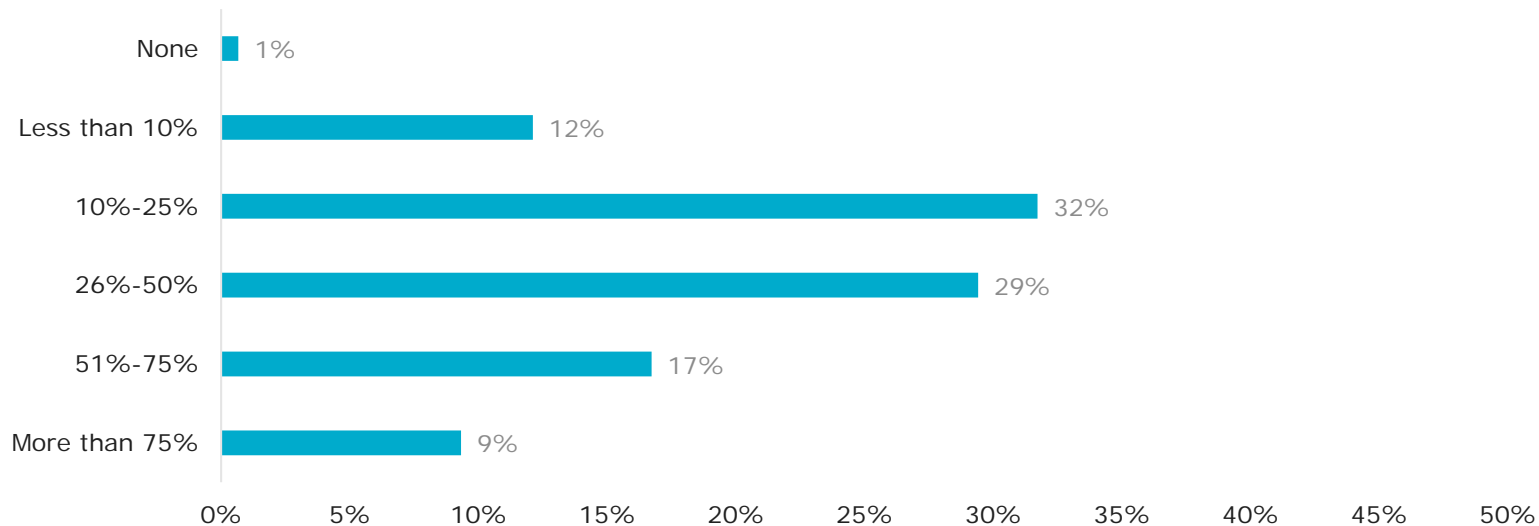
Poll Question #2: What percentage of the faculty at your institution would you guess feel comfortable making their own videos?

- 0%
- 25%
- 50%
- 75%
- 100%!



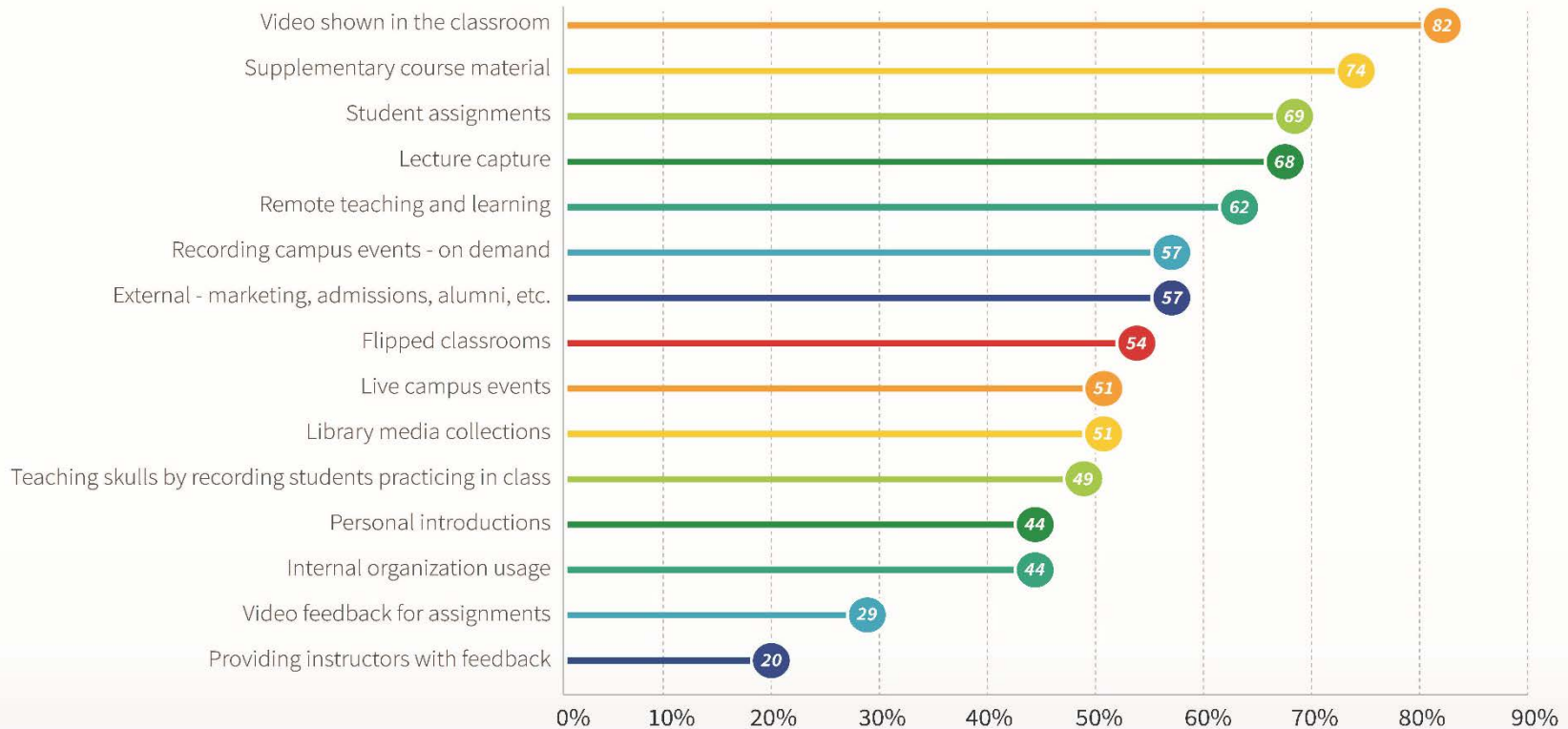
26% report more than half the teachers at their school use video

What percentage of teachers at your institution regularly incorporate video in their curriculum?





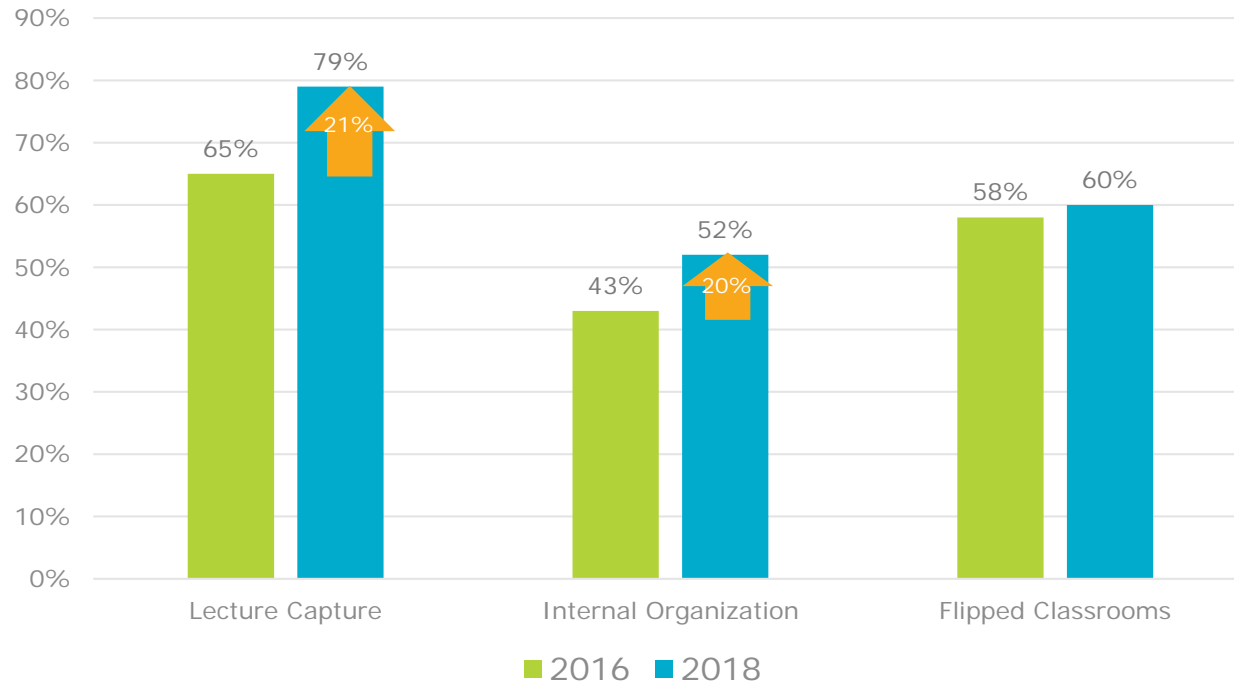
How Institutions Use Video





Big growth in higher ed for lecture capture, internal organization usage; steady for flipped classrooms

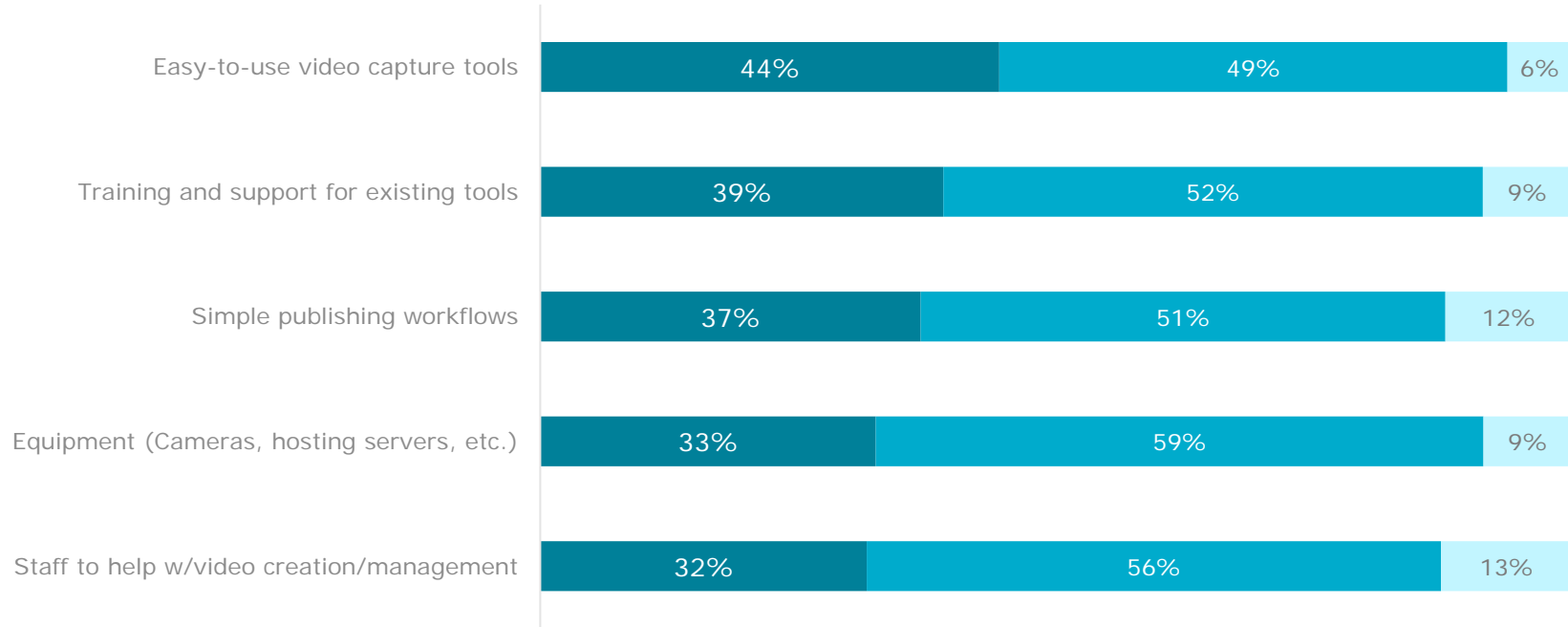
Change in adoption





The Tools Educators Have (And Need)

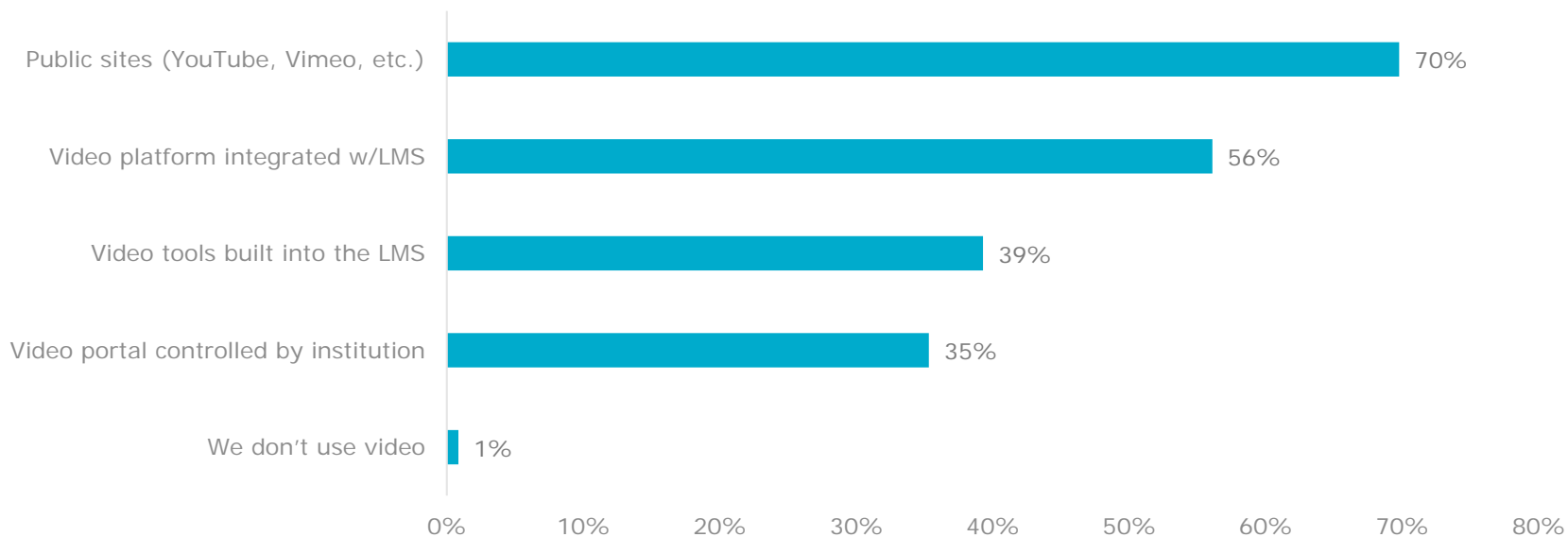
Rate the availability to educators at your institution





More than half are using more than one way to host/manage video

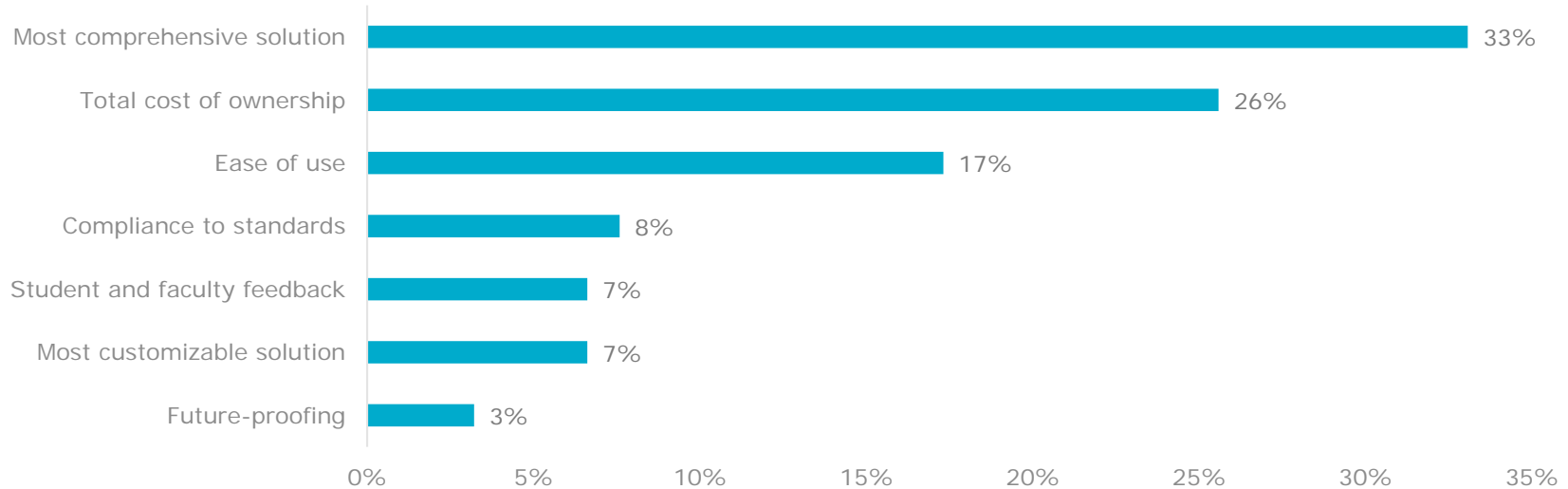
When your institution uses video, what platform do you use to host and manage that video?





Seeking fewer vendors

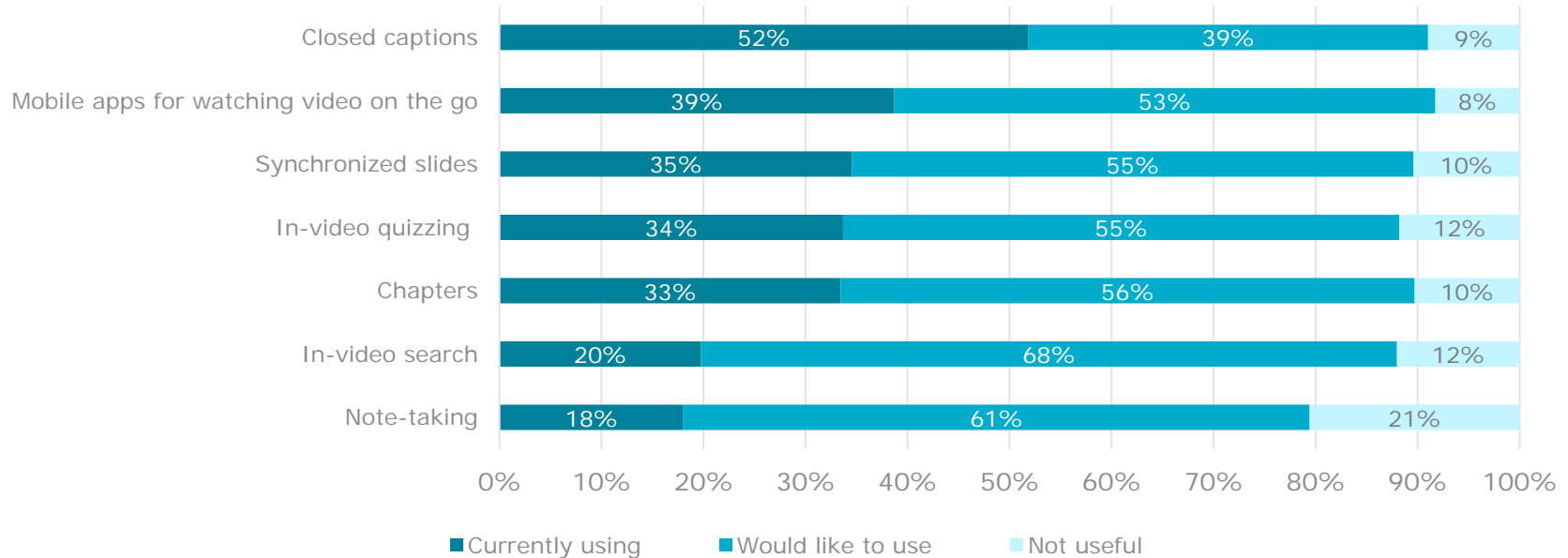
When choosing a new vendor for video technology, what is the MOST IMPORTANT factor for your institution?





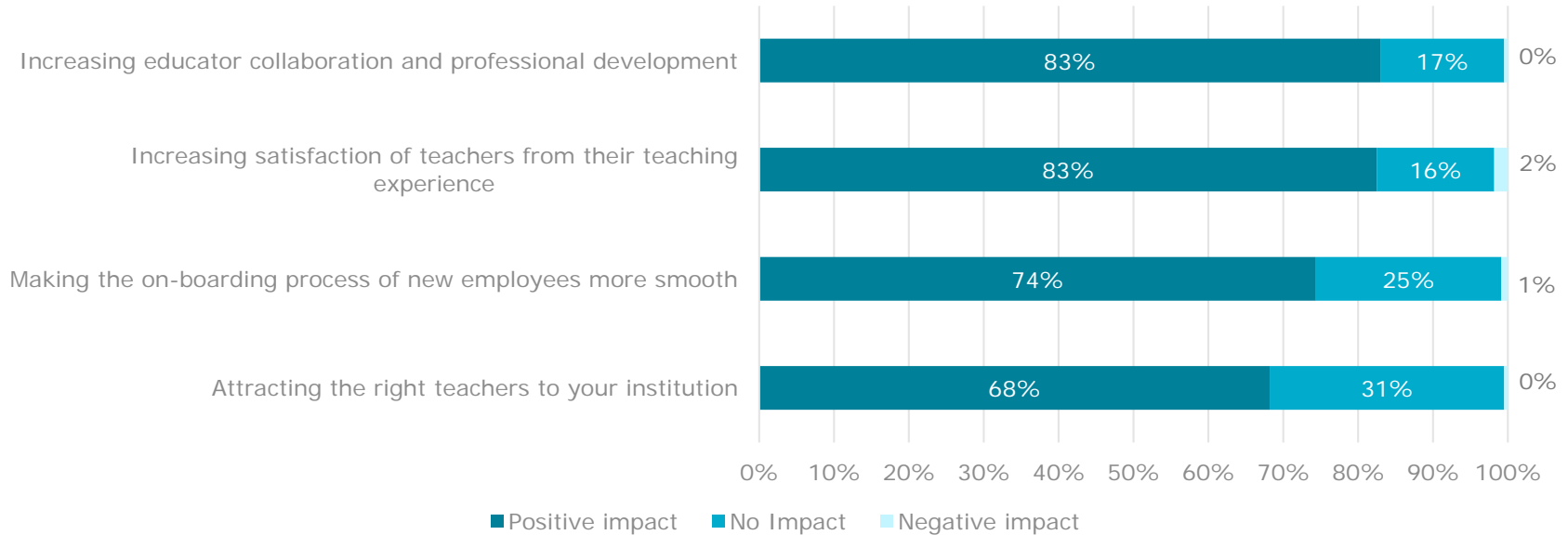
Interest in more advanced video features is high

How is your institution currently using the following advanced video features?



How Does Video Affect Faculty?

How would you rate the potential impact of video on the following?



Quotes from Educators

- **"Visual stimuli enhance not only the students' interest and concentration, but also their retention."** - Educator, small European primary/secondary school district
- **"I think the role of video will expand dramatically. Younger teachers will be more skilled at the use of video and look to integrate it into a learning environment. Students are very receptive to watching short videos."** – Educator, small North American K-12 district
- **"...The challenge comes with new ADA laws. For smaller campuses, video development is up to the instructor and many instructors are limited in time and technology when it comes to many of the features campus administration insists need to be included in classroom videos."** - Educator, small community college, North America
- **"Great for sharing information visually and responding to visual learners needs. Good for capturing demonstrations and exemplar practice, assessment evidence etc. AR & VR provide good alternatives to having the real thing or having to go on a visit - so safer and more consistent."** - Educator, small European further or continuing education institution
- **"Complete dependence on mobile devices and a "mobile first" approach to technology - even today we see students phasing out laptops in favor of phones and tablets for the entirety of the academic experience."** - Educator, medium North American 4-year institution
- **"The video education allows students to learn anywhere and anytime at their own pace and convenience."** – Educator, small Asian university

The Student Perspective



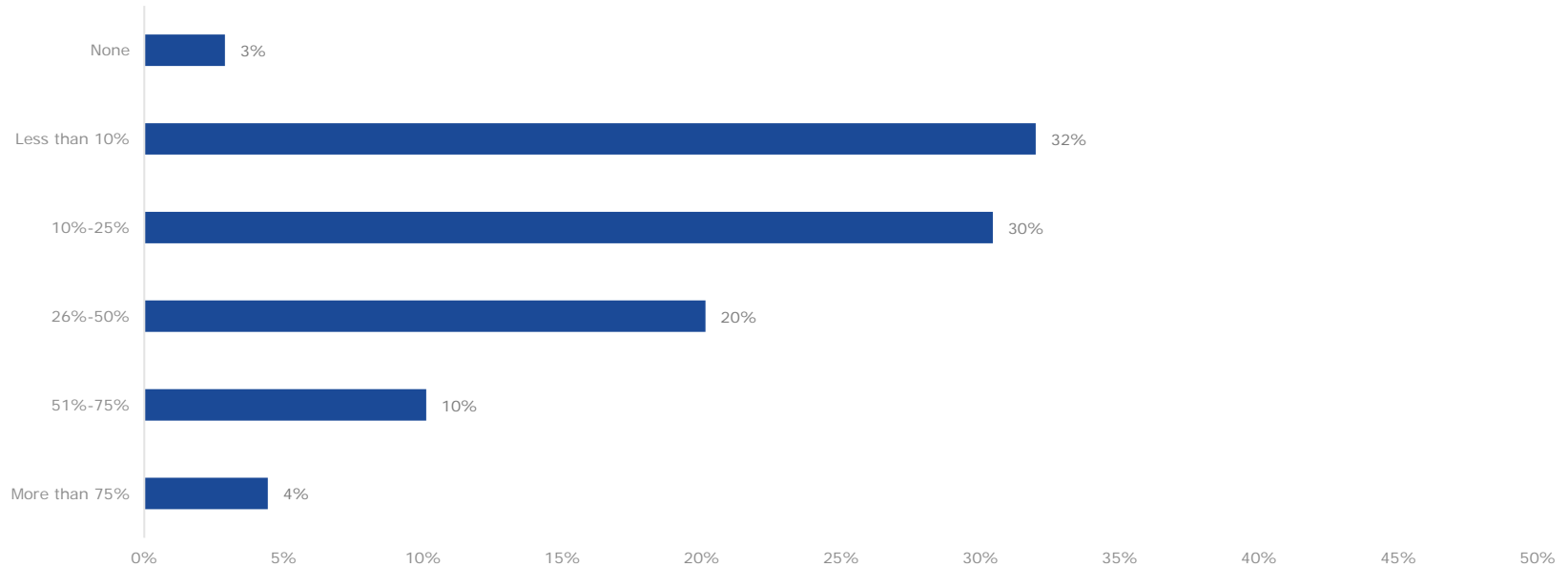
Poll #3: What seems to draw students most to video content?

- It feels familiar to their generation
- It's more engaging
- They can watch it when and where they want
- They can watch it as many times as they need to
- It makes education more accessible to them



Active creation of video by students is in an earlier stage

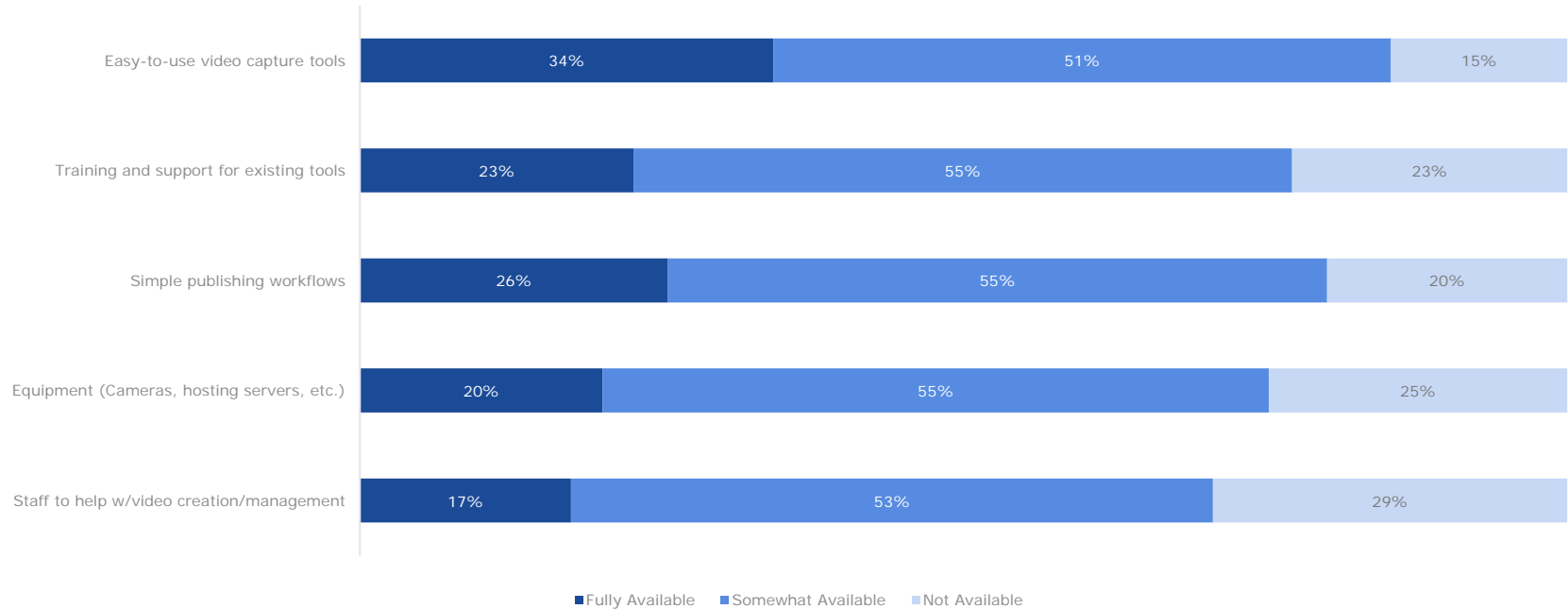
What percentage of students at your institution create/include videos as part of their class work?





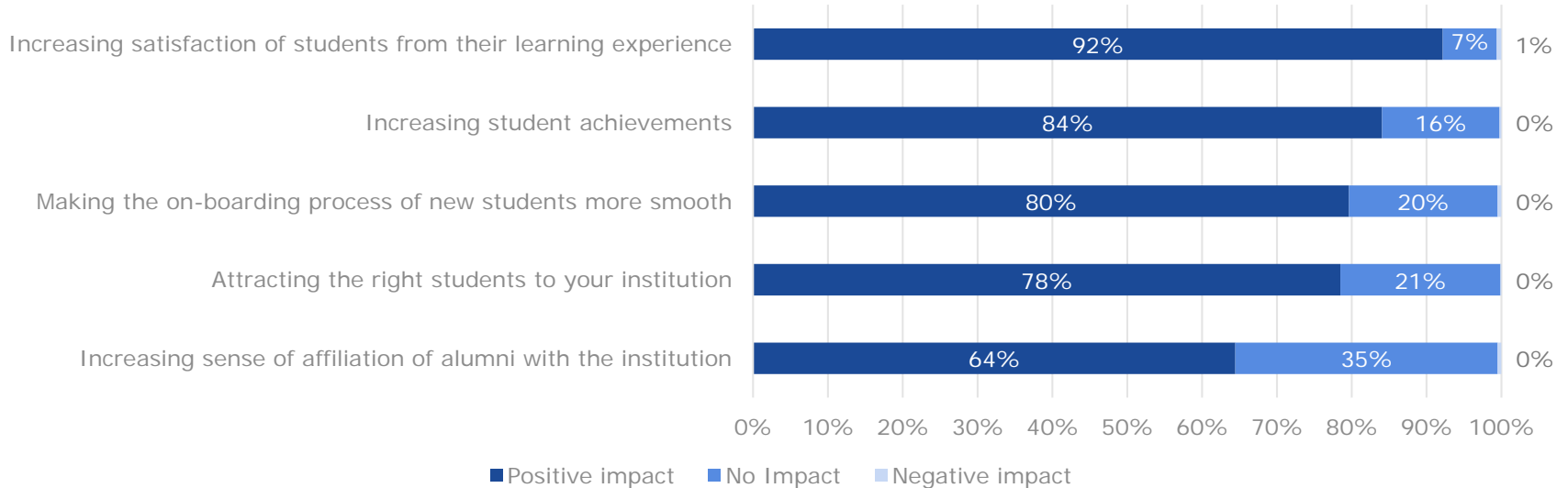
The Tools Students Have (And Need)

Rate the availability to students at your institution



How Does Video Affect Students?

How would you rate the potential impact of video on the following?



Quotes from Students

- **“I see that this university, if it is not updated, will be left behind and if it does not offer videos of classes, demonstrations and education in general that are very useful now in these times, I see that for five more years will be more solicited.”** – Student, medium-sized South American university
- **“Video is helpful for explaining topics, but the real benefit will be through individualized responsive tutorials that learn with the user and provide instruction catered to where a student”** – Student, small North American four-year college
- **“Crucial; however, I’m undertaking a visual ethnographic study and find that most teachers need more support with using video tools”** – Student, medium-sized European university

*Hot Topics: Lecture
Capture and Accessibility*



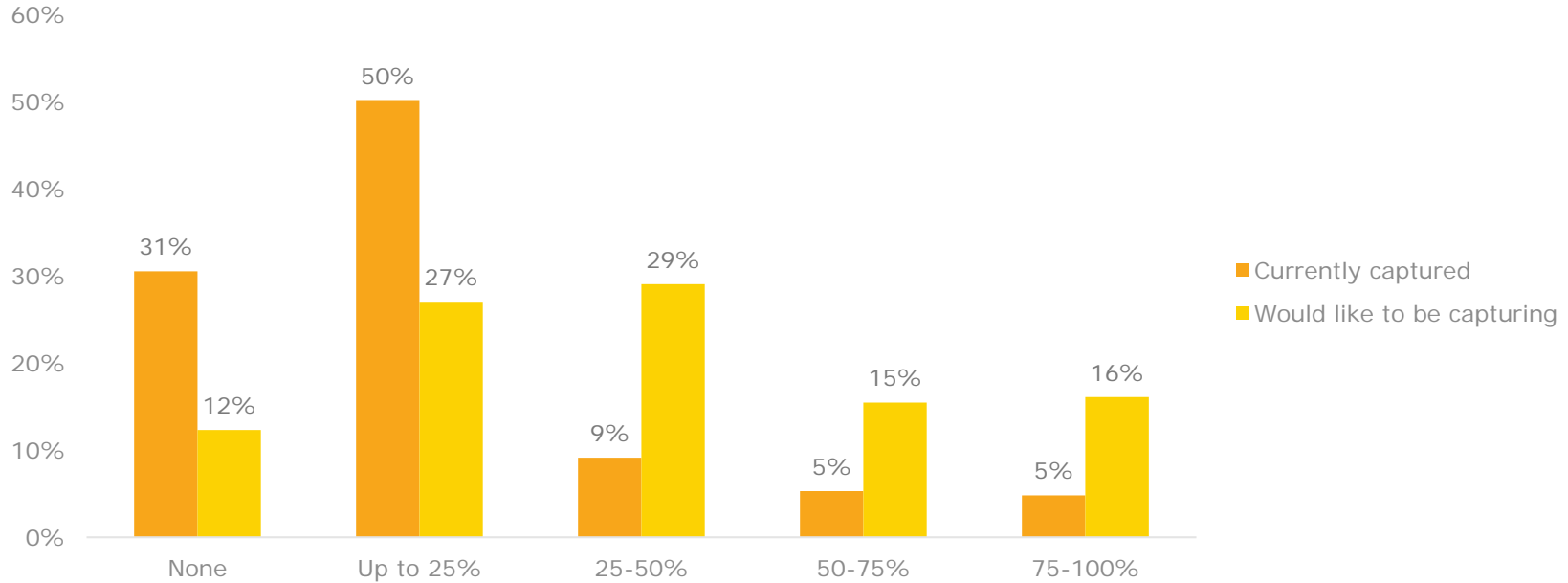
Poll #4: What most drives technological changes like adopting lecture capture or captioning on your campus?

- Student demand
- Instructor demand
- Administration decisions



69% of schools already using lecture capture

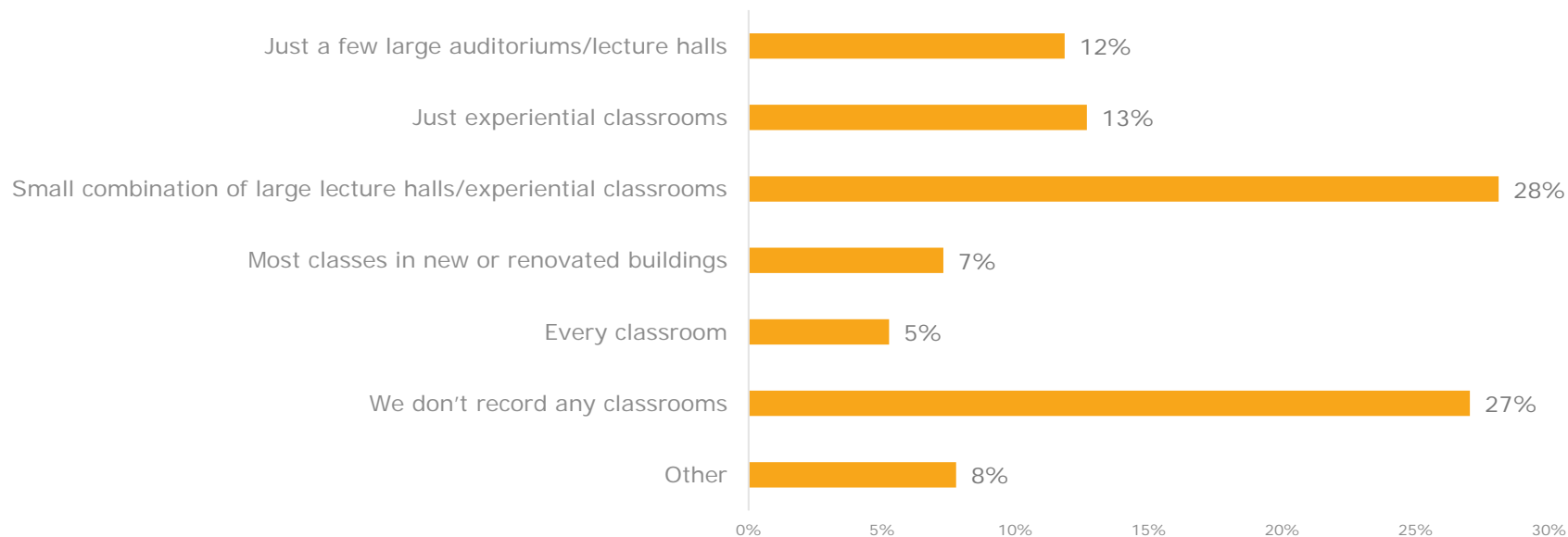
How many classes are recorded, and how is that likely to change in the future?





Half of schools capturing less than 25% of their classrooms

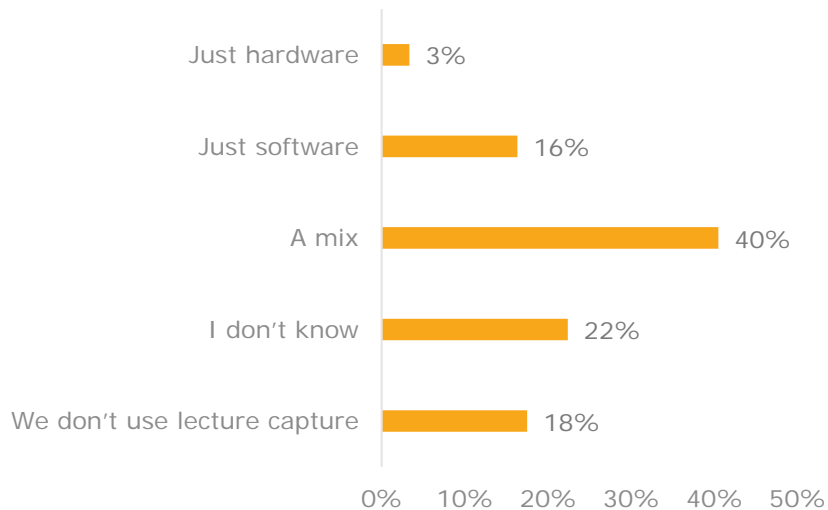
What kind of classroom are you recording?



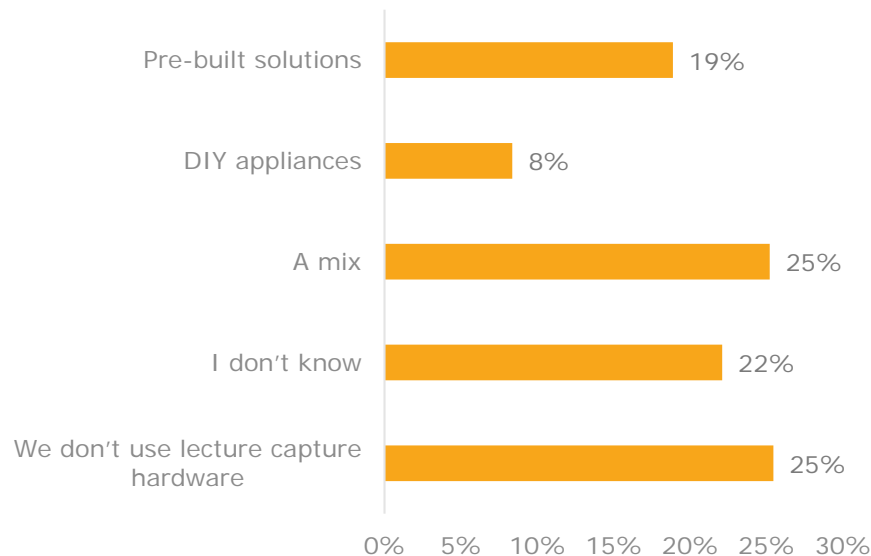


Hybrid lecture capture solutions predominate

How do you prefer to deploy your lecture capture?



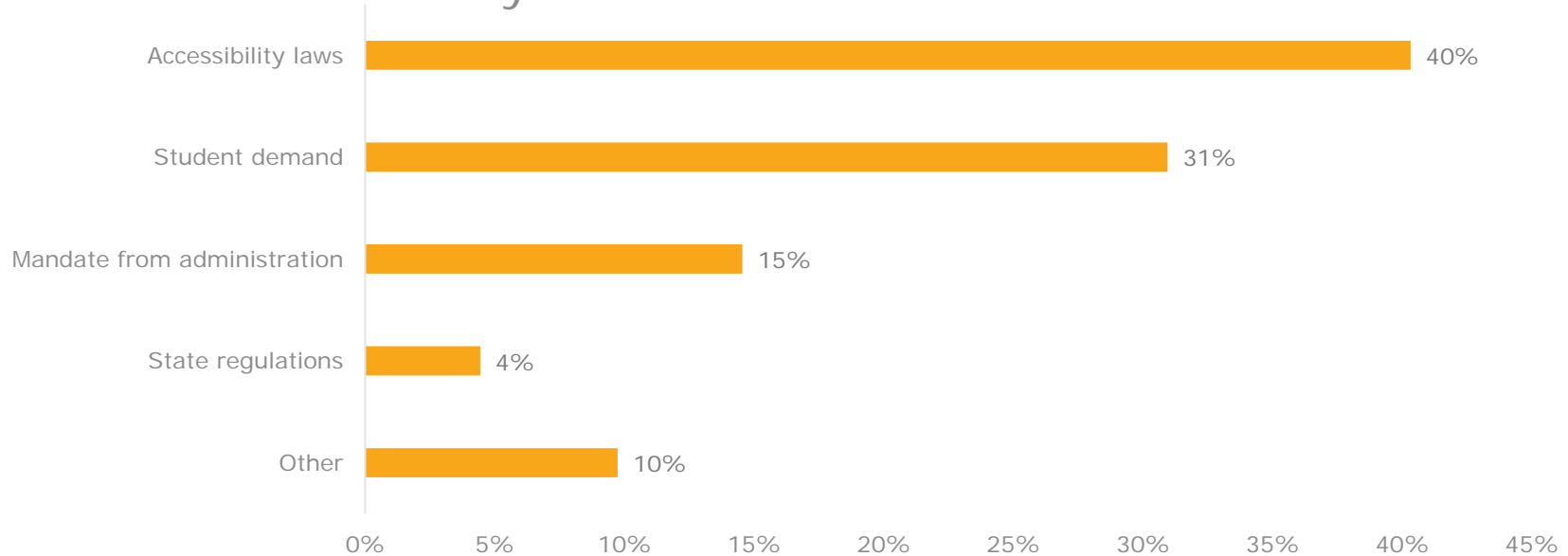
If you use lecture capture hardware, does your institution use pre-built solutions, DIY appliances, or a mix?





Accessibility laws are driving captioning

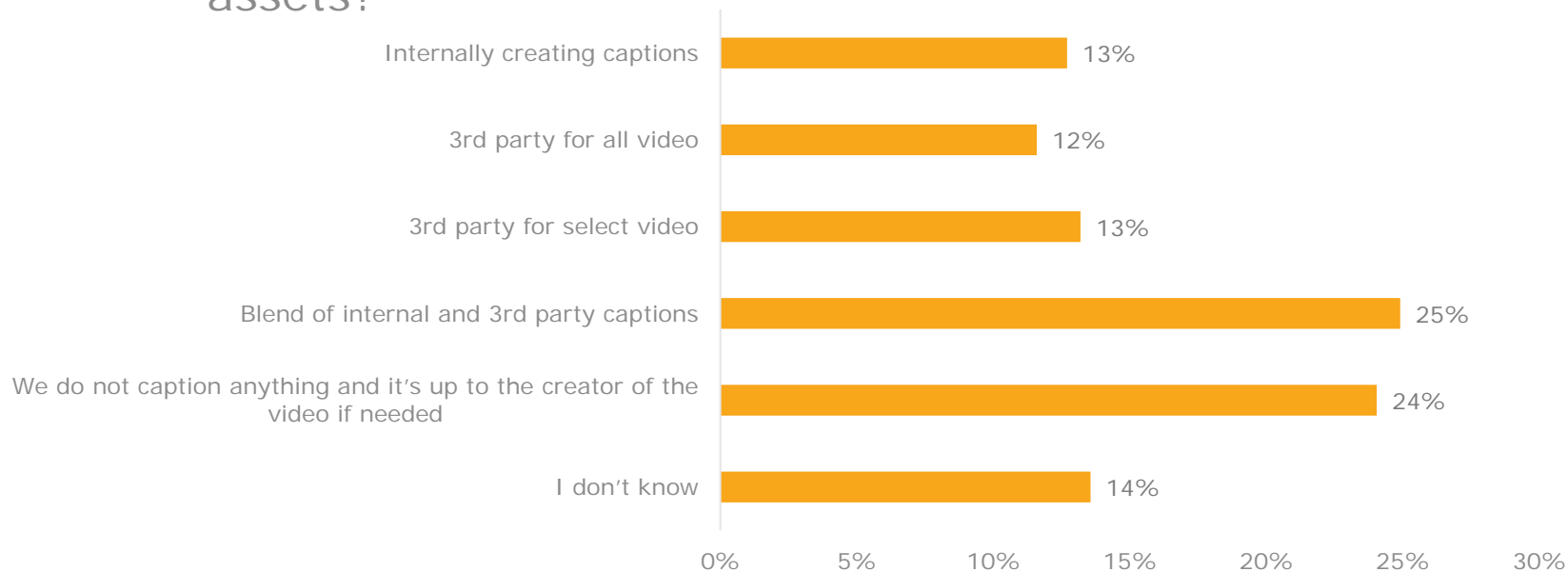
What is the MOST IMPORTANT factor driving your accessibility efforts?





But no consensus on how to handle captions

How are you currently handling captions of your video assets?



Quotes on lecture capture and accessibility

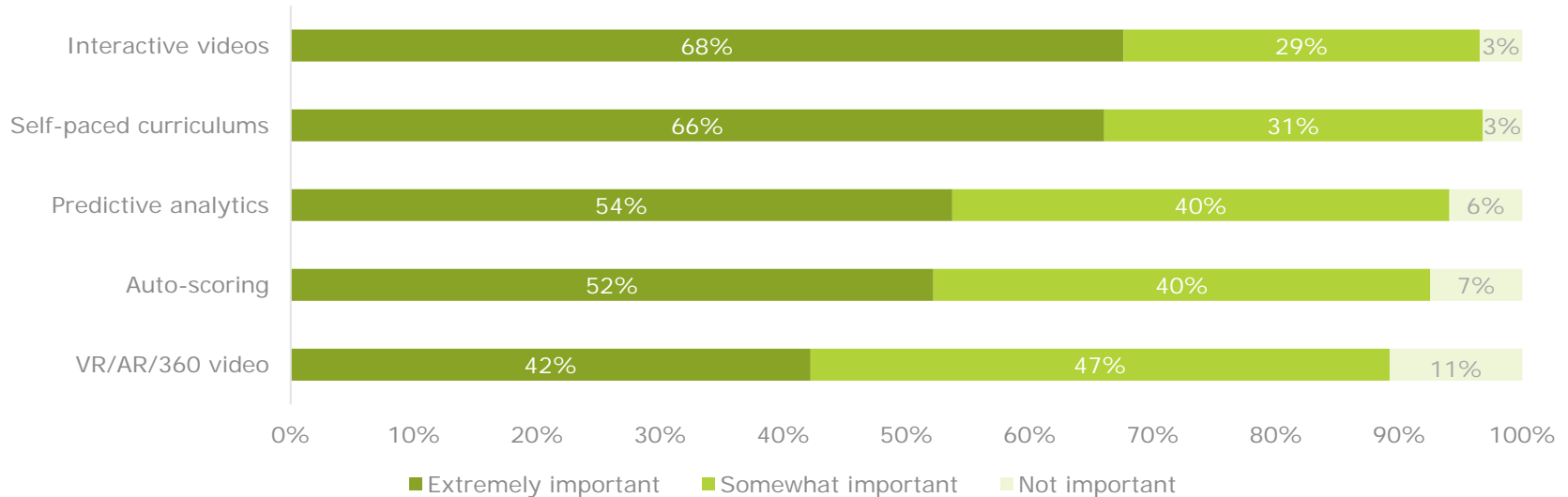
- **"We are adding lecture capture to every classroom in our new building."** - Video production team, small North American community college
- **"Students are going to begin to expect and demand that video exists."** - System administrator, large North American 4-year institution
- **"Discussion boards in online education will become video driven. Lectures will be recorded and delivered, leaving more time for Prof's to spend on personalized education for each individual"** – Educator, large North American university
- **"Video will impact education in a positive aspect as long as it is accessible to all."** – Educator, large North American university
- **"It should be an accessible asset, but not a requirement, and never the sole means of information or assessment."** – Educator, small North American K-12 district

Poll question #5: What's the one thing you think would most help increase the adoption of video on campus

- Better content creation tools
- Better accessibility
- More unified media management
- More exciting interactivity

Eager anticipation for tomorrow's video technologies

How important do you think the following cutting-edge video technologies will be to education in the future?



Future Technologies

- **“While video is increasing in importance, I think that we'll see a greater impact as institutions shift toward more interactive and dynamic video solutions. To some degree, videos have been used to replicate the traditional lecture-based approach to teaching, but new interactive features (including quizzing, VR, and 360 video) will help make video an asset that brings a totally new way of learning into the classroom. In addition, because video production is such an important and marketable skill, I believe that we'll see a strong demand from students and potential employers for graduates to have experience with video production and digital storytelling.” - [Instructional Designer, large North American university](#)**

Any Questions?



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