

# 21 Reasons Videos Increase Engagement

DRIVE STUDENT SUCCESS WITH VIDEO

## 1 VISUALS ARE PROCESSED




IN THE BRAIN THAN TEXT


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

## 2 STUDENTS RETAIN

80%  of what they see


20%  of what they read

10%  of what they hear

4  **40% OF LEARNERS** respond better to visual information than text alone

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

6  Illustrated text is comprehended **83% BETTER THAN TEXT ALONE**

7  **90%** of information transmitted to the brain is visual

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

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

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

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

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


 Took **3X** more notes


 Answered test questions **42%** more accurately

13  Online courses with relevant visuals **ATTRACT MORE STUDENTS THAN TEXT-ONLY ONES**


## 14 THE BEST IMAGES:

 **SIMPLIFY** difficult-to-understand topics


 **EXPLAIN** concepts with people, places, or objects


 **HELP** connect familiar materials with the unfamiliar

15 Visuals especially **HELP GIFTED & STRUGGLING LEARNERS**


16  **66%** of higher ed instructors **USE VIDEO** as part of their online instruction

17  **93% OF COURSE VIDEOS ARE CUSTOM-CREATED** by instructors

18  **MORE THAN 80%** of students think captions are helpful, even if they aren't hard of hearing

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

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

21  The ideal video length is **7-14 MINUTES**

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