Video for Learning:
Reaching, Engaging,
and Influencing

About the Study

- April 2020 survey
  - 312 respondents from unique organizations
  - 60 percent were managers or higher
  - Majority were from the United States
  - Organization sizes:
    - 25 percent from large organizations
    - 54 percent from midsize organizations
    - 21 percent from small organizations

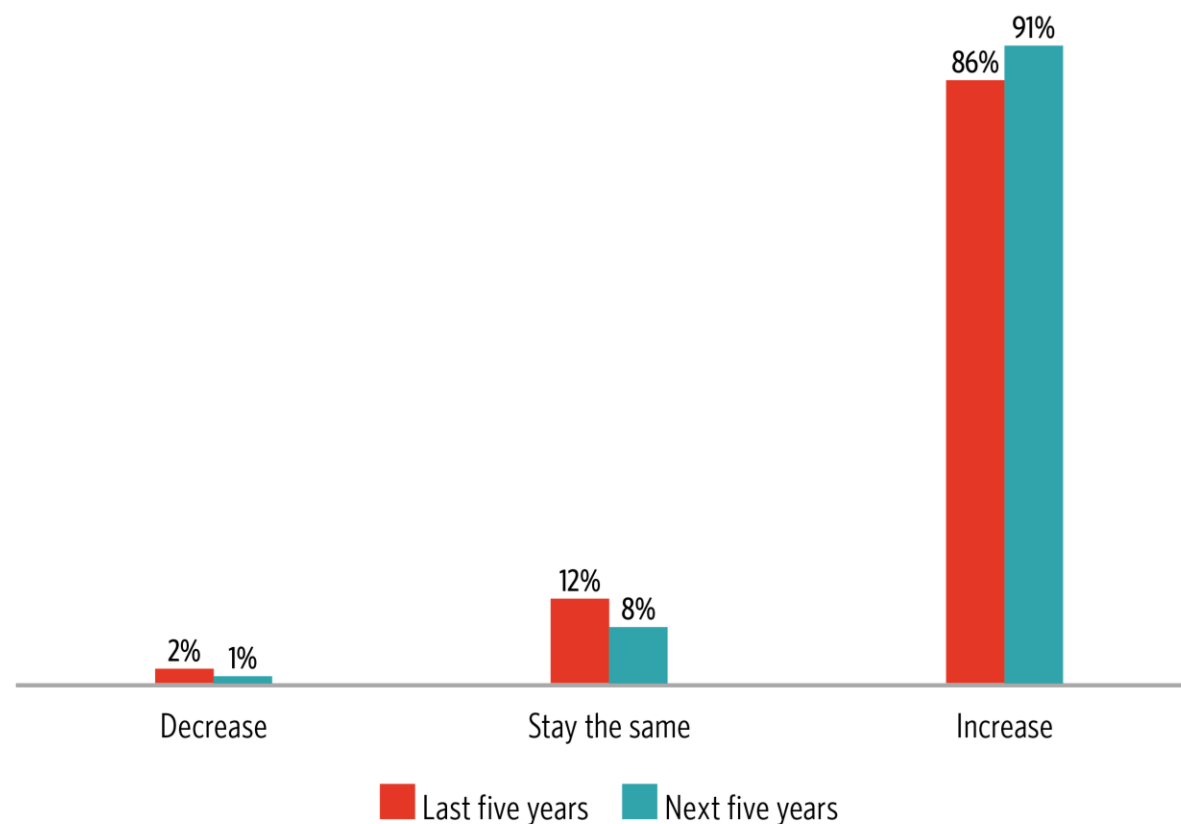 - Interviews with subject matter experts conducted in June and July 2020

Defining Video for Learning

Learning video includes any video content that an organization uses in talent development programs, whether it is produced by suppliers, user-generated, or publicly available.
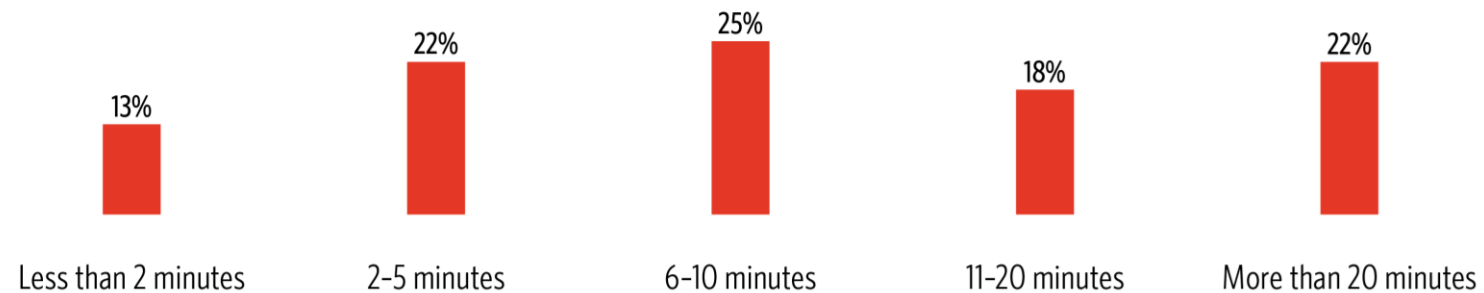
Top 5 Drivers for Using Learning Videos

Which of the following factors most influence your organization's use of learning videos? (Select up to five.)

Factor	Percentage
Need to deliver training to geographically dispersed employees	63%
Need to deliver a consistent message to learners across the organization	53%
Demand for just-in-time learning	53%
Demand for more engaging learning	47%
Less employee time available for instructor-led training	46%

Length of Learning Videos

Approximately what percentage of your organization's learning videos fall into the following categories for length? (Answers must add up to 100.)
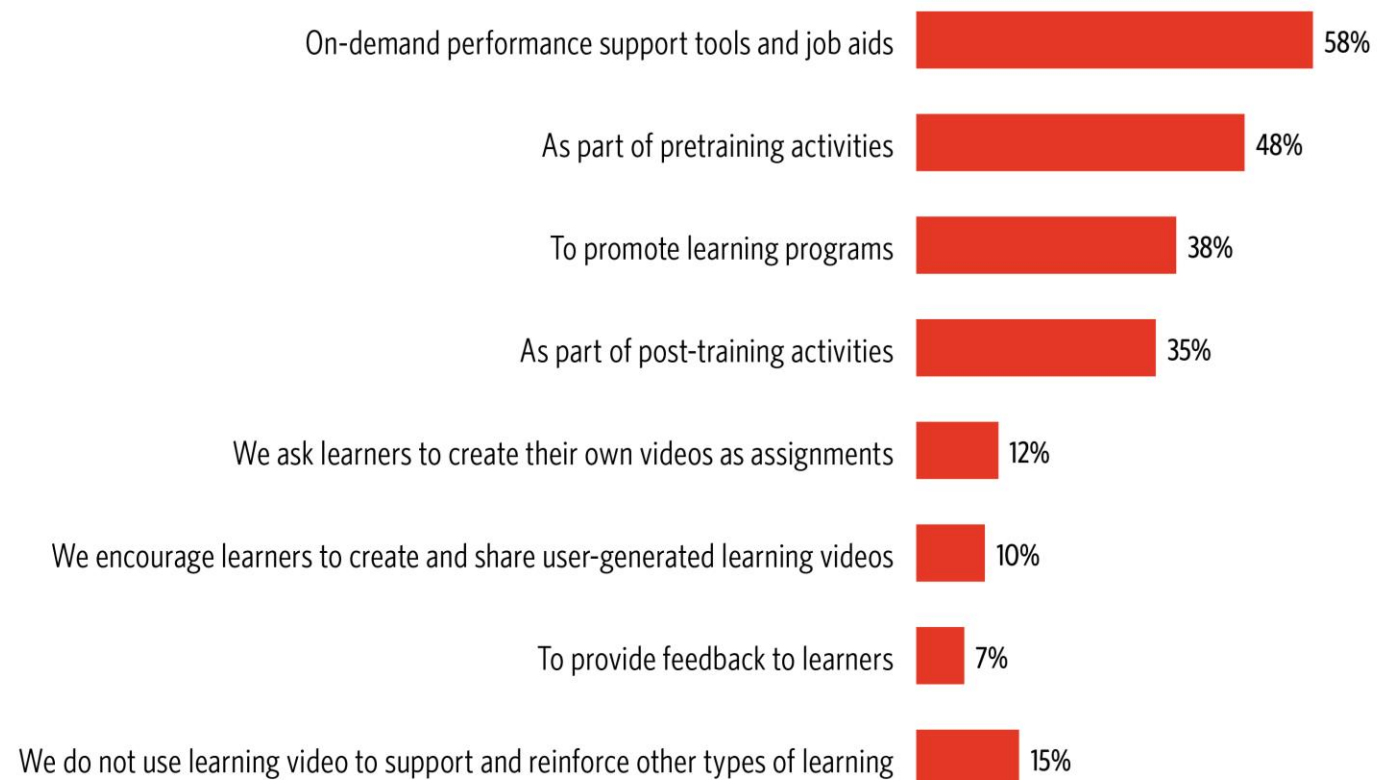

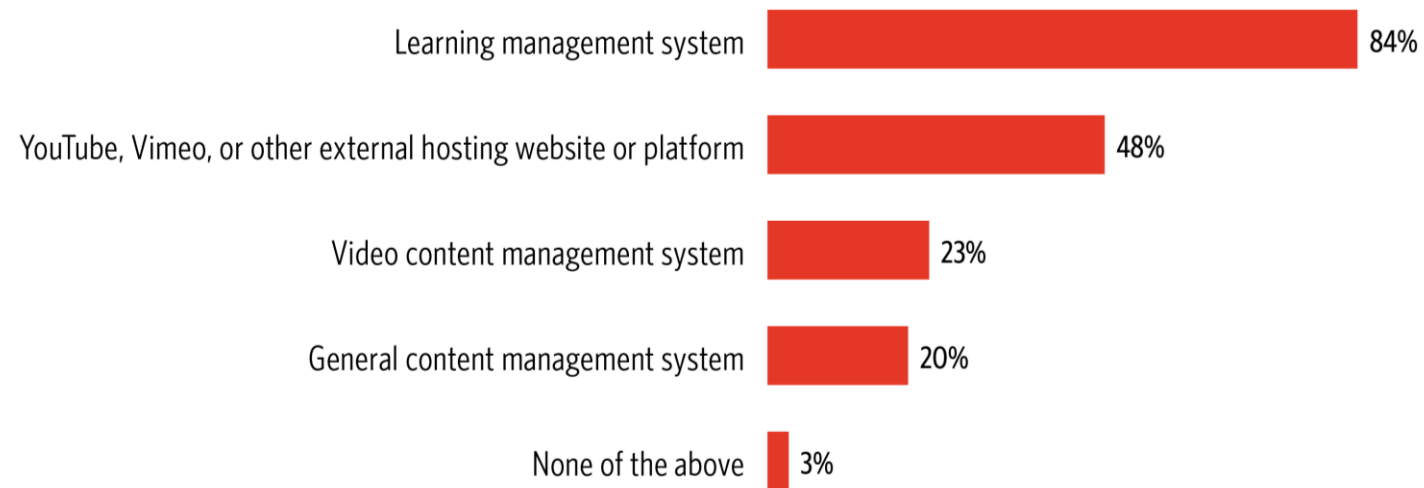| Less than 2 minutes	2-5 minutes	6-10 minutes	11-20 minutes	More than 20 minutes
13%	22%	25%	18%	22%

Video for Supporting and Reinforcing Learning

How does your organization use learning video to support and reinforce other types of learning?
(Select all that apply.)

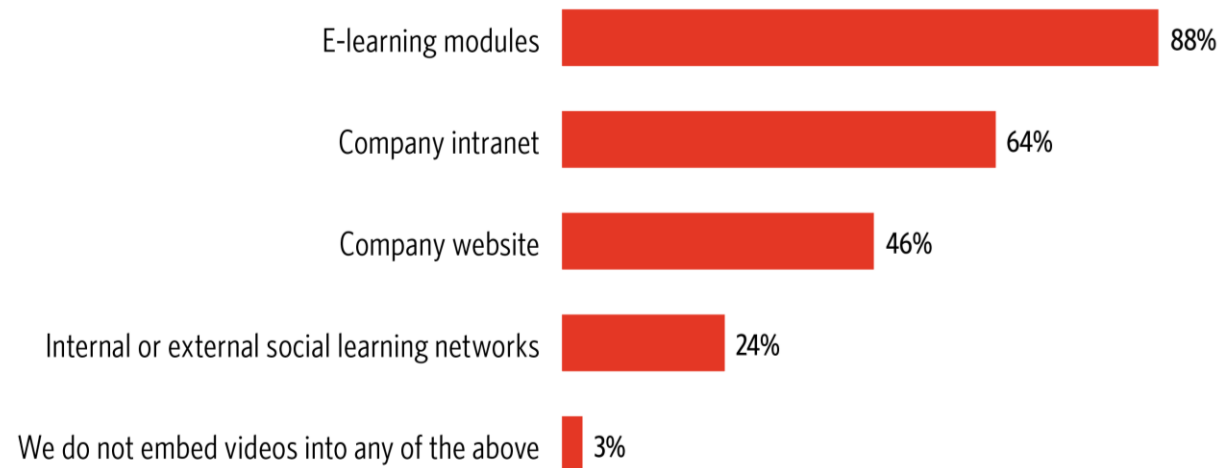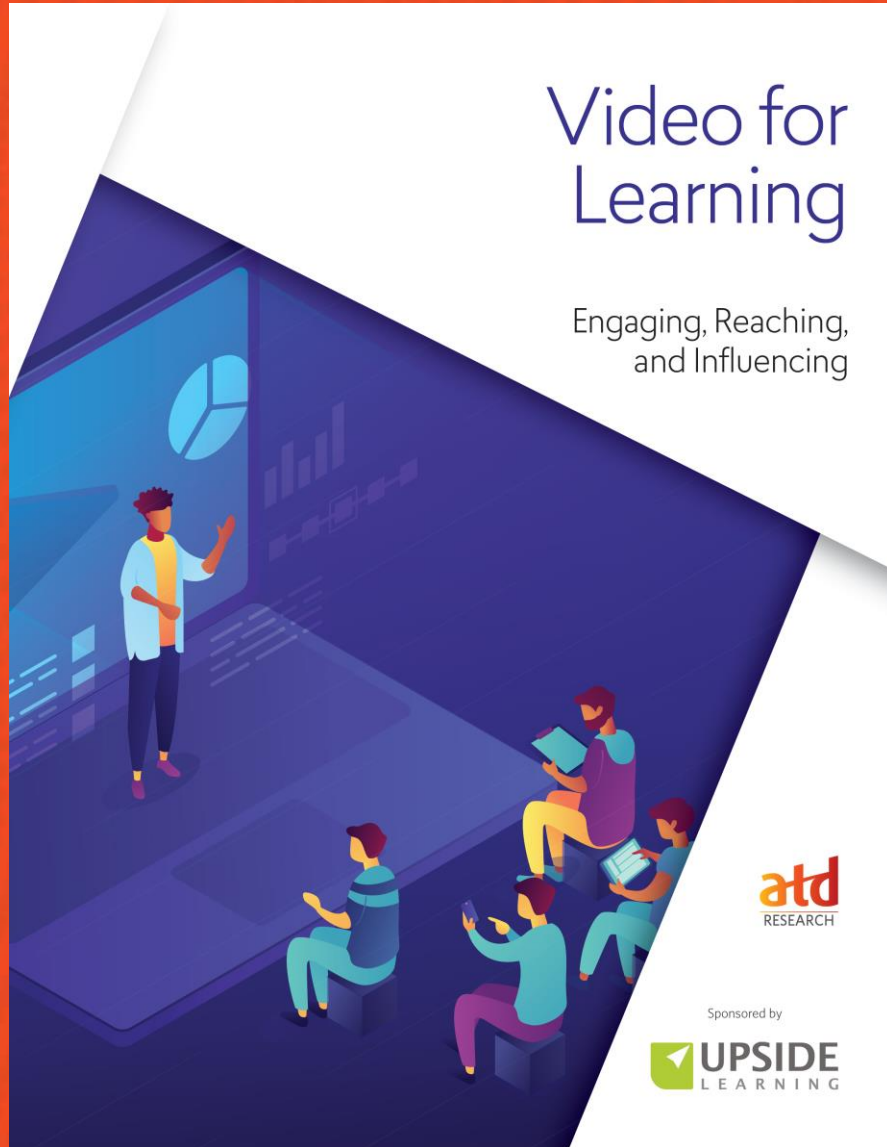| Category	Percentage
On-demand performance support tools and job aids	58%
As part of pretraining activities	48%
To promote learning programs	38%
As part of post-training activities	35%
We ask learners to create their own videos as assignments	12%
We encourage learners to create and share user-generated learning videos	10%
To provide feedback to learners	7%
We do not use learning video to support and reinforce other types of learning	15%

Platforms for Hosting and Managing Learning Video

What platforms does your organization use to host and manage learning videos? (Select all that apply.)

Platform	Percentage
Learning management system	84%
YouTube, Vimeo, or other external hosting website or platform	48%
Video content management system	23%
General content management system	20%
None of the above	3%

Embedding Learning Videos

Does your organization integrate learning video into the following? (Select all that apply.)

Category	Percentage
E-learning modules	88%
Company intranet	64%
Company website	46%
Internal or external social learning networks	24%
We do not embed videos into any of the above	3%