atd CORE 4

NEW ORLEANS

OCT 24–25, 2022

SESSION: **IMPROVING INSTRUCTIONAL VIDEO EFFECTIVENESS: INSGITHS INTO VIEWER HABITS AND WANTS**

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Matthew Pierce

Learning & Video Ambassador

TechSmith Corporation

DOWNLOAD THE REPORT

https://bit.ly/3EGOlcl

DEMOGRPAHICS

914 unique respondents

6 markets - US, UK, France, Germany, Australia, Canada

Conducted in June 2021 by independent research partner Qualtrics

20 professional fields, including healthcare services, retail, manufacturing, software development, and the financial sector

WHY LOOK AT VIEWER PREFERENCES AND HABITS

Poll: How do you prefer to learn?

A. Reading text
B. Listening to audio
C. Watching a video

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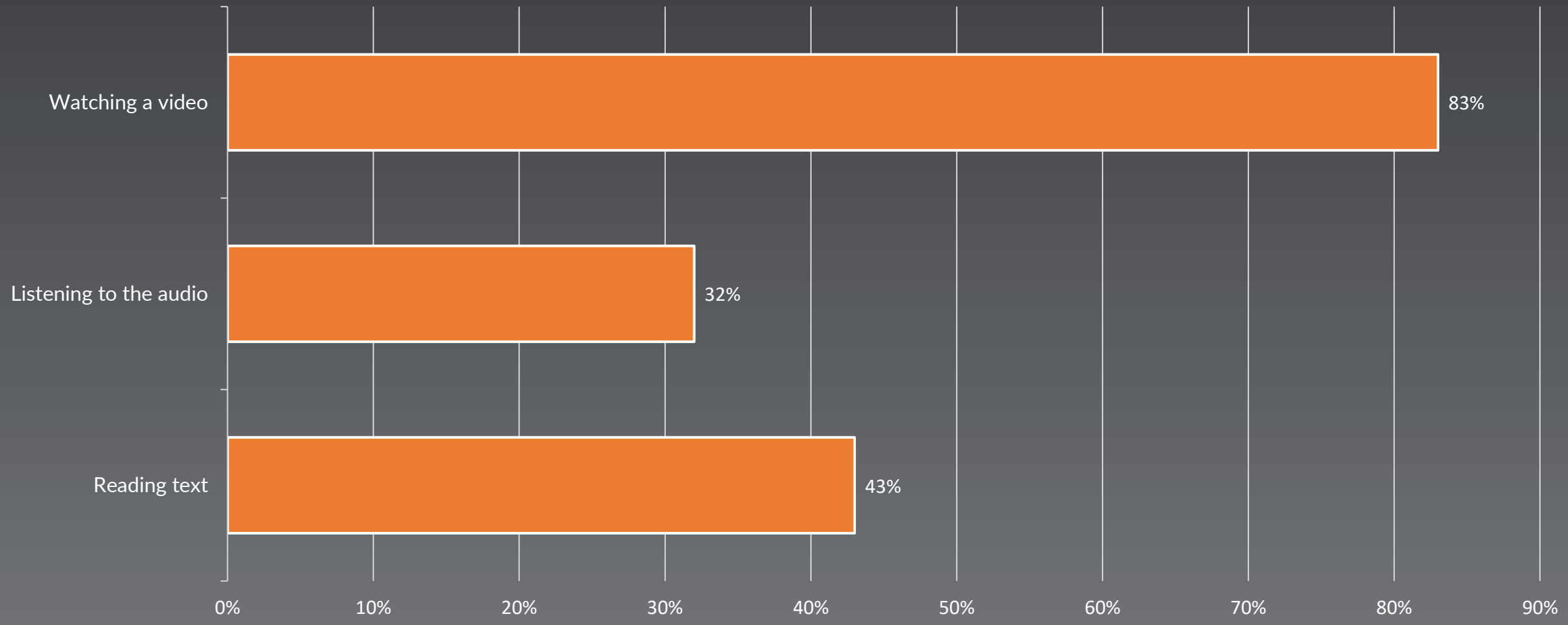
#2825 302

PREFERENCE FOR VIDEO



GOAL 1:

START WATCHING

GOAL 2:

KEEP WATCHING

GOAL 3:

HELP THEM BE SUCCESSFUL

What we are going to look at:

Viewing Behaviors

Where Viewers Watch

Why Viewers Watch

Video Length Preference

Good Video Components

Poll: How often do you watch Informational or instructional videos?

10+ times per week
5 – 9 times per week
2 – 4 times per week
Once a week
1 – 3 times a month
Less than once a month

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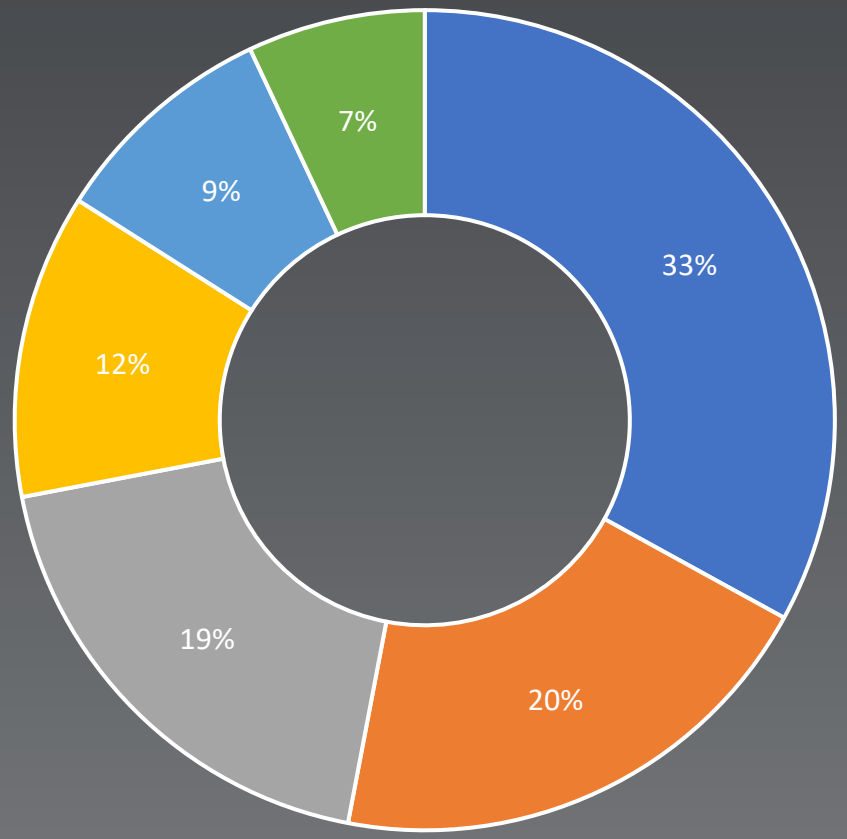
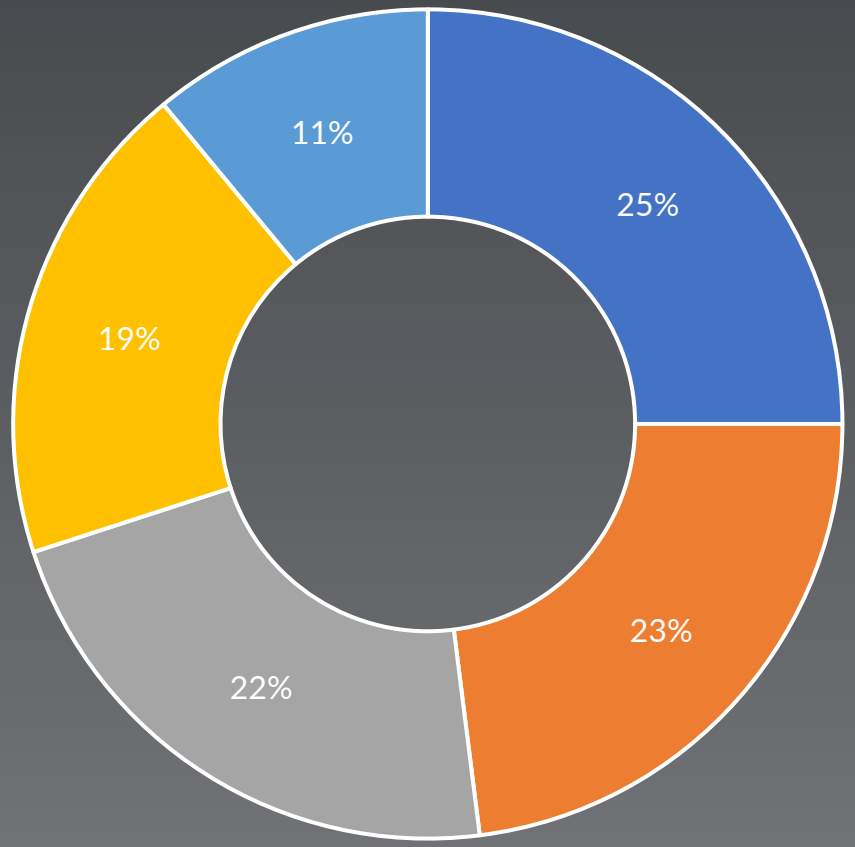
HOW OFTEN DO PEOPLE WATCH INSTRUCTIONAL OR INFORMATIONAL VIDEOS?



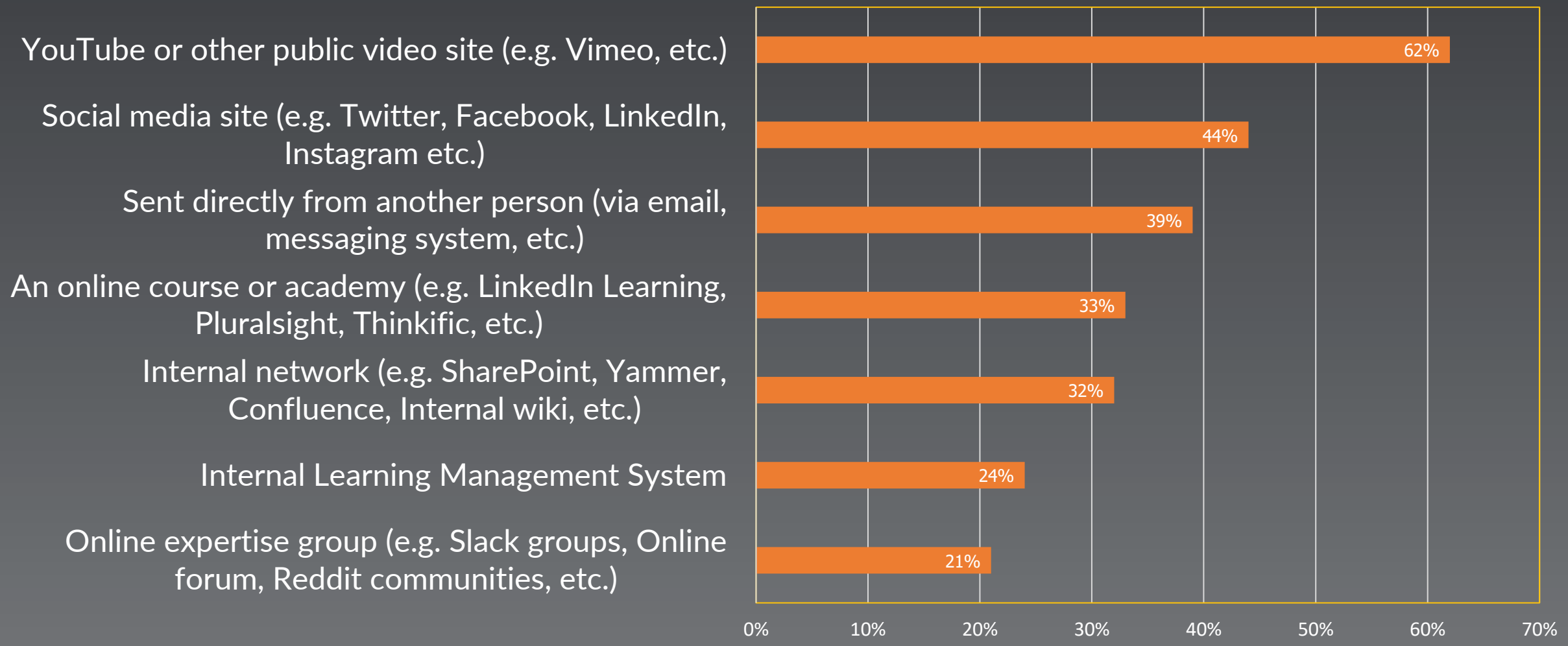
- 2 – 4 times per week
- 1 – 3 times a month
- Once a week
- 5 – 9 times per week
- Less than once a month
- 10+ times per week

WHICH BEST FITS WHY YOU WERE WATCHING AN INSTRUCTIONAL OR INFORMATIONAL VIDEO?

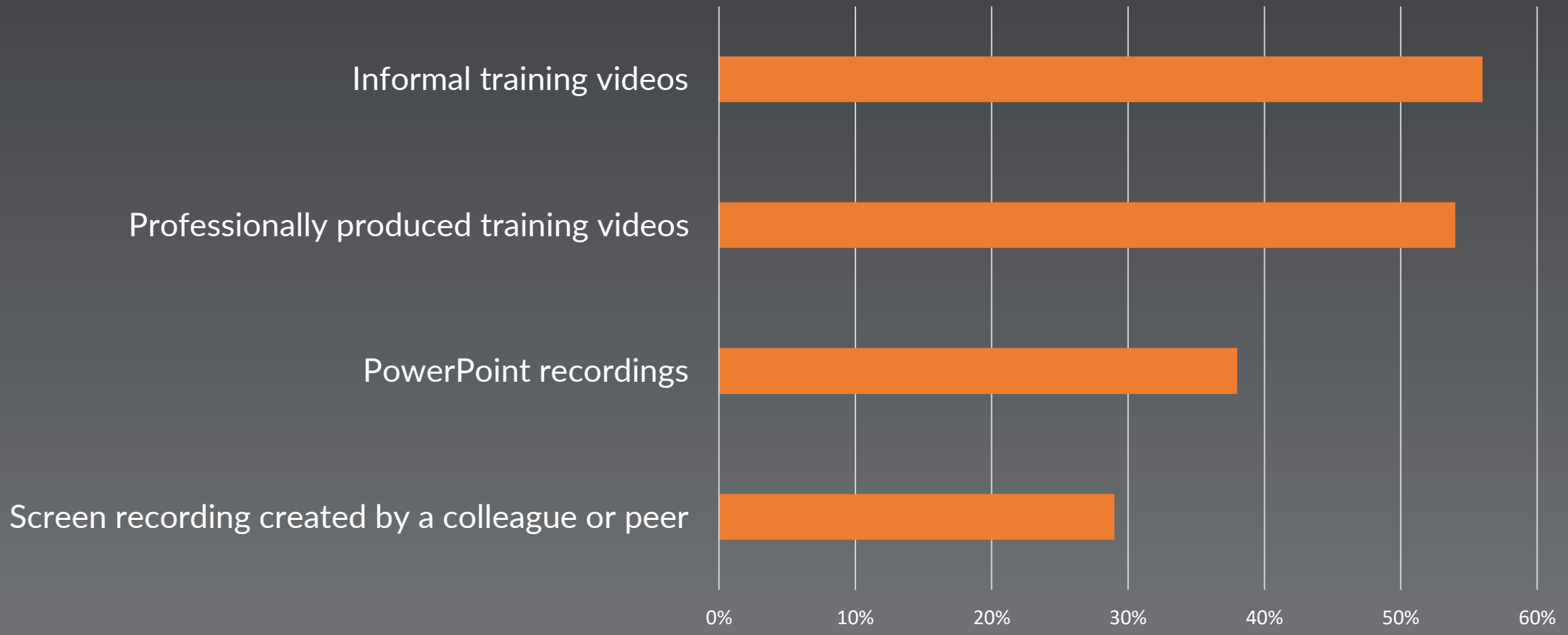


- I was trying to learn new skills or abilities to try at my job.
- I was interested in generally learning more about the topic
- I wanted to learn more about a specific part of the topic (e.g. about product features, etc.)
- I was required to watch it
- I had an immediate problem I needed to solve.

WHERE ARE THEY WATCHING VIDEO



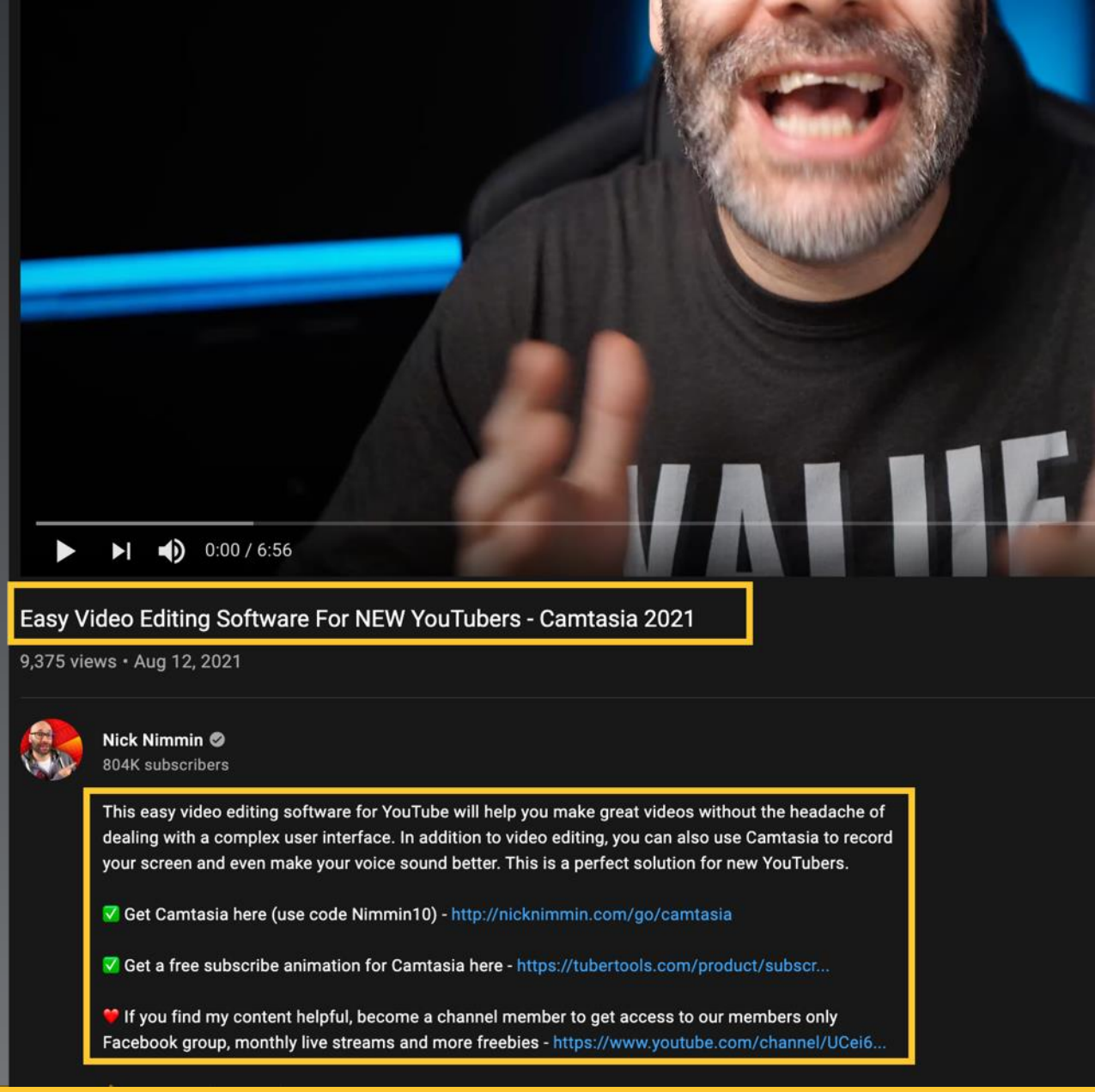
WHAT DOES THAT VIDEO LOOK LIKE, TYPICALLY



WHY DO PEOPLE CHOOSE TO WATCH A VIDEO?

TITLES AND DESCRIPTIONS

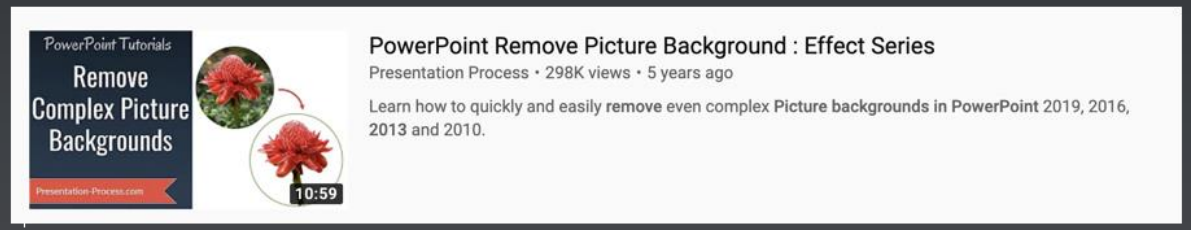
39% of respondents said they chose to watch a particular video because of the description, and nearly a quarter chose based on the title

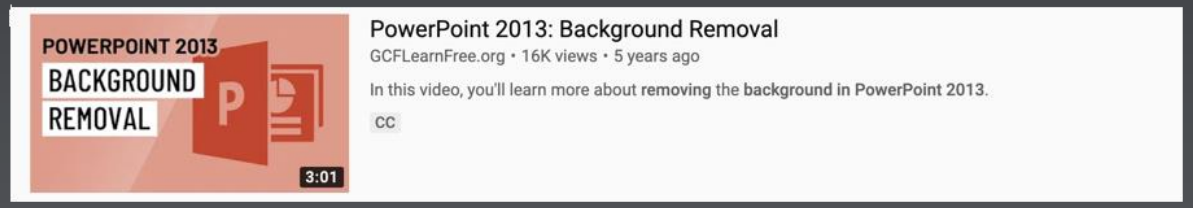


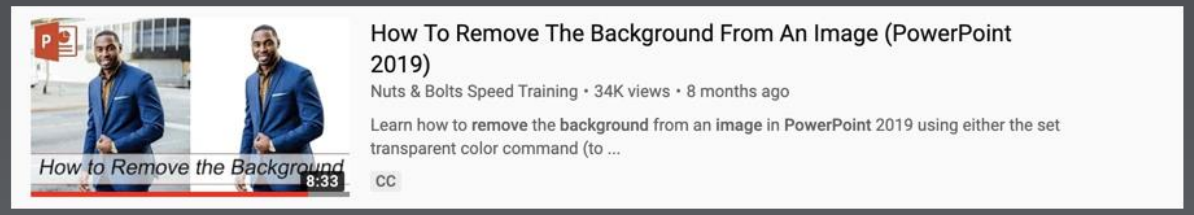
ADVICE ON TITLES

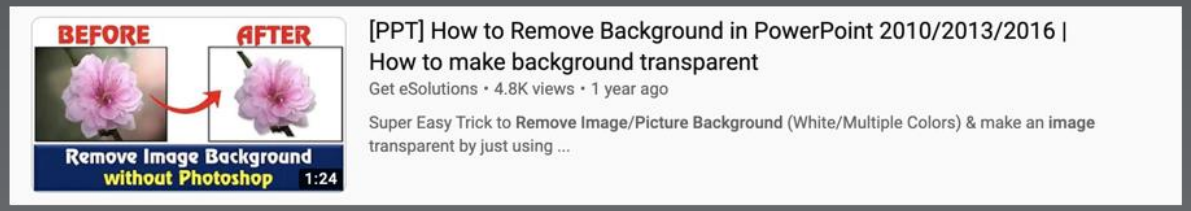
WHAT IF YOU HAD TO PAY $1000 PER WORD?

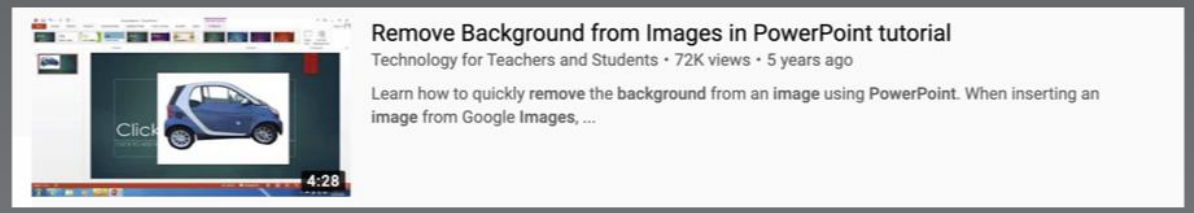
THUMBNAILS


PowerPoint Tutorials
Remove Complex Picture Backgrounds
Presentation-Process.com
10:59
PowerPoint Remove Picture Background : Effect Series
Presentation Process • 298K views • 5 years ago
Learn how to quickly and easily remove even complex Picture backgrounds in PowerPoint 2019, 2016, 2013 and 2010.


POWERPOINT 2013
BACKGROUND
REMOVAL
3:01
PowerPoint 2013: Background Removal
GCFLearnFree.org • 16K views • 5 years ago
In this video, you'll learn more about removing the background in PowerPoint 2013.
CC


How to Remove the Background
8:33
How To Remove The Background From An Image (PowerPoint 2019)
Nuts & Bolts Speed Training • 34K views • 8 months ago
Learn how to remove the background from an image in PowerPoint 2019 using either the set transparent color command (to ...
CC


BEFORE
AFTER
Remove Image Background
without Photoshop
1:24
[PPT] How to Remove Background in PowerPoint 2010/2013/2016 | How to make background transparent
Get eSolutions • 4.8K views • 1 year ago
Super Easy Trick to Remove Image/Picture Background (White/Multiple Colors) & make an image transparent by just using ...


4:28
Remove Background from Images in PowerPoint tutorial
Technology for Teachers and Students • 72K views • 5 years ago
Learn how to quickly remove the background from an image using PowerPoint. When inserting an image from Google Images, ...

POLL: WHAT'S THE OPTIMAL LENGTH FOR A VIDEO?

A. Less than 1 minute
B. 1 – 2 minute
C. 3 – 4 minute
D. 5 – 6 minute
E. 7 – 9 minute
F. 10 – 19 minute
G. 20 – 39 minute
H. 40 – 60 minute

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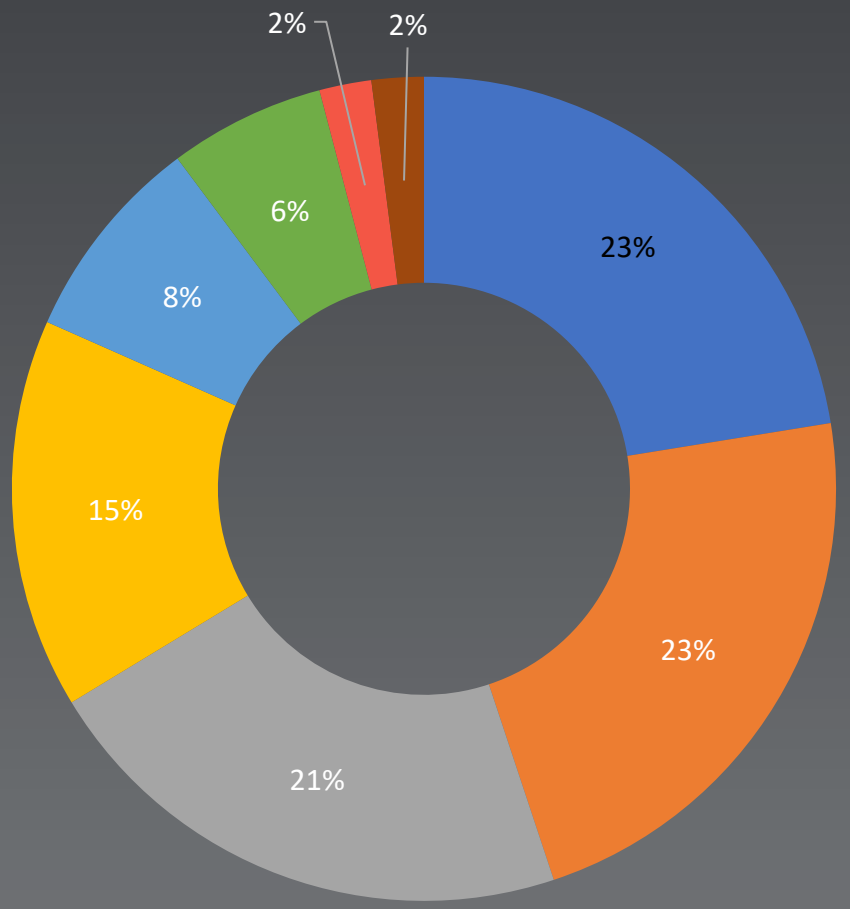
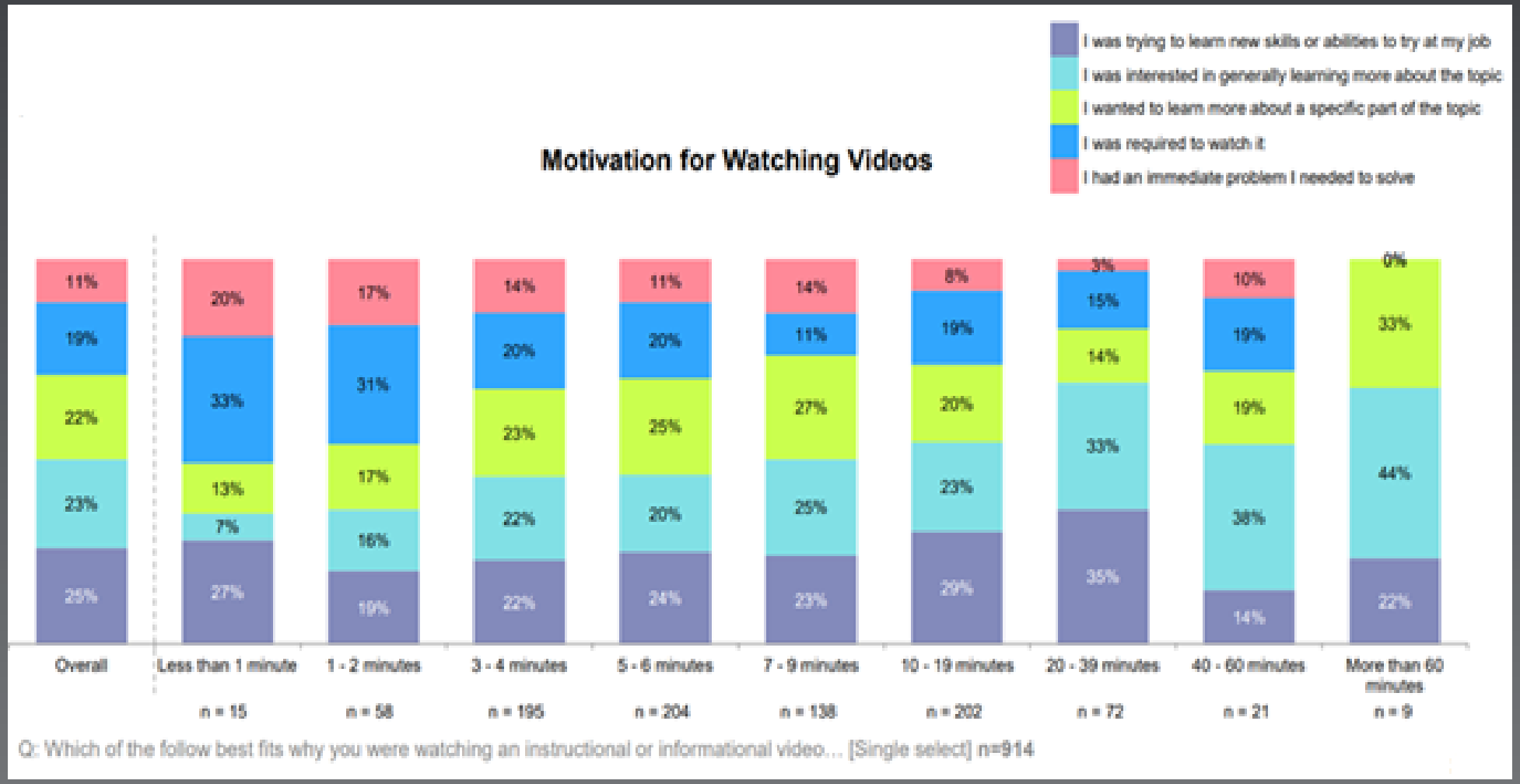
OPTIMAL LENGTH? IT DEPENDS



- 5 - 6 minutes
- 10 - 19 minutes
- 3 - 4 minutes
- 7 - 9 minutes
- 20 - 39 minutes
- 1 - 2 minutes
- Less than 1 minute

WELL... IT DEPENDS

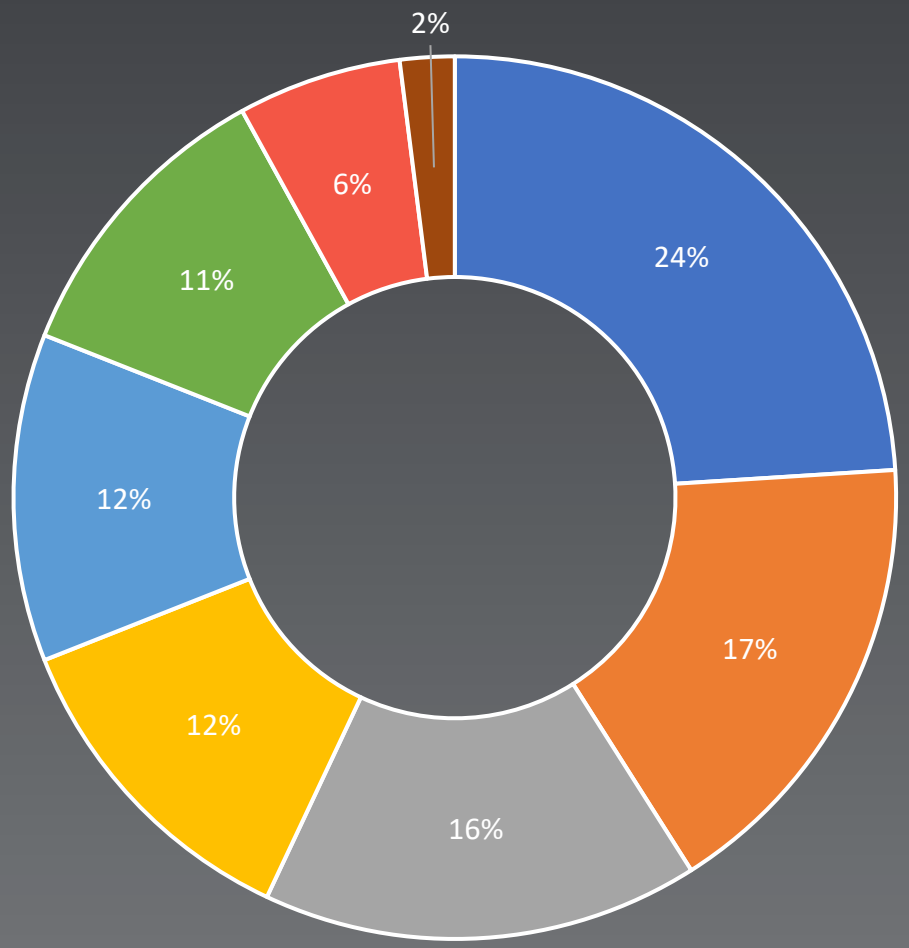


WHY DO PEOPLE KEEP WATCHING

TechSmith®

#VideoViewerStudy @piercemr

WHY DO PEOPLE STOP WATCHING



- I received the information I needed
- I was not getting the information I expected
- I was bored / it wasn't interesting
- I got distracted by other work tasks
- It didn't cover the right topic
- The quality was poor
- Not working in the office and getting distracted by at home influences
- Other (please describe):

IMPORTANT CHARACTERISTICS

What	Weighted Points/Rank
Clear audio quality	1366
Camera video was clear	885
Professional style/graphics (e.g. text overlays, lower thirds, etc.)	639
Speaker/person appearing on screen	482
Focus indicators to know where to look (e.g. mouse cursor in a screen recording, etc	351
Visible speaker in the recording or picture-in-picture used	327
Video from multiple angles	293
Background music	261
Large amounts of motion (e.g. changes/movement in video, switching between clips, etc.)	240
Transition effects	230
Animated characters or sequences	226
Whiteboard drawings	158

DON’T UNDERESTIMATE IMPORTANCE OF AUDIO

FEEDBACK COUNTS

Your feedback helps ATD continue to provide top-notch educational programs that help you stay on top of a changing profession.

The evaluation form for this session is available via QR code and at the following link: **https://core4.td.org/**.

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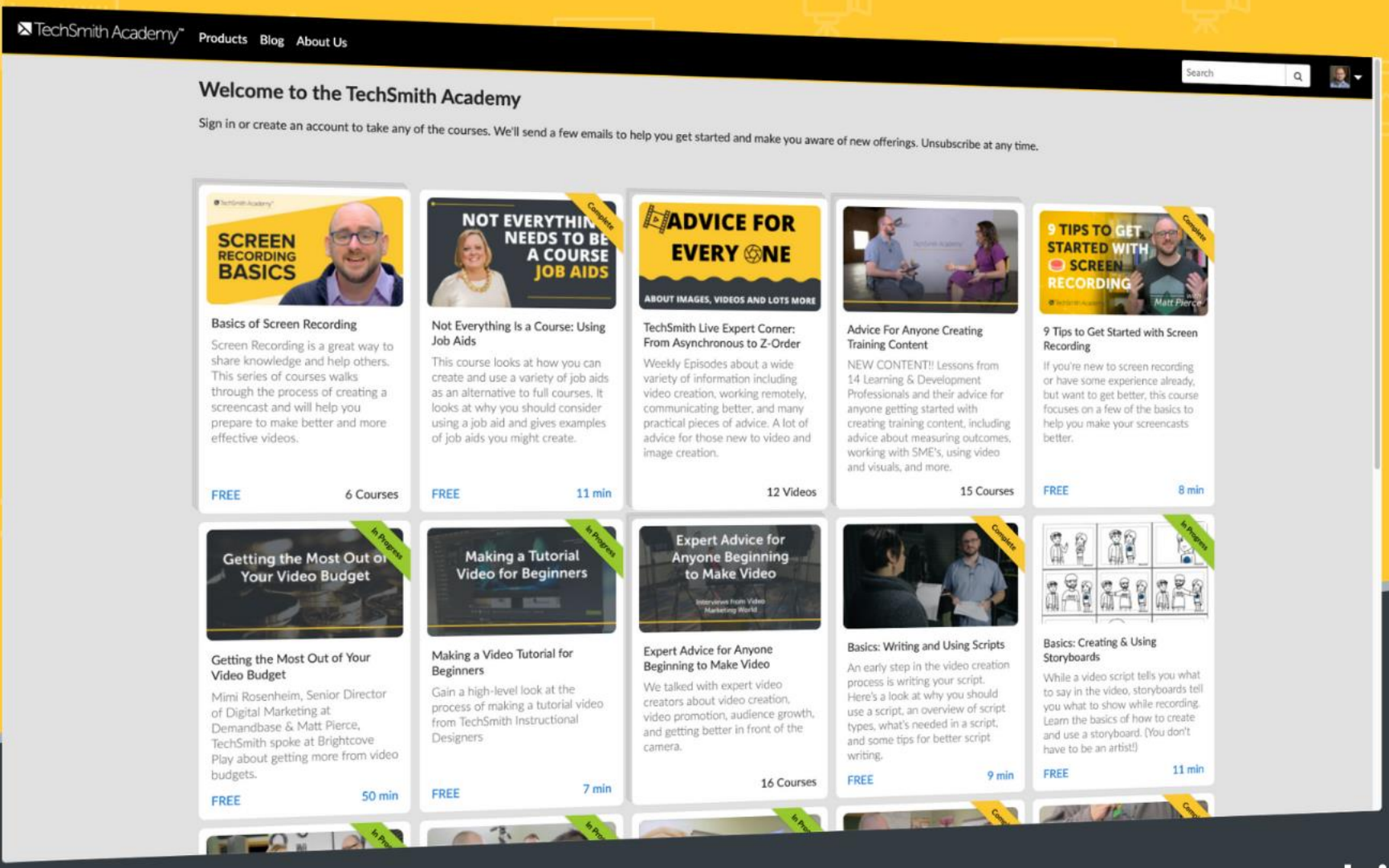

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