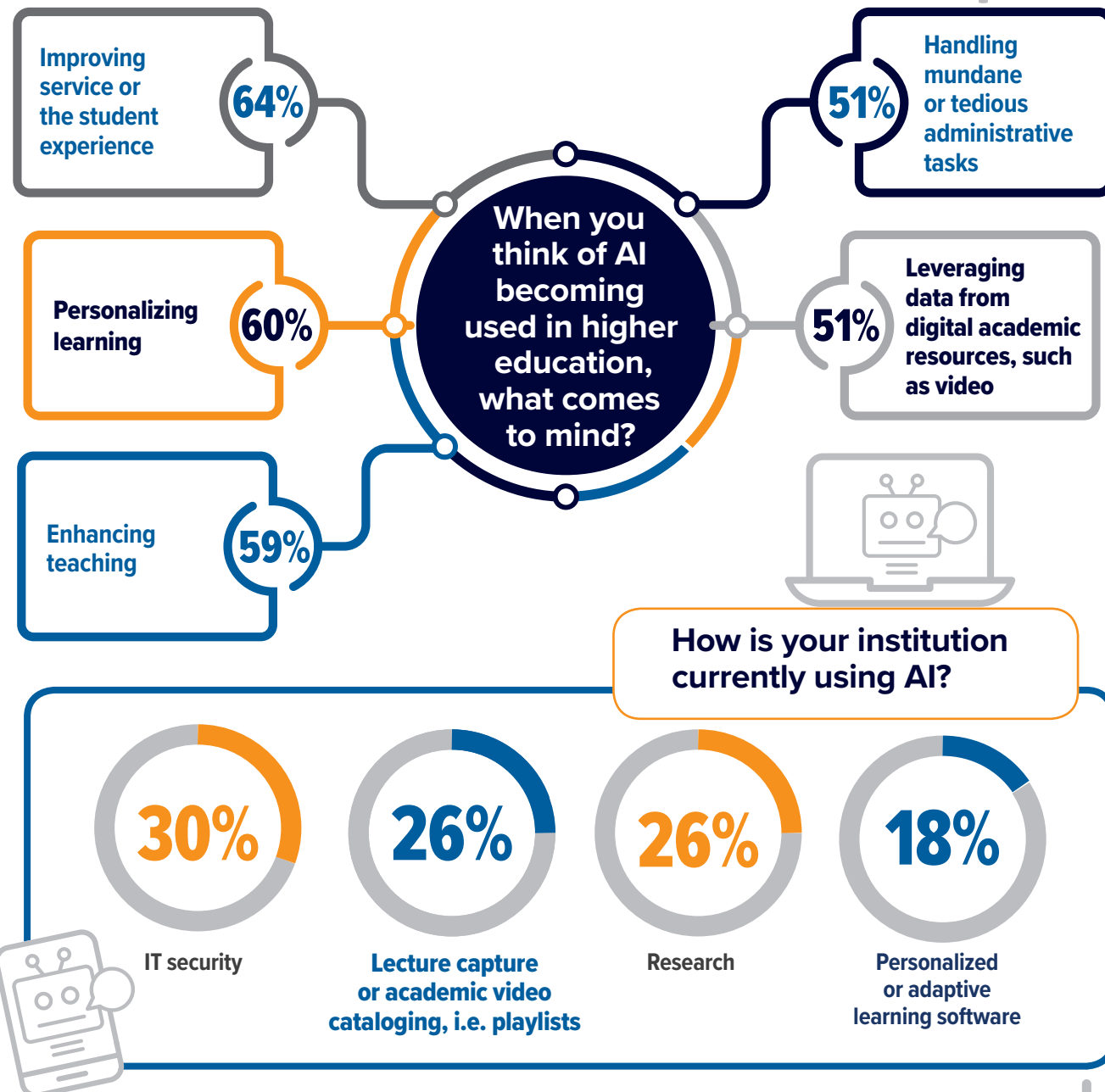


AI AND ACADEMIC VIDEO



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?

- 67% Suggest relevant videos and build playlists
- 58% Organize video by keyword
- 56% Automate speech-to-text transcription
- 47% Execute in-content search of all metadata
- 44% Submit assignments
- 42% Aggregate relevant videos/content from experts from other universities
- 41% Give and score in-content quizzes
- 27% Automate localization for non-English speakers

In what areas are you planning to use AI over the next 1-2 years?

- 22% Personalized or adaptive learning software
- 20% Lecture capture or academic video cataloging, i.e. playlists
- 19% Intelligent in-content search of all metadata
- 16% Research

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.