Use of Video in Education

As the next generation of learners transitions into higher education, institutions are looking for ways to adapt to the ever-changing needs of the student?

The implementation of video to adapt to student expectations, desires and needs has become one of the leading solutions. Video has been proven to boost student achievement levels. But can video be used for more than just delivering course material?

Video has the ability to benefit everyone in education, from the student to the institution. Below you will find some of the key benefits to integrating video in education.

Student Benefits:

- **Engagement** - video has been proven to be one of the best tools for boosting engagement and student interactions.

- **Learning Styles and Opportunities** - with video, students can choose how they’d like to consume the content, giving more opportunity to visual learners.

- **Go-to Resource and Mobility** - course videos can be viewed on any device and at any time, allowing students to learn at their convenience.

- **Retention and Recallability** - students can replay video as many times as they’d like as well as skip to important pieces in videos which assists in the retention of concepts and ideas.

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Teacher Benefits:

- **Remote Learning Opportunities** - teachers can put themselves in many places at once, allowing learners across the world to take the same course.

- **Usability and Translations** - video offers additional tools like translations and closed captioning, making courses available in multiple languages.

- **Reporting** - video tends to include reporting and built-in analytics tools, which allows teachers to track student activity, interactions and identify points of disinterest.

- **Competency** - when utilized in assessments and face-to-face interactions, video allows teachers to truly gauge a learner’s competency.

Institution Benefits:

- **Online Course Offerings** - by implementing video, schools are able to scale quality online courses and programs.

- **Affordability** - institutions are able to build online courses at a fraction of the cost of a traditional course.

- **Faculty and Staff Efficiency** - with video, faculty and staff can assemble wherever they are in the world. Departments and colleagues can utilize web conferences to host meetings, advising, mentoring and much more!

- **One-Demand Instruction** - with the implementation of digital videos, institutions have the ability to market and communicate to a much greater number of people.

- **Internal Training** - the use of video allows institutions to offer flexible, self-paced trainings to their faculty and staff.

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