How Educational Institutions Are Using Video

Insights from the report
Presenters

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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

97% want to raise the level of digital and video literacy among teachers and students

Lecture capture usage has increased by 73% in the last two years
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
In which sector does your institution fall?

- 54% Four-year college
- 14% Community college
- 12% Further or continuing Education
- 10% Primary/secondary education
- 4% Educational Technology Organization
- 4% Foundation or Educational non-for-profit organization
- 2% Other
- 2% Other
Which of the following best fits your role in the institution?
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?

- None: 1%
- Less than 10%: 12%
- 10%-25%: 32%
- 26%-50%: 29%
- 51%-75%: 17%
- More than 75%: 9%
How Institutions Use Video

- Video shown in the classroom: 82%
- Supplementary course material: 74%
- Student assignments: 69%
- Lecture capture: 68%
- Remote teaching and learning: 62%
- Recording campus events - on demand: 57%
- External - marketing, admissions, alumni, etc.: 57%
- Flipped classrooms: 54%
- Live campus events: 51%
- Library media collections: 51%
- Teaching skills by recording students practicing in class: 49%
- Personal introductions: 44%
- Internal organization usage: 44%
- Video feedback for assignments: 29%
- Providing instructors with feedback: 20%
Big growth in higher ed for lecture capture, internal organization usage; steady for flipped classrooms

Change in adoption

- Lecture Capture: 65% in 2016, 79% in 2018 (21% increase)
- Internal Organization: 43% in 2016, 52% in 2018 (20% increase)
- Flipped Classrooms: 58% in 2016, 60% in 2018 (2% increase)
### The Tools Educators Have (And Need)

Rate the availability to educators at your institution

<table>
<thead>
<tr>
<th>Tool / Feature</th>
<th>44%</th>
<th>49%</th>
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<td>Training and support for existing tools</td>
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<td>Simple publishing workflows</td>
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<td>Equipment (Cameras, hosting servers, etc.)</td>
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<td>Staff to help w/video creation/management</td>
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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?

- Public sites (YouTube, Vimeo, etc.): 70%
- Video platform integrated w/LMS: 56%
- Video tools built into the LMS: 39%
- Video portal controlled by institution: 35%
- We don’t use video: 1%
When choosing a new vendor for video technology, what is the MOST IMPORTANT factor for your institution?

- Most comprehensive solution: 33%
- Total cost of ownership: 26%
- Ease of use: 17%
- Compliance to standards: 8%
- Student and faculty feedback: 7%
- Most customizable solution: 7%
- Future-proofing: 3%
### Interest in more advanced video features is high

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

<table>
<thead>
<tr>
<th>Feature</th>
<th>Currently using</th>
<th>Would like to use</th>
<th>Not useful</th>
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</thead>
<tbody>
<tr>
<td>Closed captions</td>
<td>52%</td>
<td>39%</td>
<td>9%</td>
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<td>Mobile apps for watching video on the go</td>
<td>39%</td>
<td>53%</td>
<td>8%</td>
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<td>Synchronized slides</td>
<td>35%</td>
<td>55%</td>
<td>10%</td>
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<td>In-video quizzing</td>
<td>34%</td>
<td>55%</td>
<td>12%</td>
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<tr>
<td>Chapters</td>
<td>33%</td>
<td>56%</td>
<td>10%</td>
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<tr>
<td>In-video search</td>
<td>20%</td>
<td>68%</td>
<td>12%</td>
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<tr>
<td>Note-taking</td>
<td>18%</td>
<td>61%</td>
<td>21%</td>
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</table>
How Does Video Affect Faculty?

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

- Increasing educator collaboration and professional development:
  - Positive impact: 83%
  - No Impact: 17%
  - Negative impact: 0%

- Increasing satisfaction of teachers from their teaching experience:
  - Positive impact: 83%
  - No Impact: 16%
  - Negative impact: 2%

- Making the on-boarding process of new employees more smooth:
  - Positive impact: 74%
  - No Impact: 25%
  - Negative impact: 1%

- Attracting the right teachers to your institution:
  - Positive impact: 68%
  - No Impact: 31%
  - Negative impact: 0%
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?

- None: 3%
- Less than 10%: 32%
- 10%-25%: 30%
- 26%-50%: 20%
- 51%-75%: 10%
- More than 75%: 4%
The Tools Students Have (And Need)

Rate the availability to students at your institution

- Easy-to-use video capture tools: 34% Fully Available, 51% Somewhat Available, 15% Not Available
- Training and support for existing tools: 23% Fully Available, 55% Somewhat Available, 23% Not Available
- Simple publishing workflows: 26% Fully Available, 55% Somewhat Available, 20% Not Available
- Equipment (Cameras, hosting servers, etc.): 20% Fully Available, 55% Somewhat Available, 25% Not Available
- Staff to help w/video creation/management: 17% Fully Available, 53% Somewhat Available, 29% Not Available
How Does Video Affect Students?

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

- Increasing satisfaction of students from their learning experience: 92% Positive impact, 7% No Impact, 1% Negative impact
- Increasing student achievements: 84% Positive impact, 16% No Impact, 0% Negative impact
- Making the on-boarding process of new students more smooth: 80% Positive impact, 20% No Impact, 0% Negative impact
- Attracting the right students to your institution: 78% Positive impact, 21% No Impact, 0% Negative impact
- Increasing sense of affiliation of alumni with the institution: 64% Positive impact, 35% No Impact, 0% Negative impact
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?

- **Currently captured**
- **Would like to be capturing**

<table>
<thead>
<tr>
<th>Percentage</th>
<th>None</th>
<th>Up to 25%</th>
<th>25-50%</th>
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Half of schools capturing less than 25% of their classrooms

What kind of classroom are you recording?

- Just a few large auditoriums/lecture halls: 12%
- Just experiential classrooms: 13%
- Small combination of large lecture halls/experiential classrooms: 28%
- Most classes in new or renovated buildings: 7%
- Every classroom: 5%
- We don’t record any classrooms: 27%
- Other: 8%
**Hybrid lecture capture solutions predominate**

How do you prefer to deploy your lecture capture?

- **Just hardware**: 3%
- **Just software**: 16%
- **A mix**: 40%
- **I don’t know**: 22%
- **We don’t use lecture capture**: 18%

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

- **Pre-built solutions**: 19%
- **DIY appliances**: 8%
- **A mix**: 25%
- **I don’t know**: 22%
- **We don’t use lecture capture hardware**: 25%
Accessibility laws are driving captioning

What is the MOST IMPORTANT factor driving your accessibility efforts?

- Accessibility laws: 40%
- Student demand: 31%
- Mandate from administration: 15%
- State regulations: 4%
- Other: 10%
But no consensus on how to handle captions

How are you currently handling captions of your video assets?

- Internally creating captions: 13%
- 3rd party for all video: 12%
- 3rd party for select video: 13%
- Blend of internal and 3rd party captions: 25%
- We do not caption anything and it’s up to the creator of the video if needed: 24%
- I don’t know: 14%
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
The Future
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
How important do you think the following cutting-edge video technologies will be to education in the future?

- Interactive videos: 68% Extremely important, 29% Somewhat important, 3% Not important
- Self-paced curriculums: 66% Extremely important, 31% Somewhat important, 3% Not important
- Predictive analytics: 54% Extremely important, 40% Somewhat important, 6% Not important
- Auto-scoring: 52% Extremely important, 40% Somewhat important, 7% Not important
- VR/AR/360 video: 42% Extremely important, 47% Somewhat important, 11% Not important
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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