

Statement: In order to practice social distancing amid COVID-19, organizations such as educational institutes and corporations are using video conferencing systems like Zoom to solve the communication gap, but users like employees or students who communicate through video conferencing systems like Zoom face challenges including but not limited to 'voice cutting out', 'blurry video' etc. Due to these challenges, some organizations prefer video communication through live streaming instead.

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Video-streaming for corporate communication and educational purposes

Using new methods of technology such as live video-streaming, in education or corporate communication; must be well-researched and it does have great advantages. However, it comes with a few drawbacks too. It is a new and a latest method of conducting corporate communication and learning, along with development practices. Tools like many different video-streaming platforms, have been used for carrying out such activities.

Applying new technology in your business or educational institution, is always a stressful situation to deal with. For corporate communication, A recent [Forbes](#) article has pointed out that video conferencing “translates into closer relationships—even between team members or clients who have yet to meet in person.” However, some of the greatest advantages of Video-Streaming can be streamlined in these facts through the following researches. To gain a knowledge, of the drawbacks and advantages of video-streaming in the workplace and learning institutions; we can rely on these different studies. Collaboration-enhancing tools, like [Zoom](#) or [The Google workspace](#); are certainly some great examples of collaboration enhancing tools that can be used with the technology of live video-conferencing. This is both, advantageous for corporate communication and Learning with Development in schools and workplaces. In addition, video-streaming also provides with the [diminishment of barriers of time](#). [Enhancement of productivity](#), is another reason; why you can also opt for video-streaming in your workplace.

Corporate communication over online video-streaming, does have its drawbacks though. Quality communication, is undeniably expensive. Installing and subscribing to excellent systems or services, come at quite a bit of costly infrastructure. Additionally, top-quality hardware like mics and headphones are also heavily preferred by users. As a very recent [article](#) notes, “What people want is a sweet spot of great audio and video at a consumerized price and usability.” In other words, the webcam and microphone on your work laptop are not exactly ideal for regular video conference meetings. Another problem businesses might face, is that their workers/employees might just have to get used to it. Having to change the way you work, is always considered a difficult or unpreferred task

In education on the other hand, [Andrews and Klease \(1998\)](#) have said, "The role of staff development activities and time for skills acquisition are critical to the success of developing

these models". This of course, takes a fair amount of time. This proves true, even if the instructor has taught the course before. Educational institutions planning on using video-conferencing definitely need to be aware that teaching those courses takes a great amount of time to organize and plan than those taught by more traditional teaching methods, and this is true even if an instructor has taught the course before ([Schiller & Mitchell, 1992](#)). Familiarizing themselves with the equipment, is also vital for instructors along with , becoming aware of the different learning conditions that the students are under, redesign visual aids that will comply with the system and make changes to the organization and management of the course. Pre-requisites of visual training and teaching also include students receiving prior training, on how to use the software and hardware required to be a part of visual learning. This training can have them learn, the limitations of visual-learning, the abilities of visual-learning techniques and additionally what is expected of them. However, as The [Brown \(2001\)](#) research paper finds, such an online community cannot point of togetherness between the teacher and the learners. On the other hand, it does help to keep students in a class and in a program, promotes engagement during a course, helps collaborative learning, and promotes communication in the aftermath of a course for personal and/or professional reasons.

Less personal interaction of students with other students and by extension their teacher's, is quite an important reality to think about when it comes to the live video-streaming of classes. Without personal interactions, it might be hard for students to take the class they're attending seriously. Technical issues like loss of internet connectivity, hardware/software failure or the loss of power are also factors that must be taken into account; when using the technology of live video-streaming for online education.

According to the several articles and researches mentioned in this piece, video-streaming does come out with some useful applications than along with some disadvantages of carrying it out for corporate communication, learning and development and also applying it for educational purposes. There's less choice, when it comes to avoiding the use of video-streaming technology. With the dreaded CoronaVirus taking its toll on the world, the overall benefits of video-streaming do outweigh the disadvantages.