



The State of Video in Education 2022

Global Insights and Trends
in K-12 & Higher Ed



Introduction

Each year, Kaltura administers a global survey to track the adoption and impact of video in higher education and K-12 institutions around the world. This year marks the eighth annual survey and, critically, the first since a robust vaccination program for COVID-19 has allowed many educators and students to return to in-person learning.

The pandemic recalibrated much of our daily lives. As in-person interaction was limited, we went online, accelerating a digital transformation in both the personal and professional realms. Education was one of the most impacted industries with the pandemic necessitating a holistic change in operations practically overnight. Institutions successfully found quick, temporary solutions for hybrid and remote education—and many discovered the benefits of online learning.

We're at **a clear inflection point for education** as the world works its way out of the pandemic and establishes a new normal. The goal of this year's survey was to answer some pressing questions with this focus in mind. What benefits were discovered by educational institutions during COVID-19? How lasting will these effects be once in-person instruction fully resumes? How is video revolutionizing education in the long-term?

Methodology

This survey was administered online by Global Surveyz Research, a global research firm, with responses collected during September 2021. Altogether, there were 683 respondents who work in educational institutions in The United States, Canada, The United Kingdom, Germany, Italy, Sweden, The Netherlands, Spain, Singapore, and Australia. These institutions have student populations that range from 500 to more than 20,000. Respondents included professors, lecturers, teachers, instructional designers, technology officers, administrators, and admissions officers across higher education and K-12.

The respondents were recruited through a global B2B research panel and invited via email to complete the survey. The average amount of time spent on the survey was 7 minutes and 38 seconds. Only respondents that completed the survey in its entirety are included in the results. The answers to the majority of the non-numerical questions were randomized, in order to prevent order bias in the answers.





Key Findings

1.

Video is becoming the preferred teaching medium

Modern-day students are digital natives and are accustomed to video-powered learning experiences. It's no surprise, then, that 97% of education professionals say that video is essential to students' academic experiences.

2.

Video supports better outcomes for students

Almost 75% of staff say that video engages their students more than text-based content, and that students are more likely to interact with course materials when video is used. This goes beyond simply catering to student preferences or comforts. 94% agree that video increases student satisfaction, and the same percentage attribute an improvement in student performance to the use of video.

3.

The pandemic has been a paradigm shift for educators

61% of educators added an online component to their classes for the first time in the 2020-2021 academic year. 94% of these new-to-online educators say that they will continue to use a hybrid learning model even after in-person classes resume. In addition, over half of the institutions surveyed are planning to grow their video usage next year. It's evident that the pandemic was a major accelerator for online, hybrid, and HyFlex modalities.

4.

Education professionals overwhelmingly enjoy using video technology

Despite the existing broad use of video, we found that there is a desire to integrate even more video technology at educational institutions. 86% of staff would like to see their institution use more video. Video has clearly become intuitive and easy to use for most: Almost all (97%) respondents say they feel comfortable using video technology.

Video Trends and Insights



Video Usage in Teaching and Learning

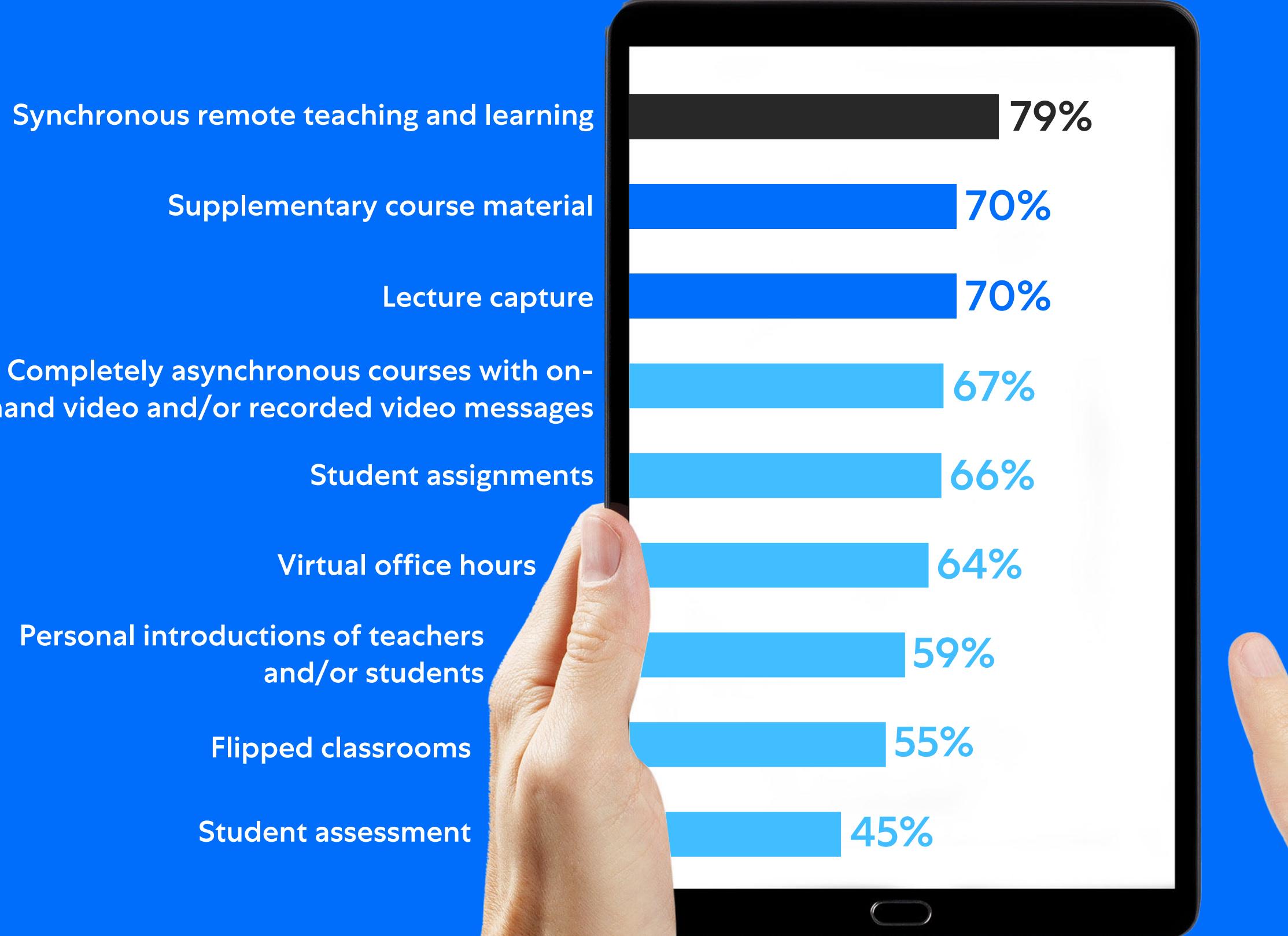
Video is used most often to support course delivery. 79% of respondents report that their institutions use video technology such as [virtual classrooms](#) for synchronous remote teaching and learning.

For on-demand resources that may extend beyond classroom “walls”, 70% of respondents report implementing video for supplementary course material and [lecture capture](#).

Recommendation: Consider integrating video into other parts of the class experience outside of content delivery. For example, you may have students record and share video introductions to foster community online before your first class meeting.

Figure 1*

Institutional Video Usage in Teaching and Learning



* This question allowed more than one answer and as result, percentages will add up to more than 100%

Video Usage Outside the Classroom

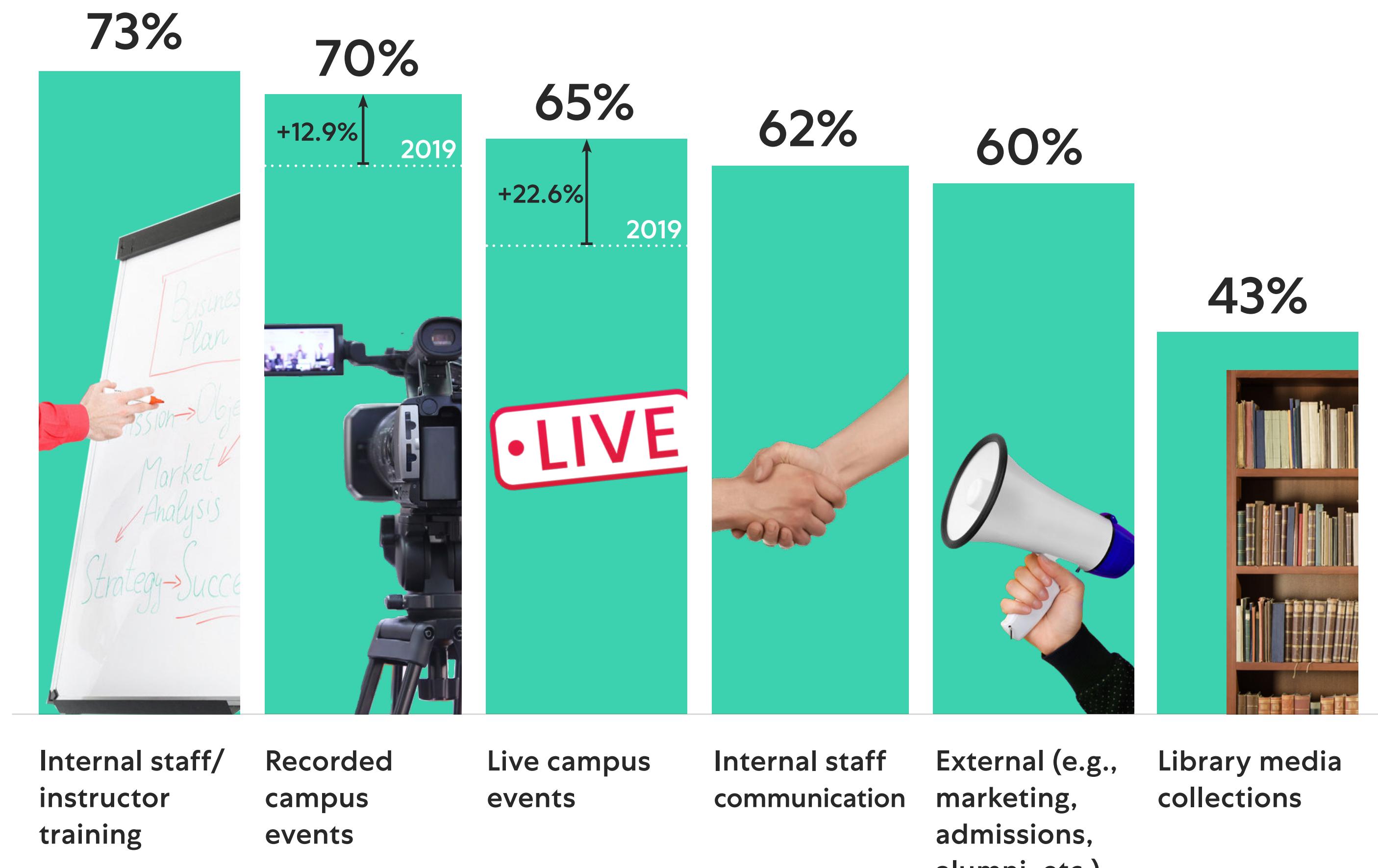
Video is also used in educational institutions outside of the classroom. The top areas are for internal staff/instructor training (73%), recorded campus events (70%), and live campus events (65%).

Out-of-classroom video usage is on the rise. Using video for recorded campus events increased by 12.9% from 2019 and broadcasting live campus events increased by 22.6%.

Recommendation: Each out-of-classroom video use case has different technical requirements—for example you wouldn't want to use the same tool for staff training as you would for campus events. It's important for decision-makers to seek out purpose-built solutions that create an engaging and impactful experience that meets each specific need.

Figure 2*

Institutional Video Usage Outside the Classroom



*This question allowed more than one answer and as result, percentages will add up to more than 100%

Video Tools Used in Educational Institutions

A diverse set of video tools is being widely used by all educational institutions, regardless of size. The top video tools used in educational institutions are video capture (86%), video conferencing for non-class-based meetings (82%), and virtual classroom platforms for synchronous instruction (81%).

A huge increase in video usage from 2019 was reported. Compared to three years ago, respondents indicated a 22.9% increase in usage of video capture tools, a 241.7% increase in video conferencing between faculty/staff, and a 22.7% increase in using video for synchronous instruction.

Figure 3*
Video Tools in Use

Tools for video capture



Video conferencing for non-class meetings (e.g., faculty/staff meetings)



Virtual classroom platform for synchronous instruction



Tools for video creation



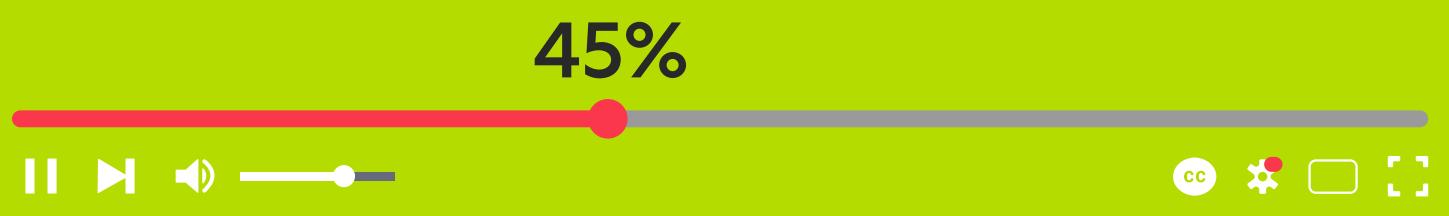
Video content management system for on-demand video



Webcasting solution for virtual events (e.g., sports, assemblies, graduation, recruitment)



Video messaging



*This question allowed more than one answer and as result, percentages will add up to more than 100%

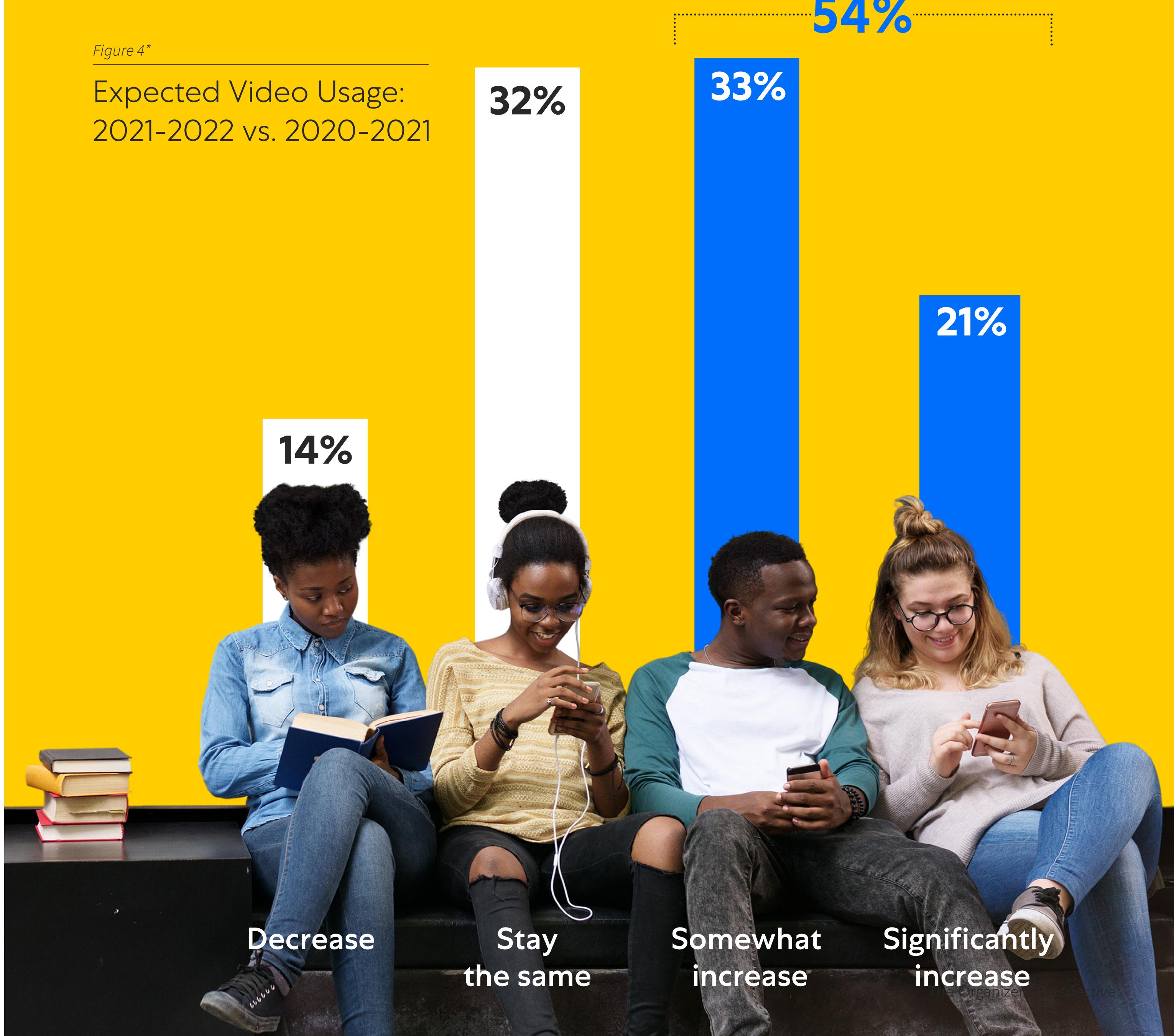
Expected Video Usage This Academic Year

Over half (54%) of respondents are planning to use more video this academic year than they did in 2020-2021.

This finding is somewhat surprising, given that many institutions have resumed in-person learning. The fact that a majority of respondents indicated that they would increase their reliance on video demonstrates that the pandemic certainly accelerated the digital transformation of education.

Figure 4*

Expected Video Usage:
2021-2022 vs. 2020-2021



*Data are rounded to the nearest percentage point.

First-Time Users of Online Teaching & Learning Components

COVID-19 has encouraged a seismic shift in the way that educators conduct their teaching. 61% of educators surveyed report having added an online teaching/learning component to their classes for the first time in the 2020-2021 academic year (Figure 5).

Strikingly, 94% of these educators plan to continue integrating online teaching/learning components into their classes even after they resume in-person instruction.

Figure 5

Q.1: Did you add an online teaching/learning component to your class for the first time in 2020-2021?

A. YES = 61%



B. NO = 39%



Figure 6

Q.2: Do you plan to continue integrating an online teaching/learning component into your classes even after you resume in-person instruction?

A. YES = 94%



B. NO = 6%



Hybrid Learning: 2021-2022

98% of educational institutions will have at least some students taking a hybrid course this academic year.

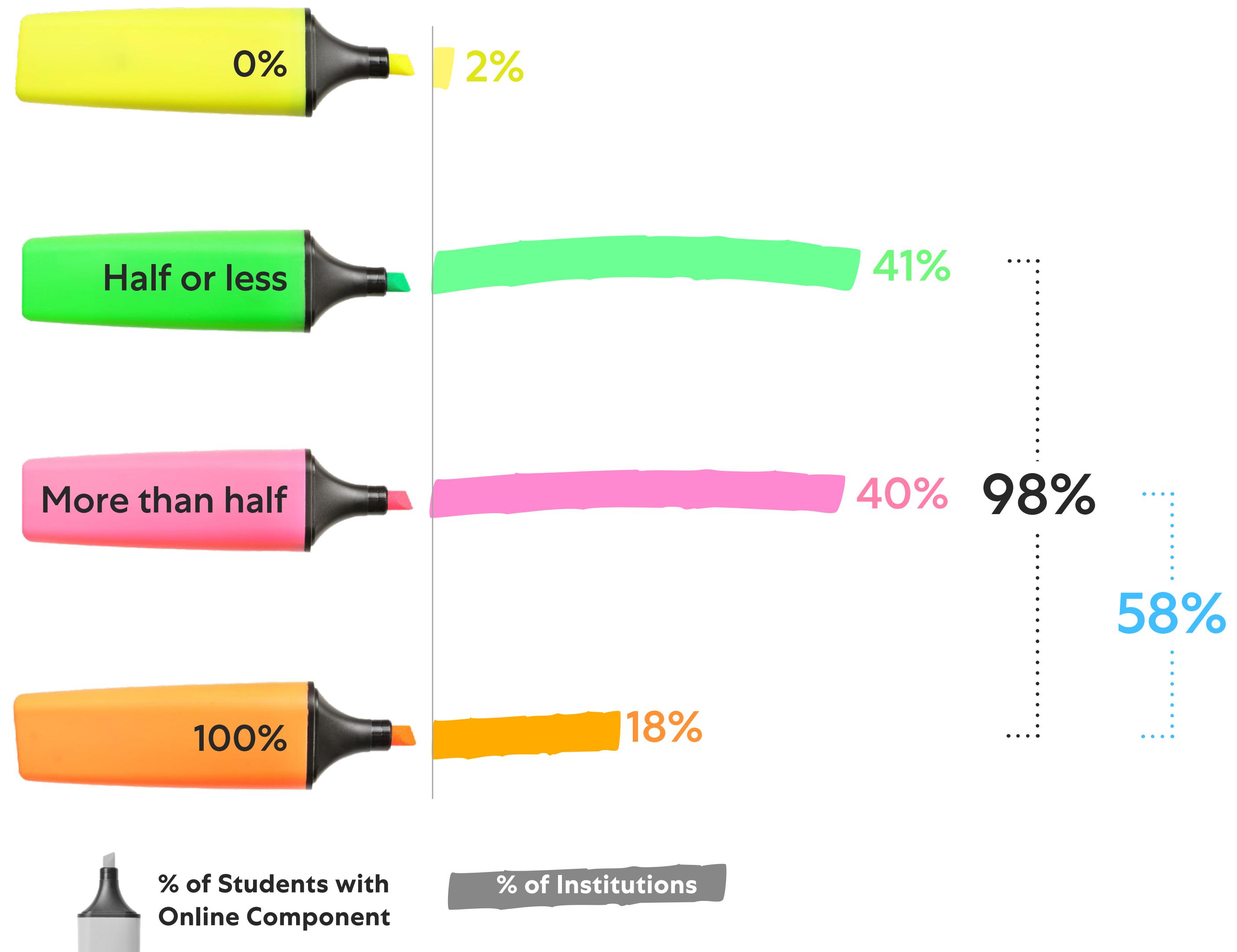
58% of educational institutions report that more than half of their students will take at least one hybrid class this year.

It's very clear that online learning in some capacity has become a hallmark of the modern-day educational experience. At a minimum, most institutions use an LMS (Learning Management System) for course administration and to organize course content.

Recommendation: Make sure that your video toolset is fully compatible with your LMS so that the experience feels seamless for educators and students alike.

Figure 7*

Estimated Percentage of Students with at Least One Hybrid Class: 2021-2022



*Data are rounded to the nearest percentage point.

Remote Learning: 2021-2022

95% of educational institutions will have at least some students exclusively attending remotely in the 2021-2022 academic year.

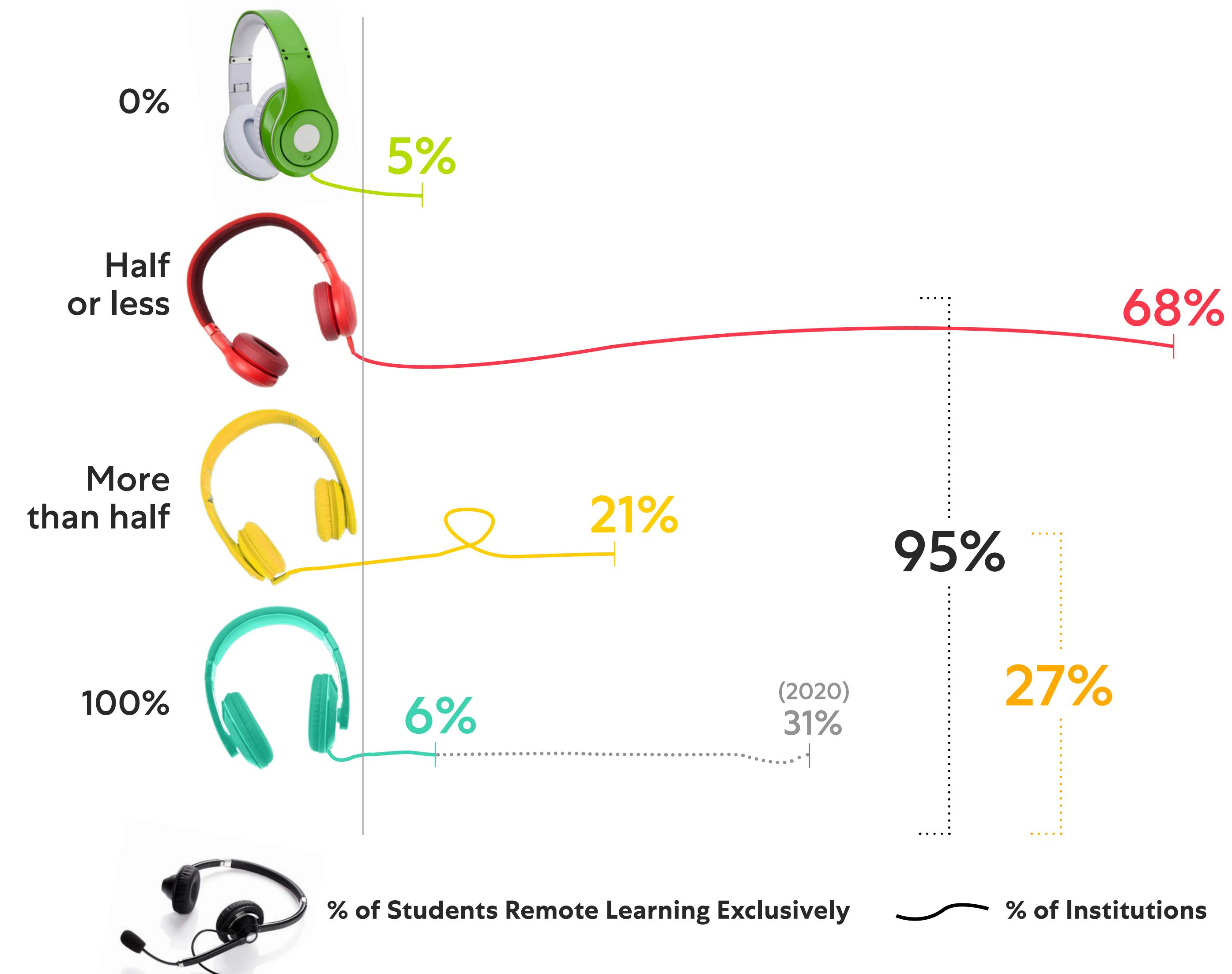
27% of educational institutions will have over half of their students using remote learning exclusively this year and 5 % of institutions surveyed are fully remote.

Fully remote learning is on the decrease. In last year's survey, 31% of institutions reported a fully remote positioning. This year, that number has dropped 80.6% as in-person education has widely resumed.

It will be interesting to monitor how remote learning trends track over time as COVID-19 hopefully permanently recedes.

Figure 8

Estimated Percentage of Exclusively Remote Students: 2021-2022



Impact of Video Tools on Students According to Staff

97% of staff say that video is essential to the student experience, with 94% noting an increase to student satisfaction, and 94% reporting that video increases student performance.

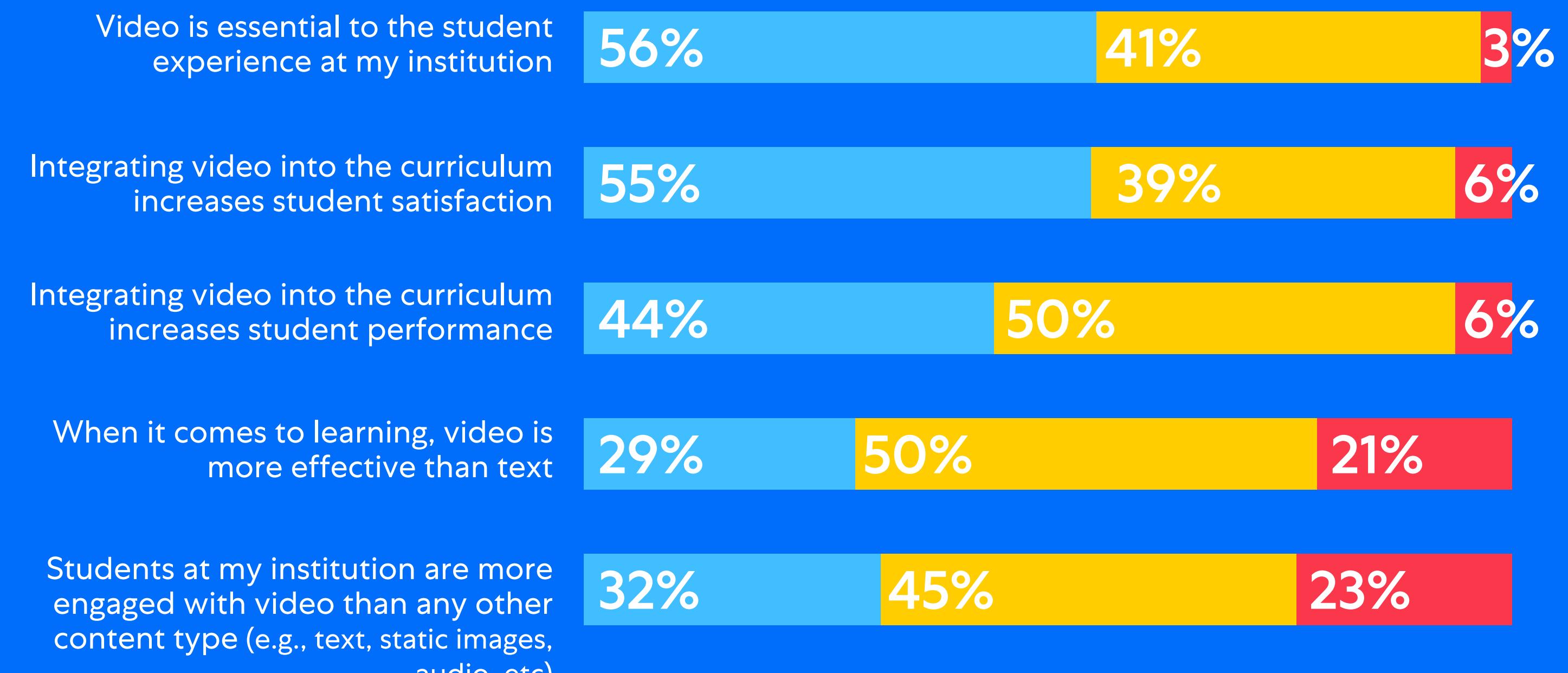
These assessments are trending upward. Compared to 2019, there was a 14.6% increase in the number of respondents who say video has a direct positive impact on student performance.

79% of staff agree that when it comes to learning, video is more effective than text, and 77% say that video is the most engaging content type for students.

Recommendation: The vast majority of today's student population is made up of digital natives. To effectively teach students who grew up in a video-dominated society—and one where video is used as a learning medium—integrating video wherever possible is key.

Figure 9

The Benefits of Video for Students: Staff Perspective

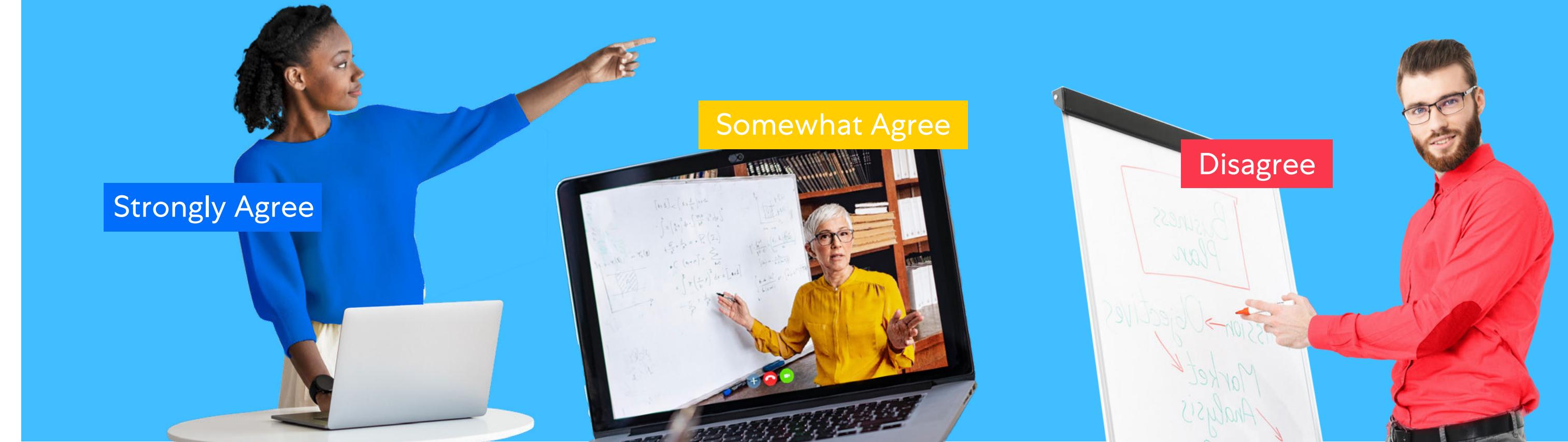
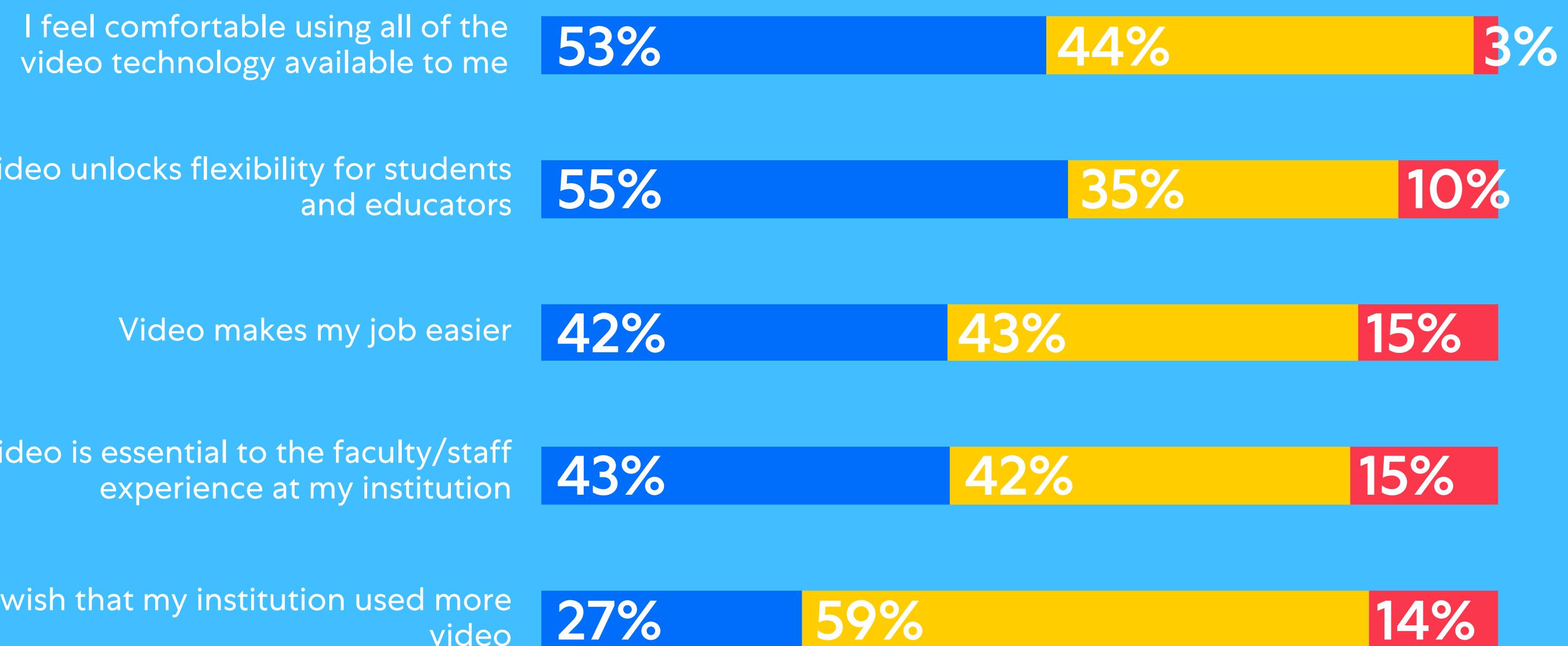


Staff Attitudes Towards Video

97% of respondents feel comfortable using all the video technology at their disposal. Remarkably, 86% would like to see their institution use more video.

Video is quickly becoming engrained in all facets of our lives. Within education, staff see video as a route to unlocking flexibility (90%) and as something that makes their jobs easier (85%).

Figure 10
Attitudes Towards Video: Staff



Top Benefits for Non-Students of Integrating Video in the 2020-2021 School Year

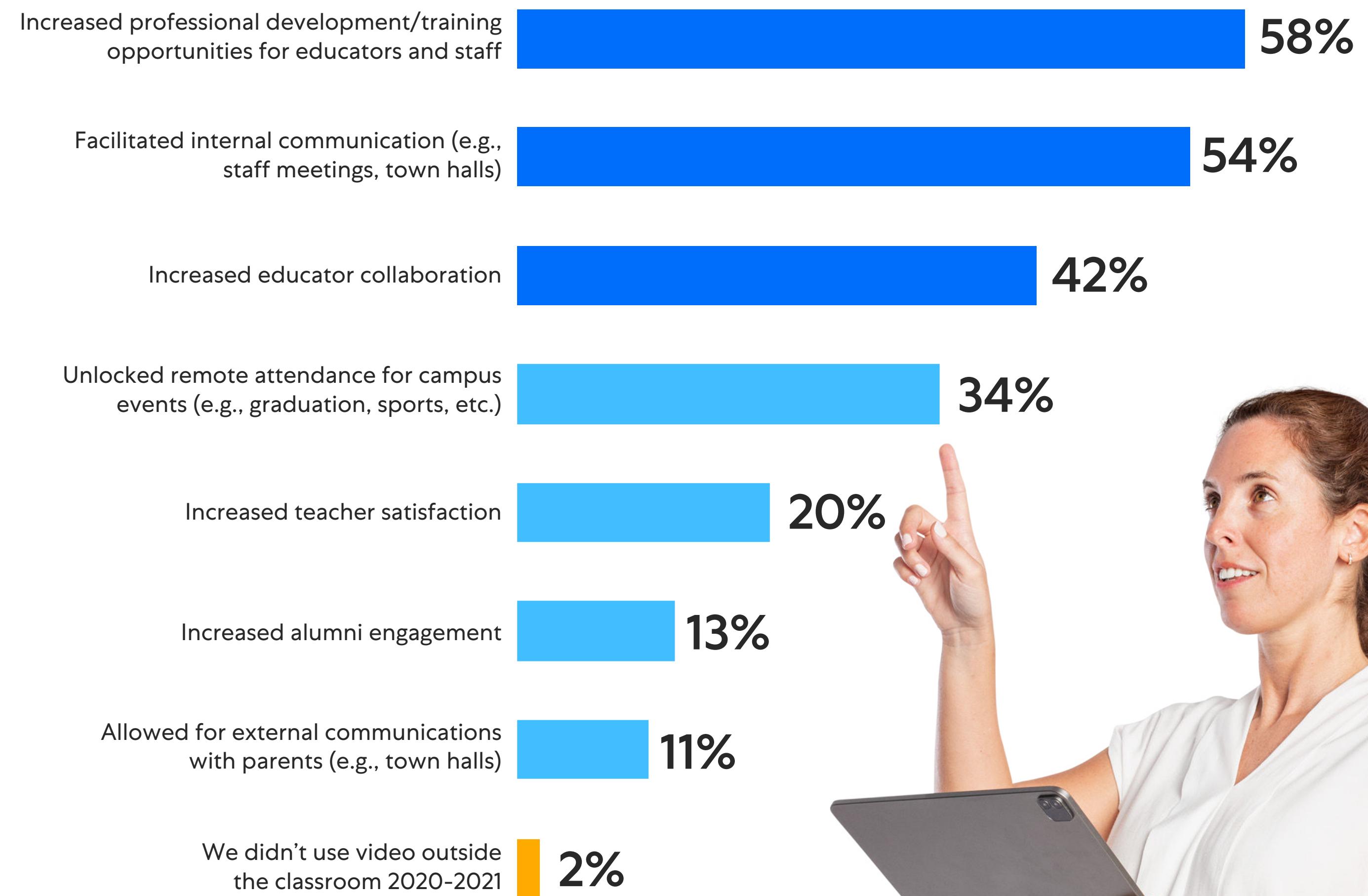
Many institutions expanded their use of video tools during the pandemic out of necessity, but our survey revealed a slate of benefits related to the move.

The top benefits in the 2020-2021 academic year according to respondents were, in order: an increase in professional development opportunities, the facilitation of internal communication, and an increase in collaboration with colleagues.

Recommendation: Even as in-person work resumes, consider leveraging video technology for communication, collaboration, and training purposes to streamline processes and centralize knowledge sharing.

Figure 11*

Top Benefits of Integrating Video Outside of the Classroom: 2020-2021



* This question allowed more than one answer and as result, percentages will add up to more than 100%



The Advantages of Integrating Video into Coursework

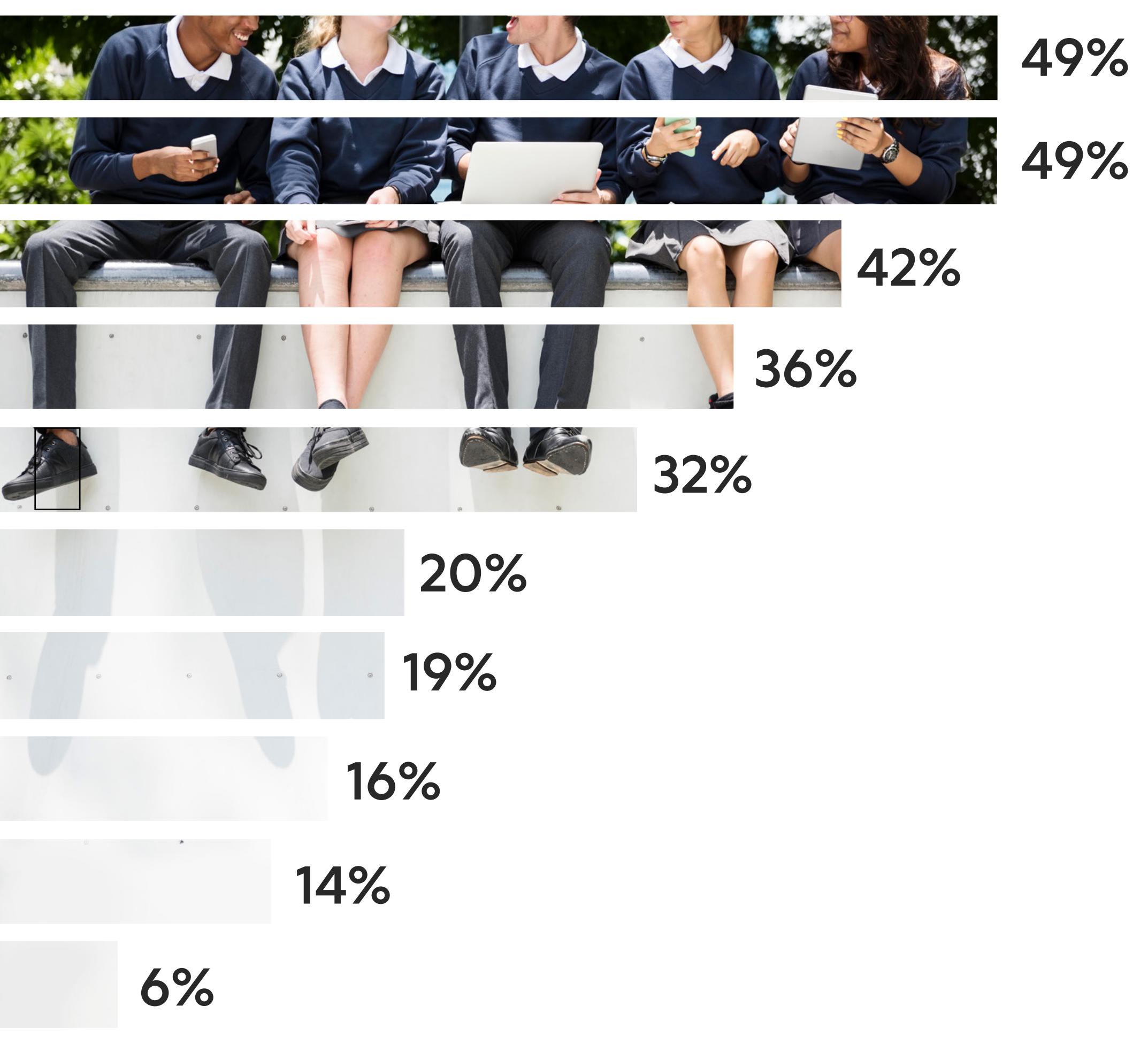
Looking specifically at integrating video into coursework, respondents said the top benefits were, in order: an increase in student engagement with course material, that video engages students more than text-based reading, and that video helps reinforce material taught in class.

Video content is more than just a preferred experience for students; it clearly has positive impacts on learning and engagement.

Figure 12*

Top Benefits of Integrating Video into Coursework

- Increases student engagement with course material
- Engages students more than text-based readings
- Helps reinforce material taught in class
- Allows for a flipped classroom model
- Creates a sense of community for remote learners
- Allows for more material to be covered in class
- Directly drives student learning outcomes
- Encourages creativity
- Facilitates faster uptake of new material
- Helps students get higher grades



* This question allowed more than one answer and as result, percentages will add up to more than 100%

An Ideal Platform for Hybrid or Online Learning

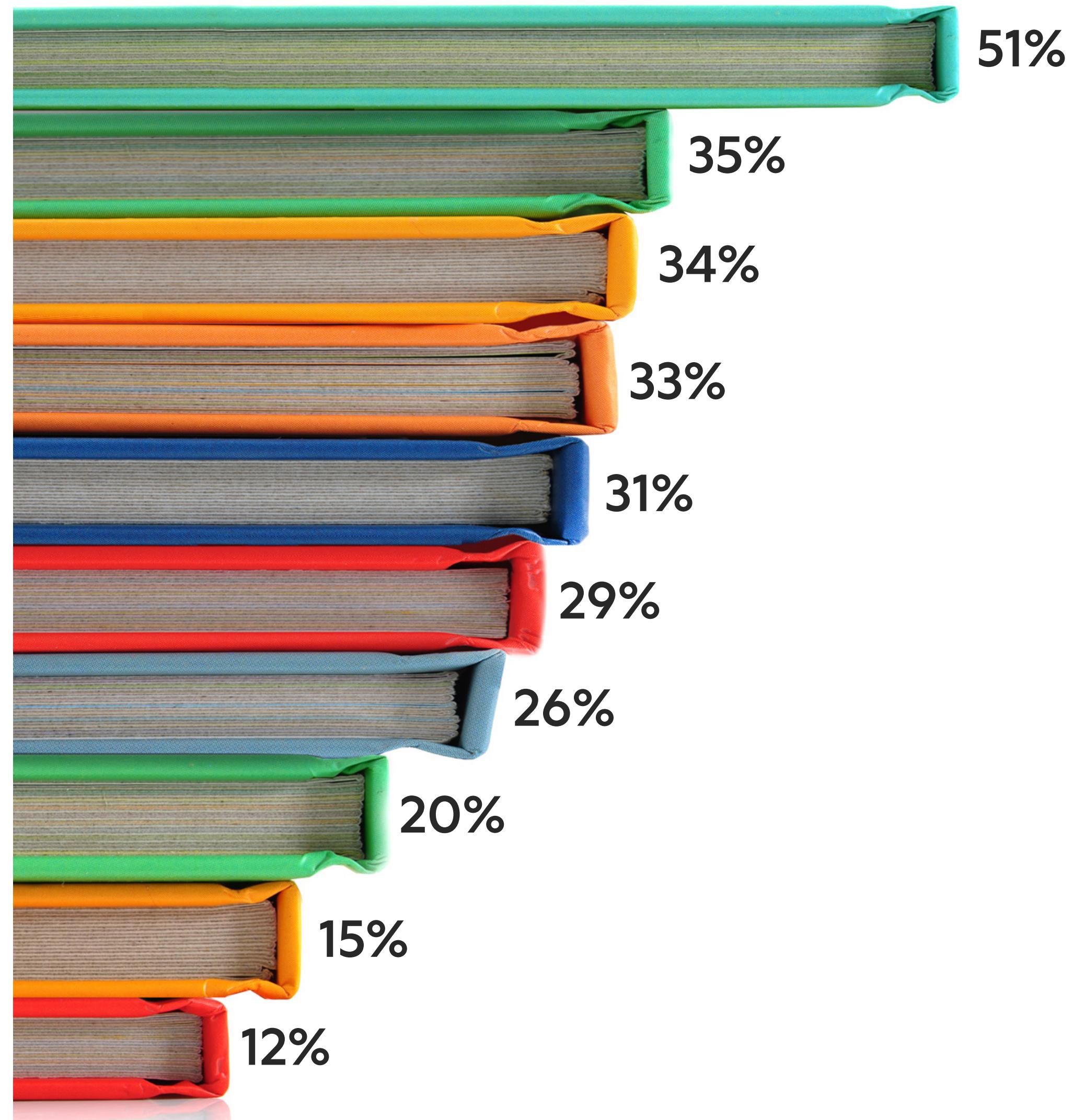
We asked survey respondents what an ideal platform for hybrid or online learning should look like. The #1 requirement is easy integration with an LMS, followed by meeting accessibility requirements, and having collaboration features such as whiteboards and breakout rooms.

Recommendation: As universal design becomes more of a focus for most educational institutions, video will be key to unlocking accessibility through features such as captioning and dubbing, and by providing an alternative to text-based content delivery.

Figure 13*

Traits of an Ideal Platform for Hybrid or Online Learning

- Can easily integrate with our LMS
- Meets accessibility requirements
- Has collaboration features such as whiteboards and breakout rooms
- Requires little to no training to use
- Has easy-to-use video creation tools
- Has a video content management system that allows for on-demand viewing by students or staff
- Supports synchronous classroom instruction
- Has lecture capture technology
- Can provide granular data on engagement metrics
- Can support webcasts with up to hundreds of attendees



* This question allowed more than one answer and as result, percentages will add up to more than 100%

Demographics



Figure 14

Student Population

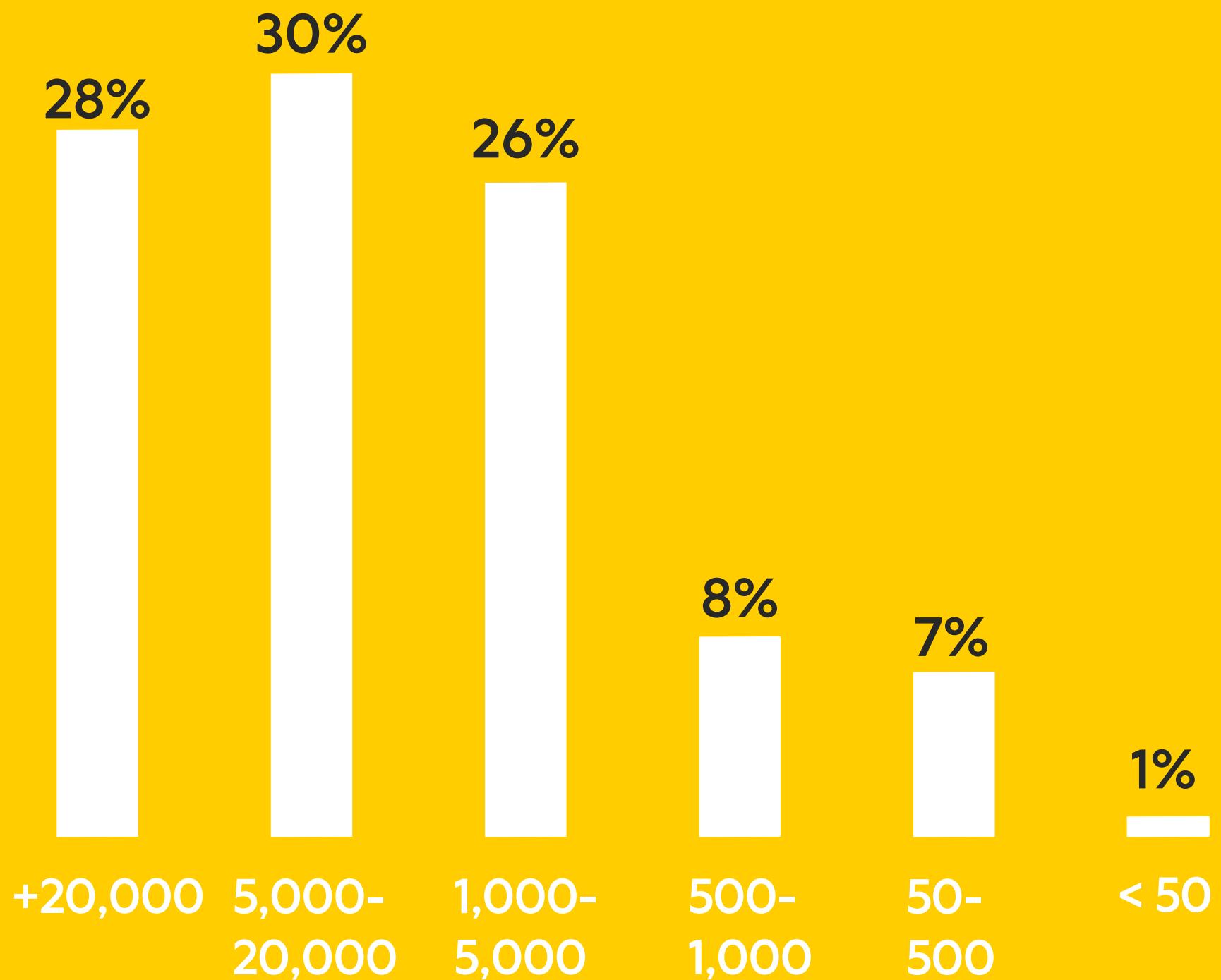


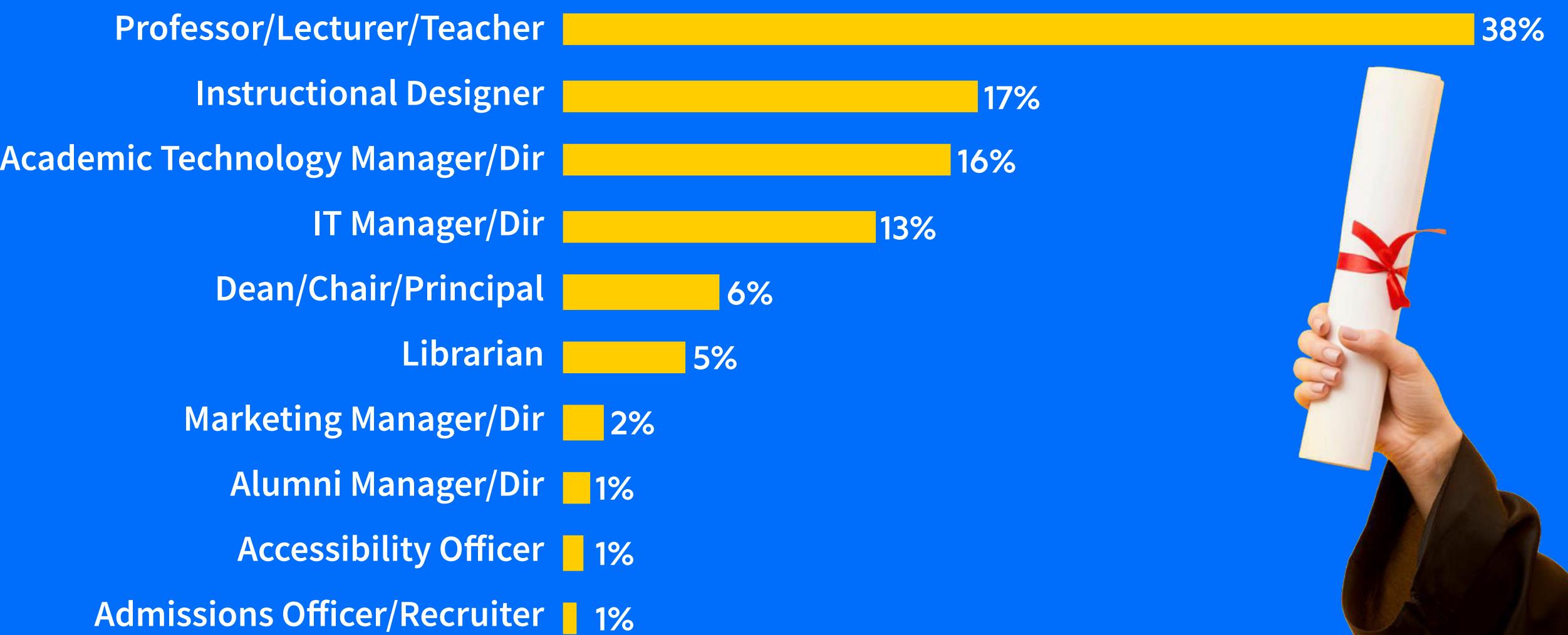
Figure 15

Type of Educational Institution



Figure 16

Role





Kaltura's mission is to power any video experience for any organization. Deployed globally by thousands of educational institutions and serving millions of users, the Kaltura Video Experience Cloud for Education includes a range of products to drive live and on-demand learning experiences, including virtual classrooms, lecture capture, webinars, events, and student outreach—all designed to create engaging, personalized, and accessible experiences on campus and beyond.

[Learn more](#)

