Panopto

COLLEGE PULSE

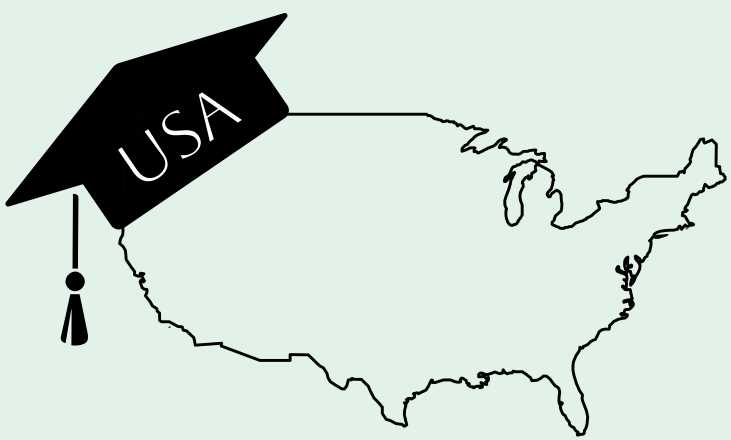
What Students Want Most from Video Learning

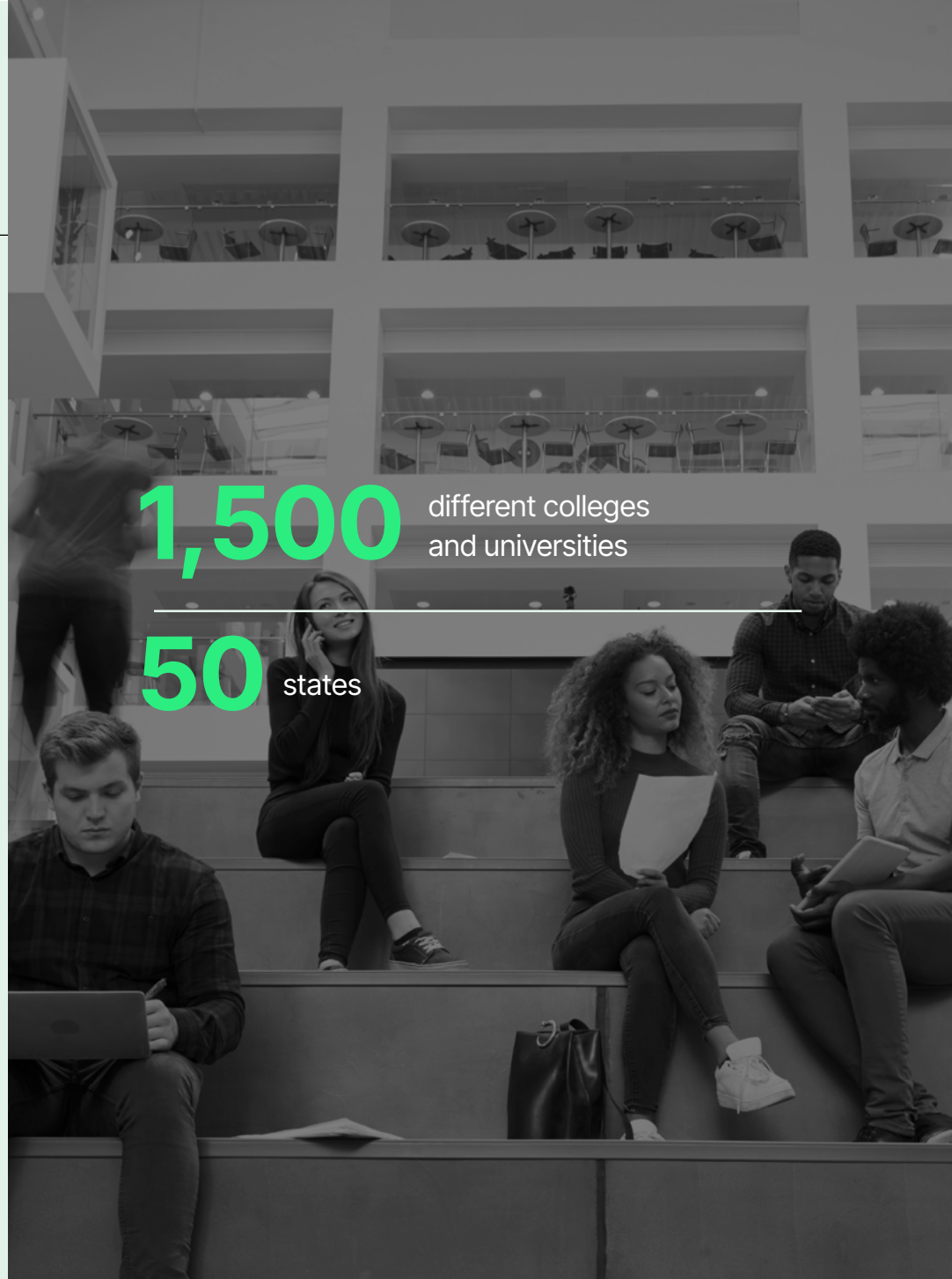
2024 Research Report

A Panopto & College Pulse Study

About this research

The insights in this report are from original research conducted by Panopto and College Pulse in May and June 2024. Respondents included undergraduate and graduate students in the United States from over 1,500 different colleges and universities from all 50 states. The sample was drawn from College Pulse's American College Student Panel, which includes more than 850,000 verified students.





Introduction

It's time to tune into what students want most from video learning, and to understand where video learning fits in their expectations of the overall learning experience.

Meeting student expectations is top of mind for higher ed institutions of every size. Delivering an experience that supports successful outcomes is key to recruiting each new class, retaining currently enrolled students, and building a healthy alumni base. In the face of many challenges, including declining enrollments, tight budgets, and eroding public trust, college and university leaders are tasked with amplifying the value of traditional education while competing with alternative education channels outside traditional programs.

In this new era of competition, leading institutions are focused on designing learning environments that support the learning styles and preferences of all students. Keeping up with student trends and preferences is crucial to maintaining relevance and building a future of education that attracts students on their terms.

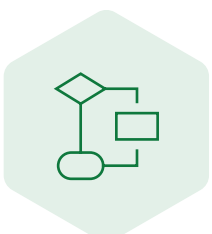
Today's learning spaces exist beyond the confines of hallowed halls and grassy quads, extending to digital pillars – learning management systems, video learning platforms, and video conferencing tools. In an increasingly digital world, we're all more likely to make choices about an investment in a service with some consideration for the digital aspect of that experience.

Students are your consumer, and their expectations for their digital learning interactions are evolving – rapidly.

Does your institution's video learning model match the latest student trends? Read on to understand what students consider essential to maximizing the value of video learning and decide where you fall on the curve.

How is your institution keeping up with the latest student trends for learning with video?

Today's college and university students expect flexible, accessible and affordable education. Our research shows that video learning can meet these demands.



Our research makes it clear that students expect flexibility and accessibility in their educational pursuits. Video learning programs can play a critical role in meeting these needs, while also driving enrollment and accommodating budget constraints by allowing institutions to educate more students with fewer resources.

For most students, video learning is an integral part of modern higher education:

96% say having a searchable portal for all course-related videos is important

85% say video technology enhances learning

83% say on-demand video learning gives them flexibility

82% watch course-related videos at least once per week

68% prefer enrolling in courses that offer videos

Are You Providing What Students Want?

Video Access Can Drive Enrollment

Video learning is important to students today—but many higher education institutions are not meeting student expectations in this area

Over two-thirds of students prefer enrolling in classes with on-demand video learning. However, only one-third say their lectures are available on demand.

When colleges and universities provide an easily accessible video management system with lecture capture, it's simple for instructors to record their lectures and make them readily available for students. However, when institutions don't make it easy and intuitive to record lectures, it's less likely that professors will make videos available—hampering students' ability to catch up on missed classes or review lectures for extended learning.

As remote learning has become increasingly popular, modern students expect flexibility so they can balance their classes with the rest of their lives. When getting an education conflicts with the ability to work or manage personal commitments, some students may simply abandon their studies. **In an era of declining enrollments, providing access to lecture capture is an easy way for colleges and universities to meet student expectations and drive enrollment.**

68% of students prefer enrolling in video classes.

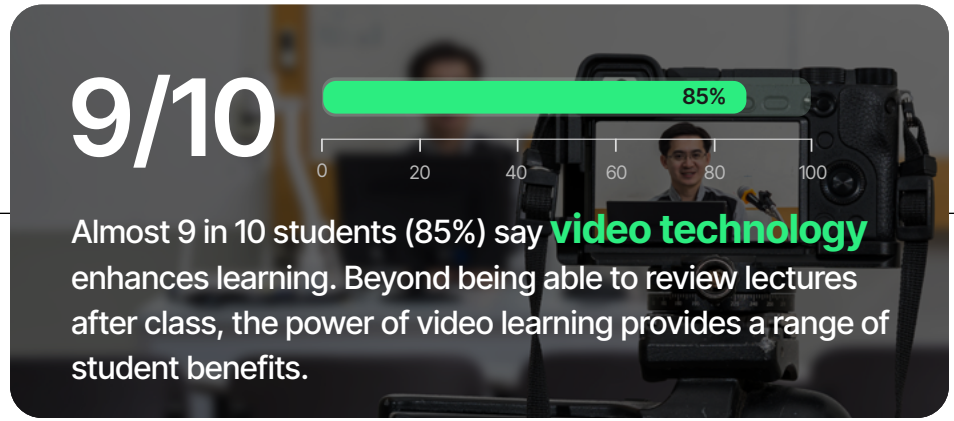
Flexible Learning:
Your Sustainable Future

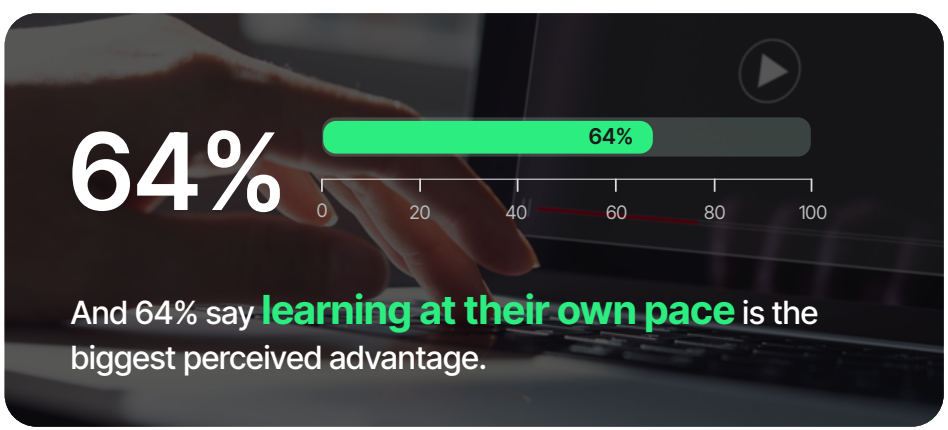
Students say video enhances their learning by giving them flexibility.

Flexibility isn't just what students want–but the key to your institution's future. So, how should you define it?

According to students, it's not just the ability to rewatch a video, but a process of learning and accessing course content. That means for self-directed or self-paced support, access anywhere they are, or the peace of mind if they miss class, for example. Flexibility means building pathways for agency that empower individual student success in and outside the classroom.

Whether expanding enrollment and reach, enfranchising your increasingly diverse student body, or innovating how you deliver education, **flexible playback builds your sustainable future.**





Here's how students rank the benefits of learning with video.

64% Flexibility to learn at my own pace, pausing, rewinding, or fast-forwarding as needed

60% Ability to rewatch content to reinforce learning or difficult concepts

45% Access to learning materials anywhere with an internet connection, removing spatial barriers

48% Reduced pressure to keep up with classroom pacing, allowing me to focus on understanding

47% Convenience for balancing education with other commitments, such as work or family

36% Opportunities to combine video with other digital resources, such as online forums, quizzes, or supplementary readings

33% Cost savings in terms of commuting, materials, and potential tuition differences for online courses

28% Access to a diverse range of content, including courses from global experts

The Frequency of Video Around Campus

Most students enrolled in classes with videos are pressing play more than once a week.

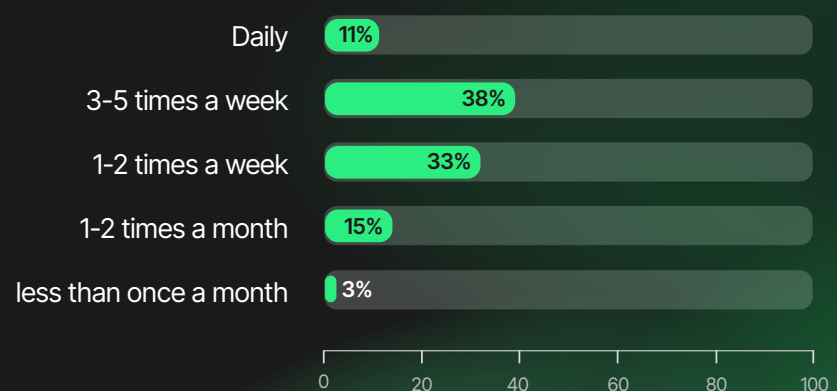
There's a frequency of video buzzing airwaves on your campus.

With new expectations of flexible education in a post-pandemic world–from online offerings to hybrid and asynchronous learning–the importance and prevalance of video learning is steadily increasing.

Students are pressing play perhaps more than you think. Maintaining an on-demand library of content that's easy to search, find, and access is an essential duty of your institution.

Almost 50% of all students surveyed watch course-related videos up to 5 times per week.

Maintaining a library of course-related videos is not a futile practice. Students report that they watch and review these videos regularly; in fact, 82% watch course-related videos at least once per week.



On-Demand is in High Demand

Students who watch videos for learning prefer on-demand or recorded videos for self-paced learning.

Across campus, students watch and interact with various course-related video formats. But the biggest watch category is on-demand lectures, with YouTube and other supplemental videos trailing closely behind.

On-demand recordings give students the ability to learn at their own pace. But here's something to pay attention to: only 21% of students say recorded course lectures are available for all of their classes.

Most-watched video formats

54% recorded or on-demand lecture videos

52% YouTube for self-directed learning

48% supplemental videos as part of the curriculum

38% live or recorded study or review sessions

31% instructional videos for course modules

26% live-streamed lectures

23% curriculum or syllabus video guides

16% interactive videos

15% one-on-one videos with faculty or TAs

13% student-created video submissions

3% other video-related options

Two-thirds of students prefer enrolling in courses that offer videos for learning, like recorded lectures.

52% say they watch YouTube for self-directed learning outside class, their second-most watch category.

There's a lot to unpack with this trend. YouTube has become a go-to tool for students seeking to continue learning outside the classroom. And as the second-most-watched video category, it's gaining traction.

But is it working?

One reason for this shift might be the lack of relevant course content in digital learning environments. When students can't easily find course videos on their LMS or access on-demand lectures, YouTube fills the gap.

YouTube also excels in offering targeted, specific content that students might not find in their coursework or lecture videos. Whether tutorials, explanatory videos, or alternative lectures, YouTube provides relevant content students need quickly and in shorter formats.

This reliance on YouTube for self-directed learning highlights a significant shift in video learning dynamics. It reveals an unmet need within digital learning platforms and institutions' video content libraries. Yet it also underscores the importance of flexible, bite-sized content to support continuous learning. While video remains a highly accessible medium for learning outside lectures, it also raises questions about the credibility and quality of content students consume on the platform.

It's not about replacing YouTube but evaluating the reliance. This trend signals that institutions may need to adapt and improve their digital learning content offerings, discoverability, and relevancy to support student learning outside the classroom.

How Students Learn On-Demand

On-demand video learning offers students a range of benefits.

Today's students like learning on-demand to support their unique learning preferences. On-demand video offers a range of benefits across campus that support student learning experiences.

For most students, the most useful reasons for an online library of on-demand course videos are to study for tests, review on their own time, and further understand difficult concepts.

Students ranked the following as the most useful aspects of an on-demand, online library for course-related videos:

1. Studying for tests or exams
2. Self-paced flexibility
3. Reviewing difficult concepts
4. Peace of mind for missed class
5. Extra homework help
6. Continued learning after class
7. Downloading for offline viewing
8. Peer working groups

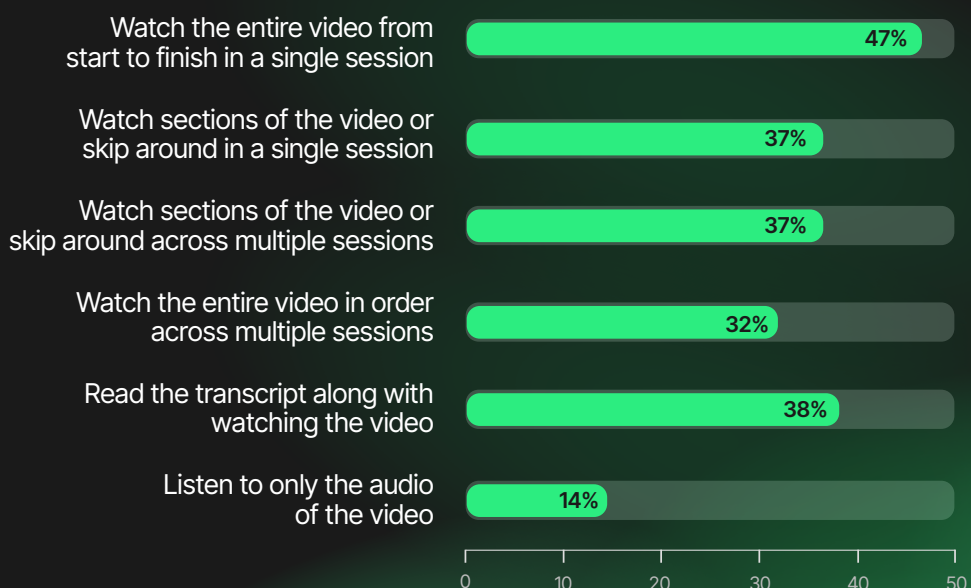
When it comes to watching prerecorded lecture videos, here's how students prefer playback.

47% Almost half (47%) of students say they watch the entire video from start to finish in a single session.

38% And almost four in 10 (38%) say they read the transcript along with watching the video

Video is, for many students, a key component of deep study and self-directed learning.

Here's what session playback looks like for recorded lectures:



The State of Course Content Discovery

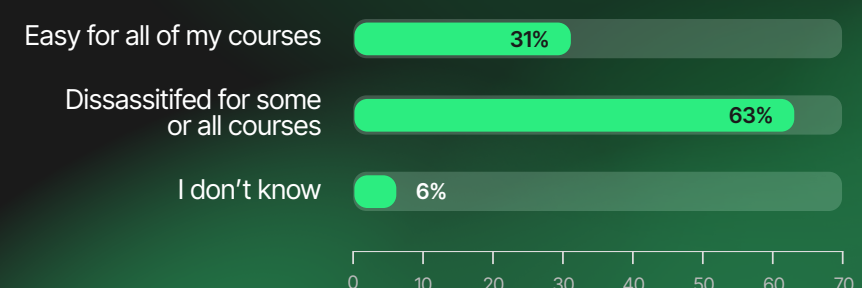
Search and find of on-demand course-related videos could be improved while many students report mixed experiences.

It's not enough to record lectures or other course-related video content. Videos must be easily searchable, discoverable, and referencable for students to get the most from video learning.

How well does your institution keep up with offering seamless search and discovery for course-related video content? Many students suggest there's room for improvement.

Only 1/3 of students say all their videos are easy to find.

Here's how's students rank how easy it is to search and access videos they need.



It's a New Era of Learning Content

The shorter the content for learning, the better.

It's a new era of content for students. They want to learn in short, snappy formats using various mixed-media options for better engagement.

In the content age–shaped by evolving media spaces, new modes of engagement and sharing, and different consumer expectations–student preferences for campus content are also changing.

Over the past decade, user-generated content sites and applications like YouTube and TikTok have changed modes of engagement. For example, in 2022, the average daily time spent watching television was first surprised by the daily consumption of video on the internet. And each year, digital video consumption has increased. During the fourth quarter of 2023, online videos recorded an audience reach of 92.3% of all internet users worldwide.

So, what content do students want most?

29% Short-form videos

26% Interactive content

12% Long-form videos

11% Synchronous live sessions

9% Text-based content

7% Podcasts

Accessibility for All

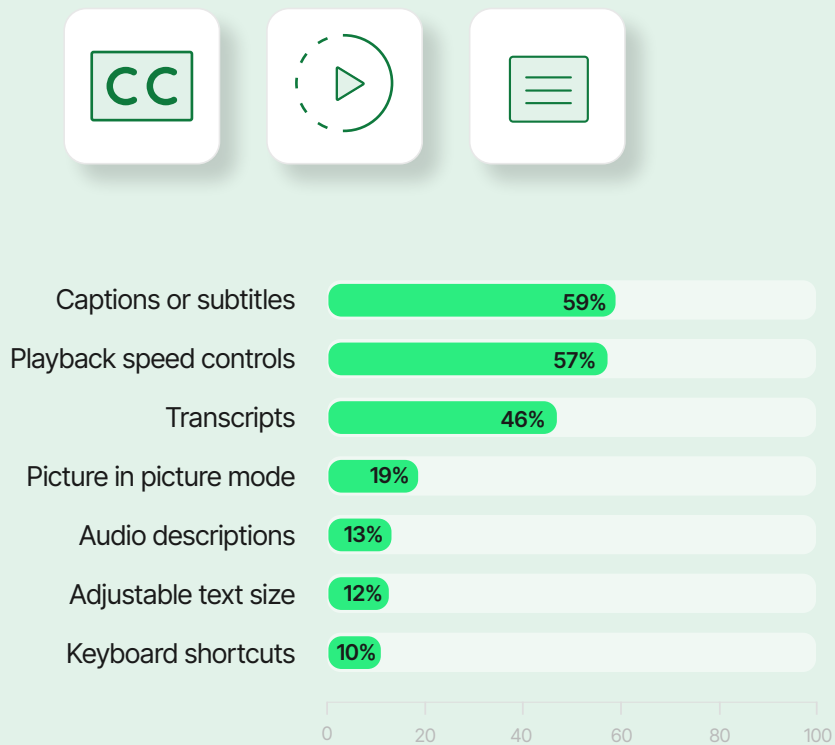
Accessibility features improve learning for the majority of students.

Video accessibility extends to all students across your campus, even those who don't identify as having diverse learning needs. While 21% of undergraduate and 11% of graduate students report learning disabilities (NCES), your whole student body uses accessible playback.

Of the students surveyed, almost three-quarters (72%) have captioning or transcripts available for courses. Among those who take courses with captioning or transcripts, 58% say those services are essential to their preferred learning style.

Almost two-thirds of your student body say captions and subtitles are essential to how they learn with video.

Survey respondents ranked the following accessible playback features as most important:



Getting More Instructor FaceTime

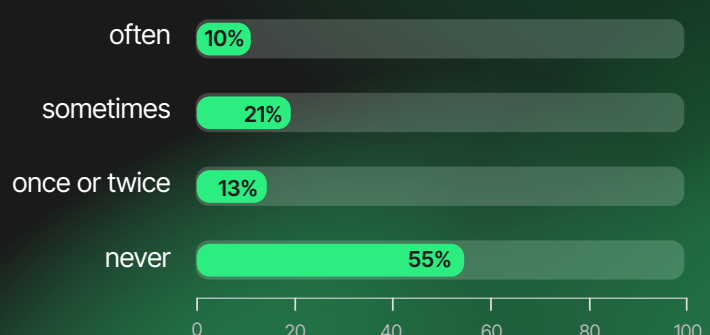
Making it easy for faculty to create videos could increase personalized student feedback.

Video learning platforms offer unique opportunities for student-faculty interactions. In digital learning environments, your institution may be wondering how to give students more instructor face time, wherever they're tuning in.

Faculty are recording videos for feedback, but not as much as they could be. Forty-four percent of responding students say they have received feedback on an assignment from faculty via recorded video. But is that enough?

Providing individual feedback via video is sometimes faster for a faculty member than to provide the same feedback in writing. It also allows for a more complete communication experience, including body language and tone, to help students in digital learning environments and faculty interact authentically. Are you making it easy for faculty to make videos?

How often students receive video feedback from faculty on an assignment:



The Art of Re-Watching

On-demand video learning offers students a range of benefits for learning retention.

64% Flexibility to learn at my own pace, pausing, rewinding, or fast-forwarding as needed

60% Ability to rewatch content to reinforce learning or difficult concepts

54% watch recorded or on-demand lecture videos

38% watch live or recorded study or review sessions

Student Perceptions on AI

Students find AI helpful to support learning across a range of categories.

The era of smarter learning is here at your institution–which means AI tools can power new faculty and student course-related engagement.

Artificial intelligence (AI) and machine learning technologies transform how faculty create course content, students engage with coursework, and administrative best practices. As your institution grapples with the impact and use cases of AI across campus, you might wonder what students really think.

To start, we asked students how much they trust AI to help with different tool sets. AI-enabled video learning platforms can incorporate a range of functions into a learning experience, like interactive quizzing and captioning.

Students rank the following AI-powered learning tools as helpful:

44%	Interactive quizzes
37%	AI-powered flashcard generators
31%	Automated video transcripts
28%	AI-powered video summaries
25%	Chatbot tutors or virtual assistants for answering course-related questions in real time
25%	AI-enhanced search engines to quickly find relevant educational resources
25%	AI-generated study plans or schedules for personal learning objectives
17%	AI-generated content insights

Students are least likely to trust AI to generate accurate content.

Here's what students trust AI to do.

63% Make personalized recommendations

61% Provide accurate summaries of content

59% Alert me of things I missed

48% Generate accurate content

There's Room for Improvement

Our research suggests students voice these gaps in their learning experience.

Almost two-thirds of students (68%) prefer enrolling in video classes. **However, only one-third say their lectures are available on demand.**

63% of students say course-related videos are not easily accessible and searchable. **However, 96% rank this as important.**

30% of students report not having captioning or transcripts available for courses. **However, 42% find captioning and transcriptions essential to learning.**

Other things to pay attention to:

VIDEO CLASSES

Of students not taking classes with video, 51% of them say they would prefer to.

VIDEO FEEDBACK

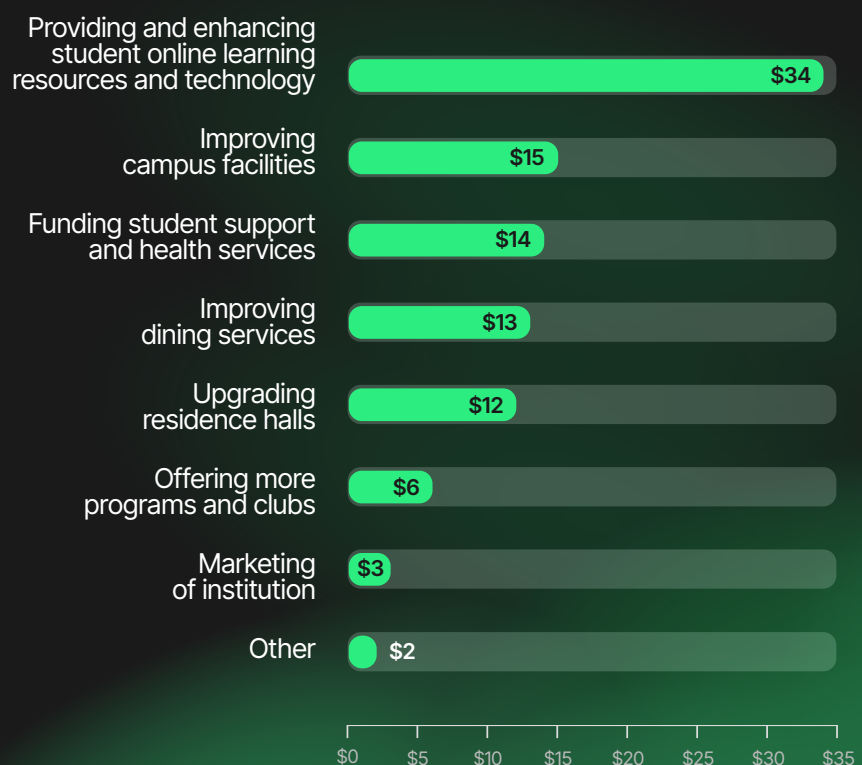
Only 10% of students report using videos to receive feedback on assignments, and 55% report never doing this.

DIFFICULTIES LOGGING IN

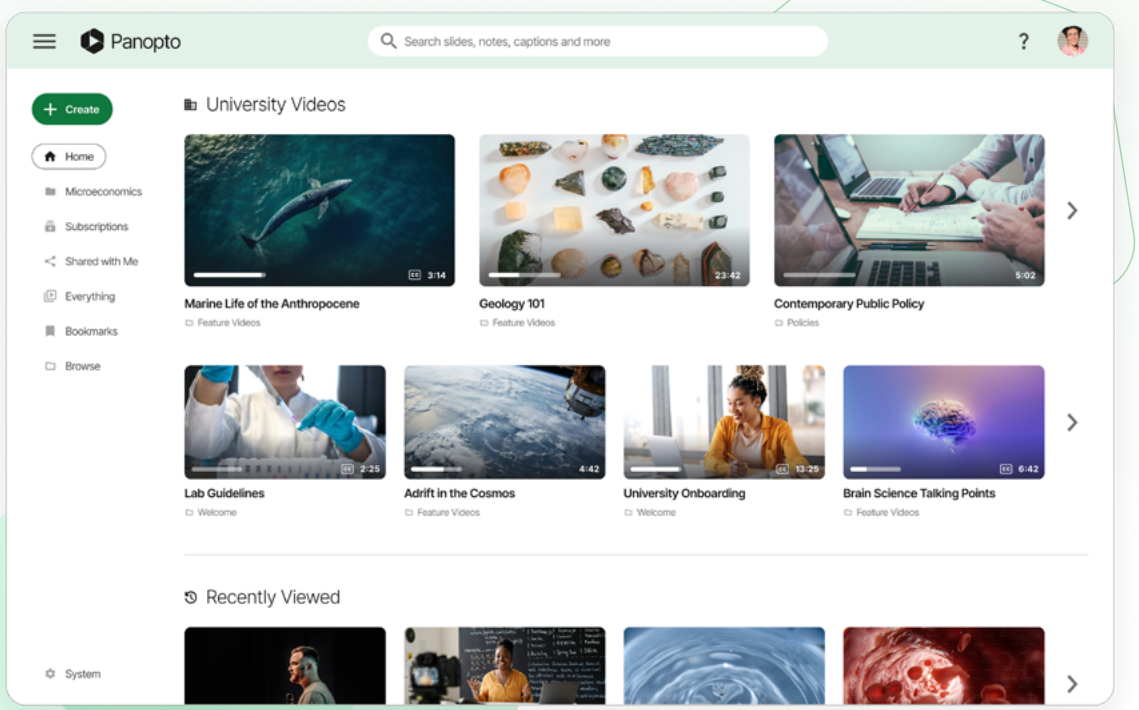
62% of students report difficulty in logging in to access course-related videos.

Students prefer more technology and enhanced learning resources over services and residence halls upgrades.

We asked students to spend $100 on school upgrades. Here's where they want your money to go.



About Panopto



Since 2007, Panopto has empowered instructors to enrich students' virtual learning experiences. Through its video search and discovery features, Panopto not only simplifies access to recorded lectures and course videos but also enables students to personalize their learning journey. This flexibility provides a valuable pathway for institutions to adapt to the evolving educational environment and address the needs of a diverse student body. To learn more, visit www.panopto.com.

Panopto