

THE POSITIVE IMPACT OF ACADEMIC VIDEO

# What Happens After a Million Views?

*An Education Consultant Tracks Ten Years  
of Student Study Habits*



mediasite®

# WHAT HAPPENS } AFTER A MILLION VIEWS?

Dr. James Craig has been tracking student success and study habits for nearly 10 years. Now, a million views after his school's first lecture capture, he's ready to share statistics on the impact of academic video on every stage of the student experience—from recruitment to graduation and beyond.

## Research Demographics

125  
SUBJECTS

STUDENTS AT THE  
UNIVERSITY OF MARYLAND  
SCHOOL OF DENTISTRY



300+ (59%)



76-200 (31%)



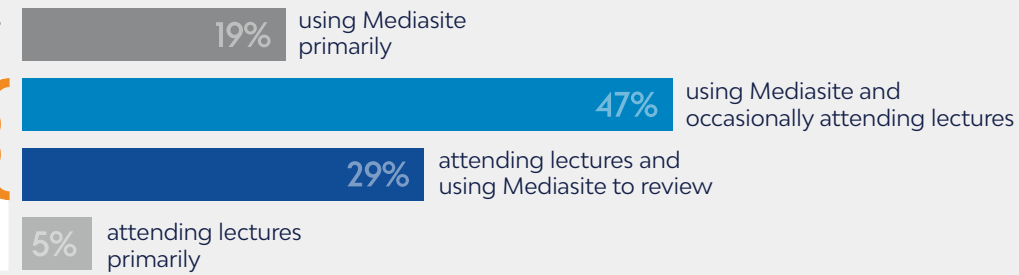
0-75 (10%)

NUMBER OF VIDEOS VIEWED PER STUDENT

96% said Mediasite makes it easier to learn



### Students Prefer to Learn...



Combining methods helps personalize learning for the greatest success

98% watch most or all of the lectures captured for their courses

Mediasite gives students the ability to manage their time more effectively.

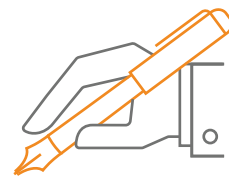
### Recruitment to Graduation (and beyond!)



83% would recommend their school to prospective students on the merit of Mediasite alone.



More than two thirds said lecture capture attracted them to their school.



More than half said Mediasite was crucial in their preparations for the boards.

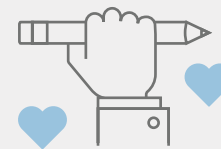


94% are interested in using Mediasite for continuing education after graduation.



1.6x Speed control is the students' favorite Mediasite function

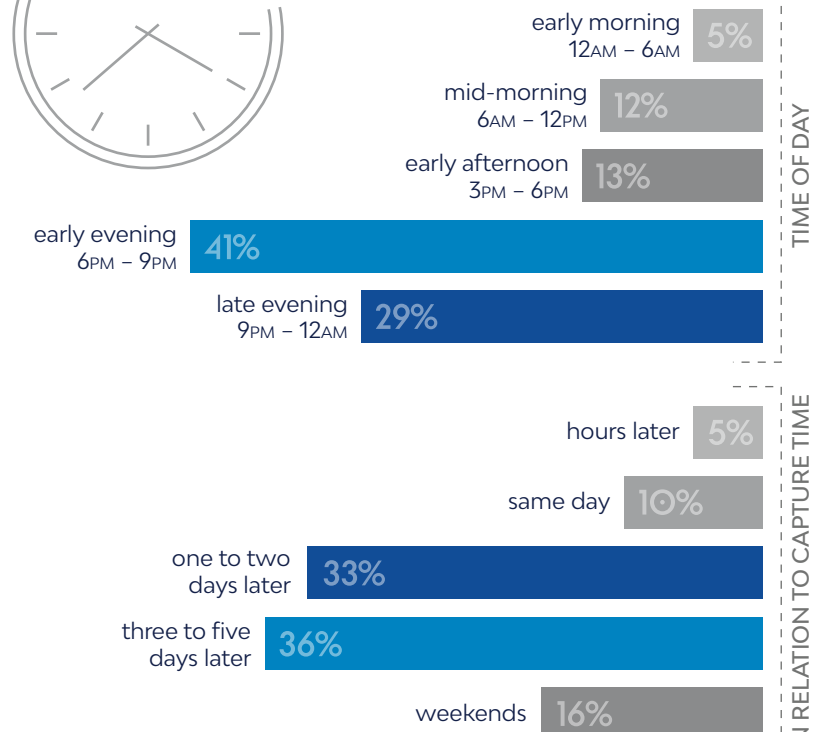
What do students love about Mediasite?



Students love the ability to stop, start and repeat, helping them take better notes.



### When Are Lectures Viewed?





The University of Maryland, Baltimore turned the tables on traditional teaching and learning with academic video and cultivated more engaged, successful and higher-performing students. It leveraged Mediasite video to boost its ranks, retention and student success.

"Typical course offerings are very intense and highly visual," said Dr. James Craig, University of Maryland School of Dentistry professor and educational consultant. "Each student needs to have a front row seat."

Mediasite has also allowed the program to implement a more flexible curriculum, to resounding student endorsement.

- Attendance is not required (unless there's a guest lecturer or hands-on lesson)
- The entire curriculum is available to students 24/7
- Students repeating courses use online lectures to save faculty time

"One student summed up the Mediasite experience stating, 'It is the source of my academic success. My grades would really suffer if I didn't have Mediasite'" said Doug Brotherton, instructional technology specialist, University of Maryland, Baltimore. "With feedback like that, how can you not continue to push the boundaries?"



For more background on the statistics covered in this ebook, watch the webinar:  
*Six Academic Video Tips That Help You Out-recruit, Outperform and Out-retain*

[WATCH THE WEBINAR](#)