













# 21 Reasons Videos Increase Engagement





DRIVE STUDENT SUCCESS WITH VIDEO





**VISUALS ARE PROCESSED** 



IN THE BRAIN THAN TEXT

**STUDENTS** RETAIN

80% of what they see

20% of what they read

10%

of what they hear

**40% OF LEARNERS** respond better to visual information than text alone

Visuals have been found to improve learning by up to 400%



Illustrated text is comprehended 83% BETTER THAN TEXT ALONE



90% of information transmitted to the brain is visual

According to educational consultant Dr. Lynell Burmark, **VISUALS ARE ETCHED** into our long-term memory (WORDS AREN'T)

Students in high-interaction courses earned nearly **ONE LETTER GRADE HIGHER** than students in low-interaction courses

MORE THAN 75% of students think video lessons help understand course content.

Talking head videos encourage students to try nearly 40% MORE QUIZ QUESTIONS, compared to videos without webcam



Quizzes within videos CUT MIND-**WANDERING BY 50%** 

STUDENTS WHO WATCHED (12)**VIDEOS WITH QUIZZES:** 

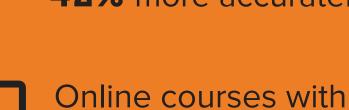


Took **3X** more notes



Answered test questions **42%** more accurately





relevant visuals ATTRACT **MORE STUDENTS THAN TEXT-ONLY ONES** 

## THE BEST IMAGES:



## **SIMPLIFY**

difficult-to-understand topics



## **EXPLAIN**

concepts with people, places, or objects



## HELP

connect familiar materials with the unfamiliar

Visuals especially **HELP GIFTED & STRUGGLING LEARNERS** 



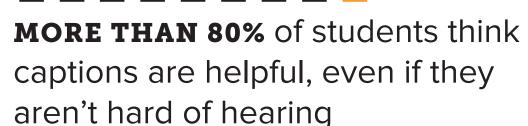
66%

of higher ed instructors **USE VIDEO** as part of their online instruction



93% OF COURSE **VIDEOS ARE CUSTOM-CREATED** by instructors









Online courses with video are 83% MORE EFFECTIVE in helping students remember information





SHORT VIDEOS ARE MORE **EFFECTIVE** than long ones





The ideal video length is 7-14 MINUTES

Learn more at techsmith.com/knowmia