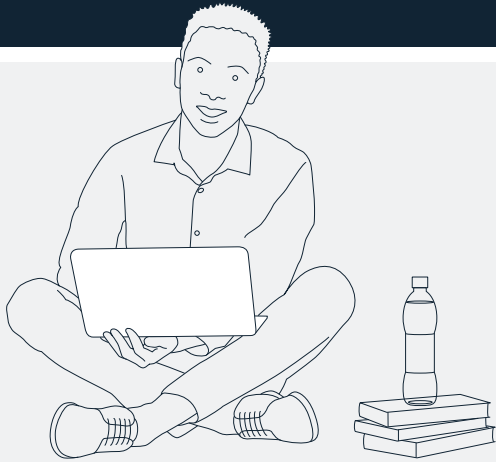


10 video trends you should know about to enhance the student learning experience



Panopto recently commissioned new research from youth trend experts Voxburner to explore what students really think about technology and video for learning. More than 500 students from 135 different UK universities took part. Here's what we found.

1 Most students believe technology enhances learning

90%

of students agreed or strongly agreed with the statement 'technology improves my ability to learn'.

“Technology allows me to find relevant information quickly and easily. It also allows lecturers to transmit information in a more effective way.”

“As a student with a learning disability, it helps improve my work 100 fold...”

2 The majority of students believe that 'recorded lectures are a useful educational tool'

92%

agreed with the statement above.

“Recordings are useful during revision time.”

“If you missed something in the lecture or didn't have time to make the necessary notes, or just needed to go over a certain point again, then having on-demand recordings is a must.”

3 Video is a natural learning medium for the majority of students

78%

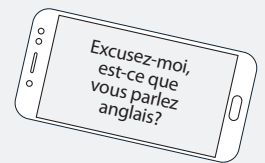
of the students surveyed were already using online video platforms like YouTube or Vimeo to teach themselves new skills or acquire knowledge.



52%
to help with coursework or an assignment

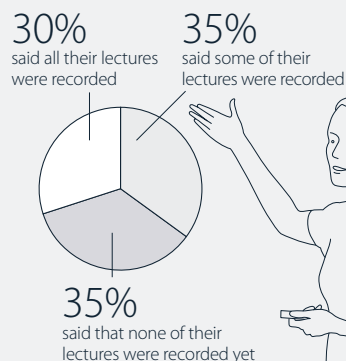


28%
to research which universities to apply to in the first place



23%
to learn how to speak a new language

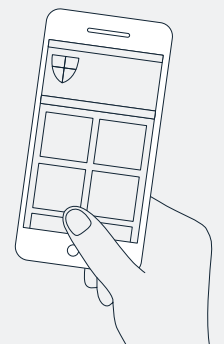
4 Most of the students' universities were already recording at least some of their lectures and making them available on-demand



5 Mobile learning is increasingly important to students

When asked 'what one technology could you not live without', the mobile phone recurred again and again.

“...it allows me to connect with people around me, find out information, stay engaged and educate myself.”



6 The use of 'how-to' videos for learning has grown massively



33%

of students told us that they had been given 'how-to' tutorial videos by their lecturers.

This figure has almost doubled since last year.

7 More students prefer to learn via video compared to books than vice versa

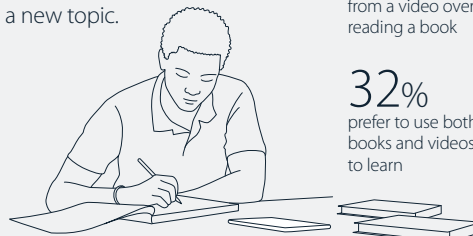
We asked students to tell us about their preferred medium for learning or researching a new topic.

25% choose to learn from a video over reading a book

15% choose to learn from a book over a video

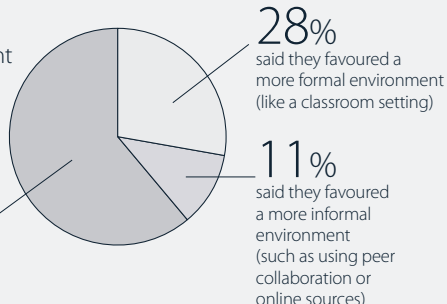
32% prefer to use both books and videos to learn

27% said it depended on what they were trying to learn



8 The majority of students find a blend of formal and informal learning methods most useful

We asked students about the environment that helps them learn most effectively:



9 Students were clear about why they prefer a blend of formal and informal learning

“I like to have information explained so I have a basic understanding on which to build. Then, through independent research, I can pursue areas of particular interest.”

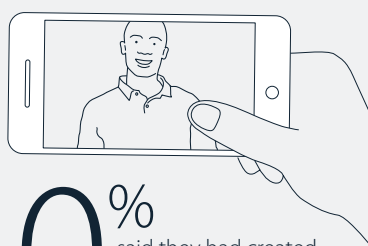


“I usually like having a structured time when I will get work done so that I have less distractions and can focus more. Also being taught the content will be easier to understand. An informal environment will help back up the learning.”

10 A growing number of students record their own video content

33%

of students said they recorded video content for personal events or reasons.



10%

said they had created video recordings for educational reasons.

“I learn differently in different environments. Personally, I initially need to learn something through a structured environment. But I feel I develop my understanding more deeply in an informal environment as I can explore ideas in a more abstract way.”

“You get different things out of both methods. A structured class gives you the content and basics you need to know, then you can expand on this by chatting through [with] friends and independent reading.”

“In a classroom I find I learn well because it's a set time period in which to absorb information and there's less scope for distraction. However I sometimes find that I understand concepts to a greater degree when in an informal environment...”

How can Panopto help?

If you want to expand the use of video at your institution, the Panopto video platform makes it easy for lecturers and instructors to:

- Flip the classroom
- Record lectures
- Live broadcast lectures or events
- Create 'how to' videos
- Offer video feedback on assignments
- Give students the tools to create their own recordings... and more.

If you want to find out how Panopto can help you enhance the student experience with video, email the team at uk@panopto.com or visit www.panopto.com.

