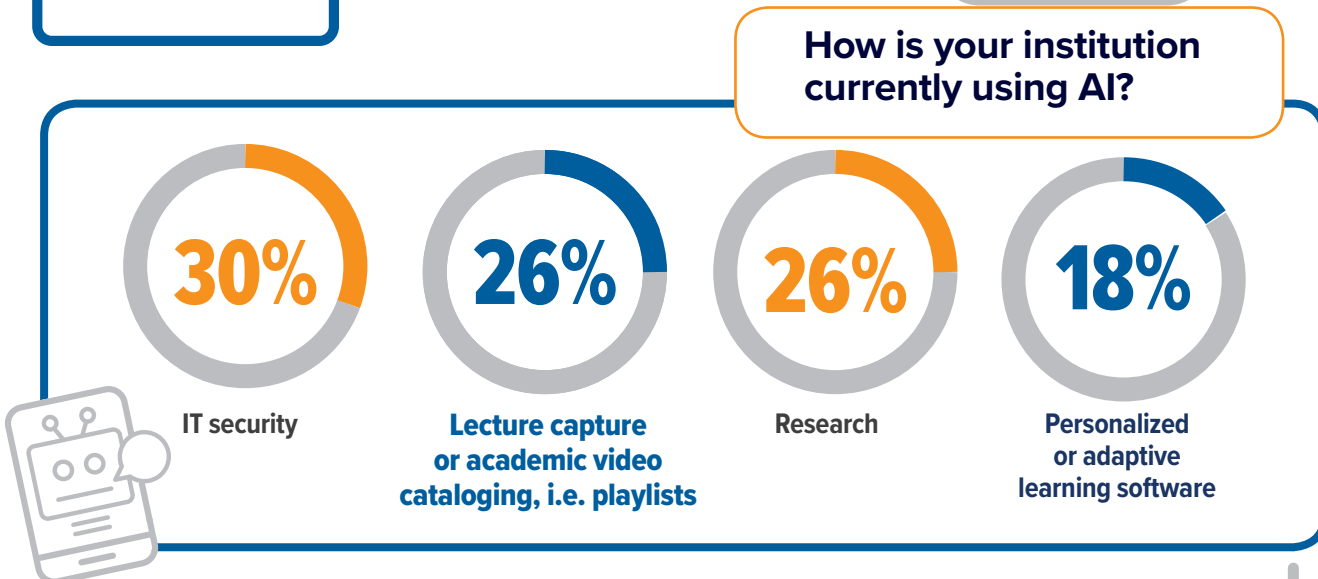
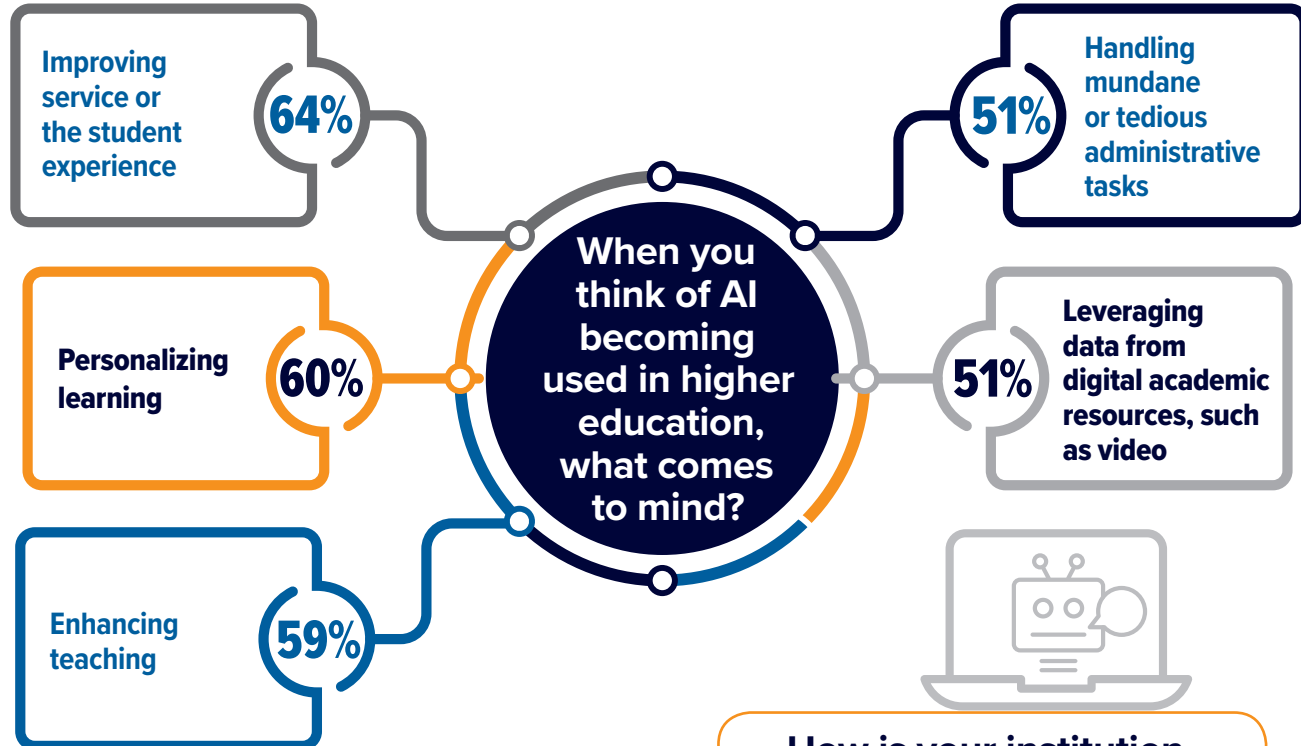


AI AND ACADEMIC VIDEO

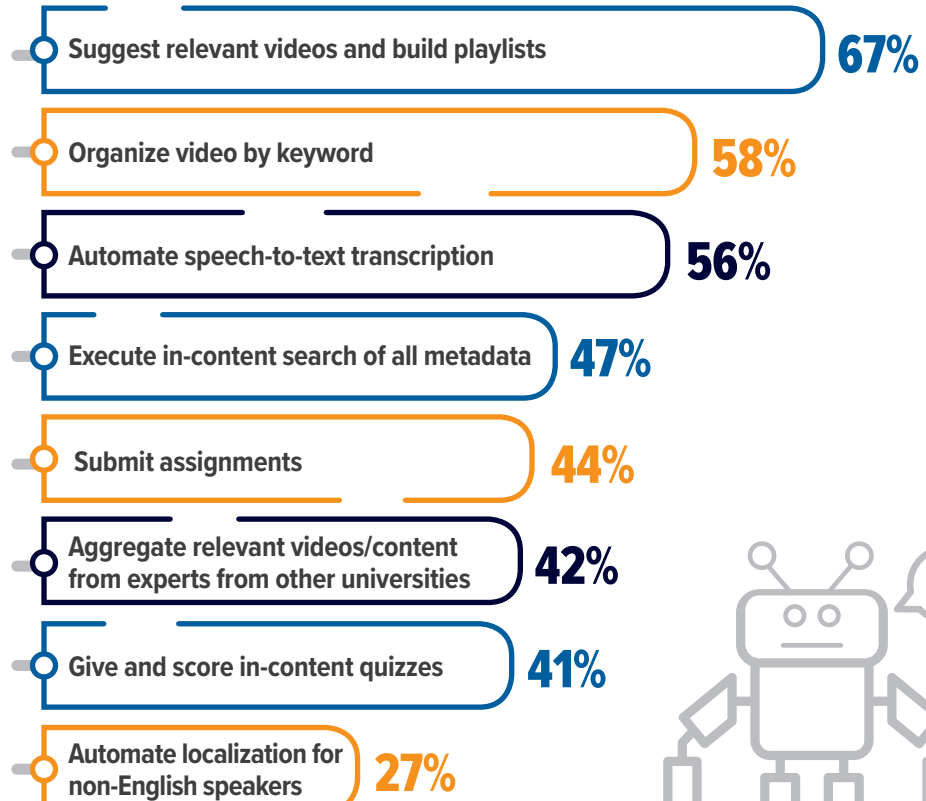
Streaming video – combined with artificial intelligence (AI) – has unparalleled abilities to personalize learning. *University Business* and Mediasite partnered to develop this 2018 report exploring the use of AI and campus video. The results reveal massive potential in offering Generation Z the Netflix model for learning. Leaders from more than 300 U.S. colleges and universities responded.



When it comes to the idea of using AI in video to improve student learning outcomes, what comes to mind?

- 66% Leveraging student data to personalize learning
- 63% Increasing graduation rates with more personalized instruction and higher information retention
- 44% Recommending videos or information based on student interests (i.e. the Netflix model)

When it comes to an academic video platform, which of the following capabilities provided by AI could be most helpful to your institution's users?



To learn more about Mediasite, the most automated and scalable system for creating, publishing, searching and managing academic video on any campus, visit mediasite.com.

To watch the web seminar about this survey, go to universitybusiness.com/video