

Efficiency and effectiveness of explainer videos A representative study

About the study



Video becomes more important and popular



- It is expected that as of 2017, video content will make up **3/4 of all data transfer on the internet.**
- YouTube continuously gains popularity as a **digital learning application.**
- **Explainer videos are an upcoming video format** focused on efficient knowledge transfer in a short amount of time.

Topics of the study



Topic 1

Status quo of the use of **eLearning** in general and **explainer videos** in particular



Topic 2

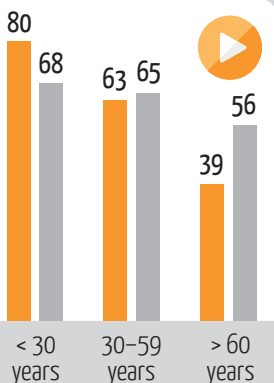
Experimental test design **on effectiveness and efficiency of 5 different explainer video formats** (before and after knowledge tests on the topic of the presidential election in the United States)

Results and findings

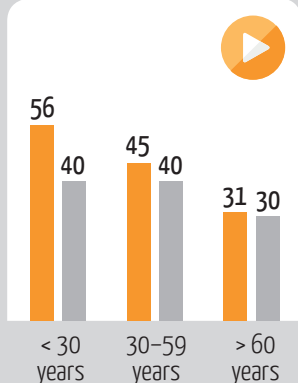
Younger demographics prefer video over text for information purposes

in % ● = ● =

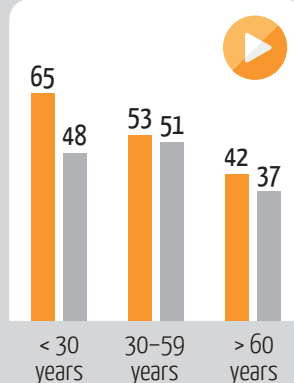
I often watch videos, for example on YouTube.



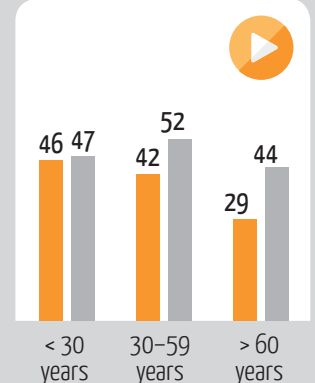
I prefer watching videos to reading text.



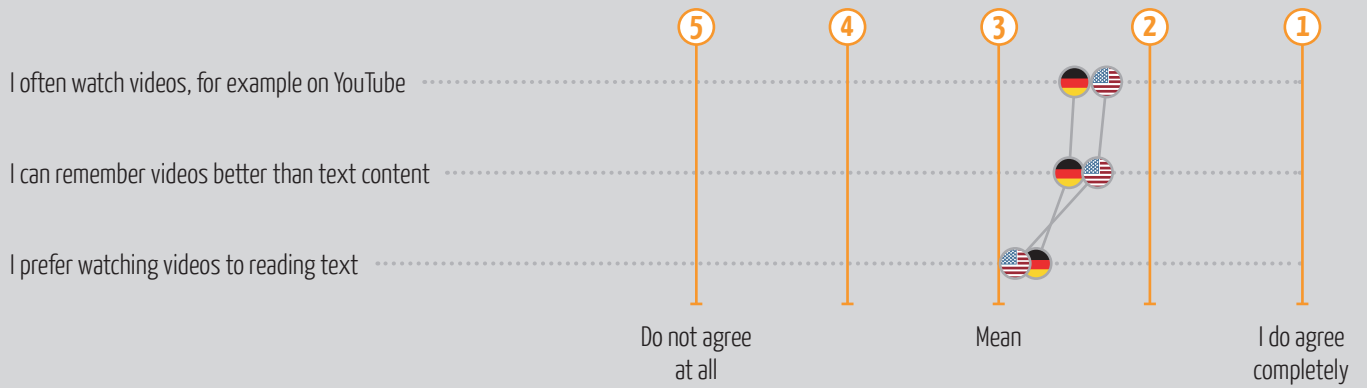
I can remember videos better than text content.



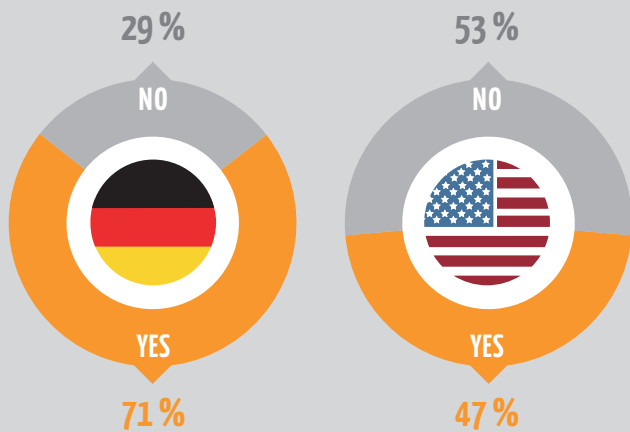
If I'm searching for information, I often watch a video about the topic.



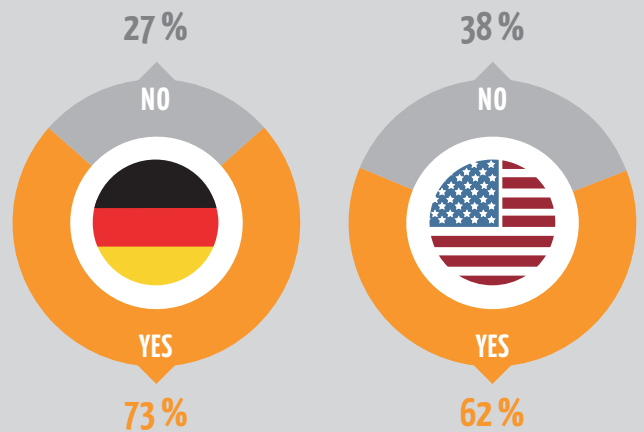
The affinity for video content is strong in both countries



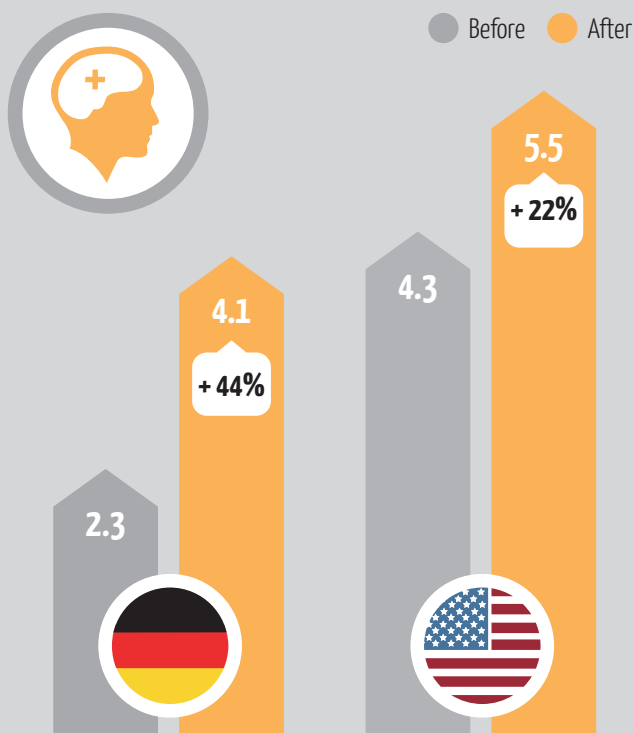
In Germany, a high percentage of people are aware of explainer videos



Even higher is the percentage of respondents who intend to watch explainer videos in the future

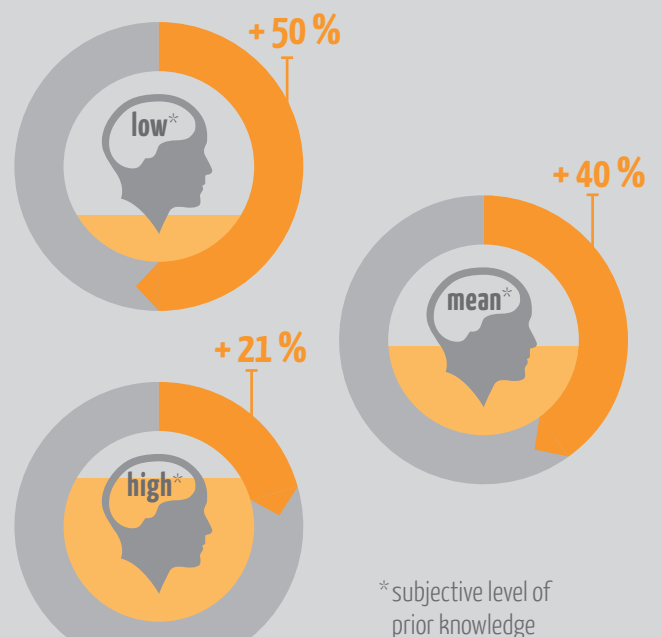


Watching an explainer video leads to a significant knowledge increase about the topic

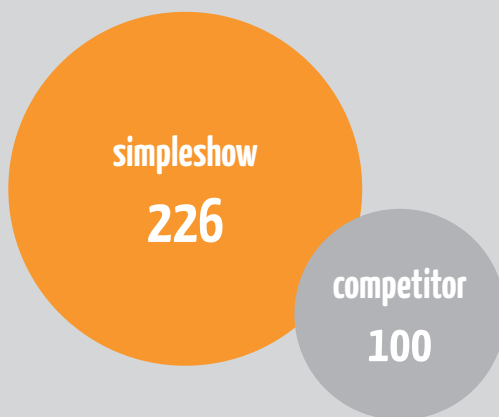


Learning effects are highest when initial interest and knowledge about the topic are rather low

Increase of knowledge after watching the explainer video:



Explainer video formats differ when it comes to their efficiency



Efficiency index of the paper cut-out format, index=226 for most efficient video (improved knowledge level in relation to time spent to watch the video in seconds)

Explainer videos activate the target group and spark interest

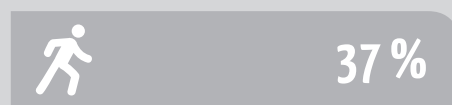
Level of consent of interviewees in %



"I now feel better informed."



"I am now more interested in the topic."



"I am now more active."

→ You can find the complete study on our website: www.simpleshow.com

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