

# INTERCALL STREAMING SURVEY REPORT



CONTACT US  
**800.820.5855**

**[www.intercall.com](http://www.intercall.com)**

## Methodology

An online survey was conducted using the field services of Russell Research. The study was fielded between August 11, 2010 and August 17, 2010. The survey was conducted among a nationally representative sample of 504 college students ages 18 - 25 years old.

The margin of error for the total sample is  $\pm 4.3\%$  at the 95% confidence level. This means that if we were to replicate the study, we would expect to get the same results (within 4.3 percentage points) 95 times out of 100.

## Media Highlights

### Streaming is a common occurrence in the college setting:

The majority of college students report that their professors have used web streaming. In fact, college students report that on average, nearly a third of their course content is done by viewing course content over video available online.

### Students identify a variety of benefits with having college courses streamed and wish more professors engaged in this practice:

The majority of students agree that viewing their classes online lets them fast forward through the parts they do not find useful and allows them to grasp concepts better because they can go at their own pace. Students also report having their lectures available online would help them learn more effectively and be better prepared for exams. Interestingly, students also say that “not having to get dressed for class,” “being able to take more naps during the day” and “being able to take a vacation without having to miss class” are benefits of having courses available via video online.

**Working hard outside the classroom:** Employed college students in particular appear

to reap the greatest benefits from video streamed course content. They are significantly more likely than students without jobs to have audio recorded or video recorded lectures so they can listen to them later and have asked friends to tape a class so they didn't have to attend in person. Further, employed college students are considerably more likely to report that they would be able to work more hours at their job when their lectures and courses are available via video online.

## Detailed Findings

### Campus life is changing.

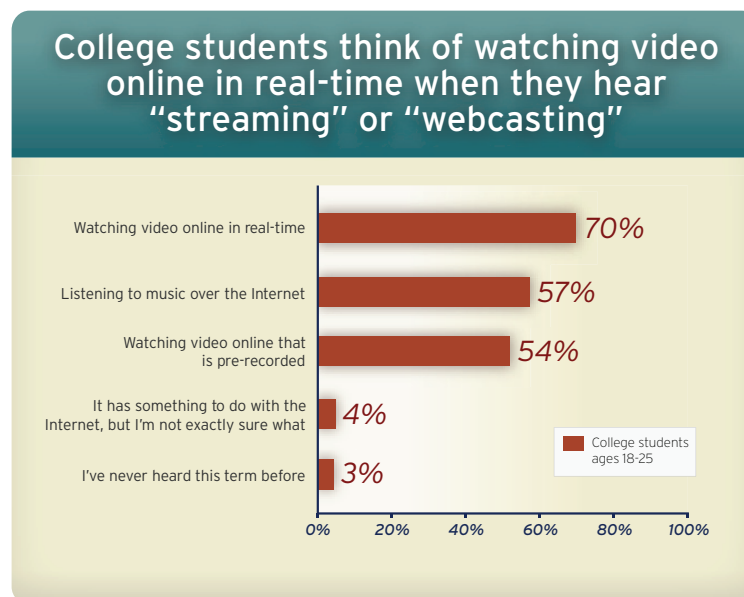
- Many students say that they only show up to class for the exams and to borrow notes, video or tapes from others in their class

(29%) or they've asked a friend or classmate to tape a class for them so they didn't have to attend in person (32%).

- Employed college students are significantly more likely than their counterparts to agree that they've asked a friend or classmate to tape a class for them so they didn't have to attend in person (36% vs. 26%).
- In fact, nearly a third of students (32%) admit that their parents/guardians would be very upset to know how often they really attend classes in-person.
- Employed college students are significantly more likely than their counterparts to agree with this statement (36% vs. 26%).

### Most students report familiarity with streaming and webcasting.

- When asked about the terms “streaming” or “webcasting,” the majority of college students (70%) say watching video online in real-time comes to mind.
- Over half of students say listening to music over the Internet (57%) and watching video online that is pre-recorded (54%) comes to mind



When you hear the terms “streaming” or “webcasting,” which of the following comes to mind?

when they hear the terms “streaming” or “webcasting.”

**In fact, students report that much of their university course learning is streamed.**

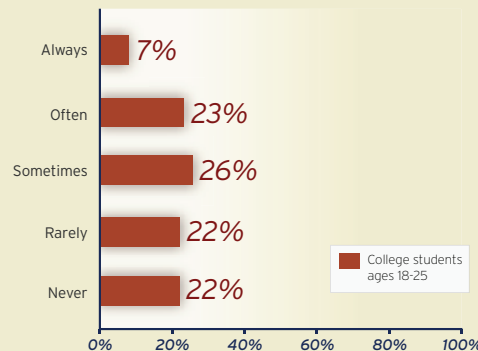
- Eight in 10 college students (78%) report that their professors have used web streaming (e.g., videotaped lectures that students can access online, being able to watch a class session over the Internet, live video feed of a college course, etc.), with nearly a third (30%) saying that their professors use web streaming frequently (always/often).

- Male students are significantly more likely than their female counterparts to say that their professors use web streaming frequently (35% vs. 25%).

- On average, college students report that nearly a third (30%) of their course learning is done by viewing course content over video available online.

- In fact, one in five students (21%) say that over half of their course learning is done by viewing course content over video available online.

### The majority of college students report professors have used web streaming



*How often do your professors use web streaming (e.g., videotaped lectures that students can access online, being able to watch a class session over the Internet, live video feed of a college course, etc.)?*

### Students associate a number of benefits with video streaming.

- The top benefits college students associate with having their lectures and college courses available via video online are “being able to ‘attend’ classes even though they are really out of town” (63%) and “being able to attend class when they want, not when the university has it scheduled” (58%).

- Female college students are significantly more likely than their male counterparts to cite these benefits.

- Nearly half of college students find being able to take multiple classes scheduled for the same block of time (48%), being able to work more hours at their job (47%), being able to take a vacation without having to miss

class (46%) and being able to sleep in late (45%) as benefits with having their lectures and college courses available via video online.

- Employed college students are significantly more likely than their counterparts to report being able to work more hours at their job is a benefit to having their lectures and college courses available via video online (53% vs. 38%).

Other benefits college students associate with having their lectures and college courses available via video online include:

- Not having to get dressed for class (43%)
- Being able to exercise more (32%)
- Being able to stay up later at night (32%)
- Being able to spend more time with friends (32%)
- Being able to participate in more outdoor activities (24%)
- Being able to take more naps during the day (23%)
- Being able to attend more parties (15%)

**In particular, streaming offers students the flexibility to learn at their own pace.**

- Nearly two-thirds of college stu-

dents (64%) agree that viewing their classes through video online lets them fast forward through the parts they do not find useful.

- Among students who've already viewed course content over video available online, the majority report that attending lectures by streaming video allows them to spend more time studying by themselves (56%) and grasp concepts better in the lectures because they can go at their own pace (44%).
- Many college students who've viewed course content over video available online also report that they are more comfortable asking a question online because they don't have to speak up in front of a class (41%) and spend more time at the library doing their own research (27%).
- Less frequently reported responses include:
  - They use study groups more (19%)
  - They see their professor privately in office hours (19%)
  - Their professors request that they write more papers since they spend less time in class (16%)

**Overall, students' performance improves when course content is streamed.**

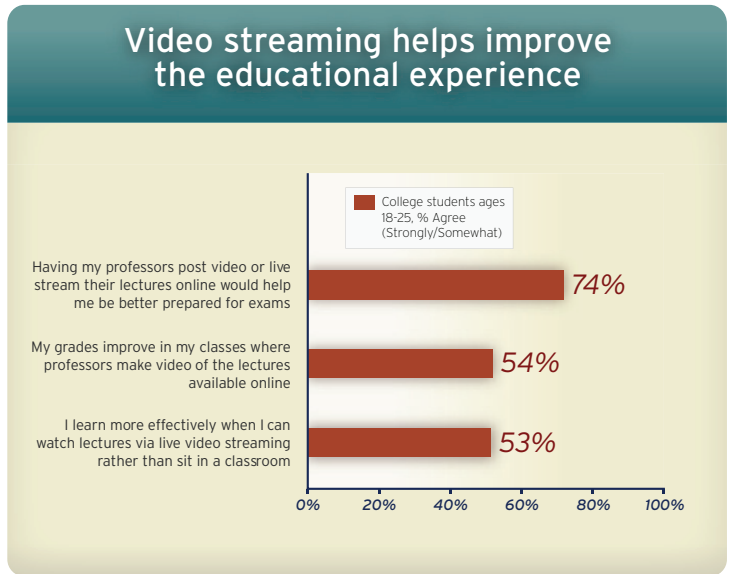
- The majority of college students

(74%) agree that having their professors post video or live stream their lectures online would help them be better prepared for exams.

- Further, over half of college students agree that they learn more effectively when they can watch lectures via live video streaming rather than sit in a classroom (53%) and their grades improve in their classes where professors make video of the lectures available online (54%).

**Students wish more of their professors would integrate streaming into their course content.**

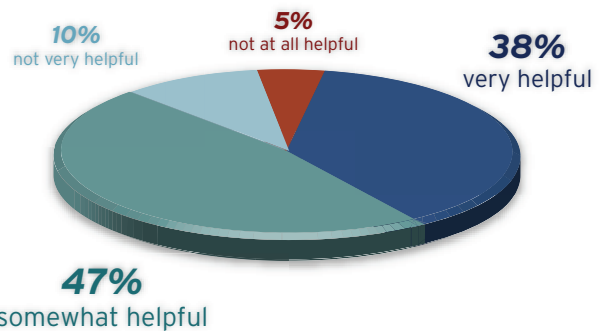
- The majority of college students (85%) say that they would find it helpful to have their professors live stream or post video of each class online, with four in 10 (38%) reporting that they would find it very helpful.



Please read the following statements and indicate how much you agree or disagree with each. If the statement does not apply to you, then please indicate that.

- Employed college students are significantly more likely than their counterparts to say they would find it helpful to have their professors live stream or post video of each class online (88% vs. 81%).

- Over two-thirds of college students (67%) wish more of their professors used streaming.
- In fact, almost half of college students (46%) prefer joining their classes online rather than interacting in person with their



How helpful would you find it to have your professors live stream or post video of each class online?

classmates and professors.

**Many college students have already engaged in some form of recording lectures so they can refer to them later.**

- Half of college students (49%) say they have audio recorded lectures on their own so they can listen to them again later.
  - Male students are significantly more likely than female students to report doing so (56% vs. 43%).
  - Employed college students are significantly more likely than their counterparts to report

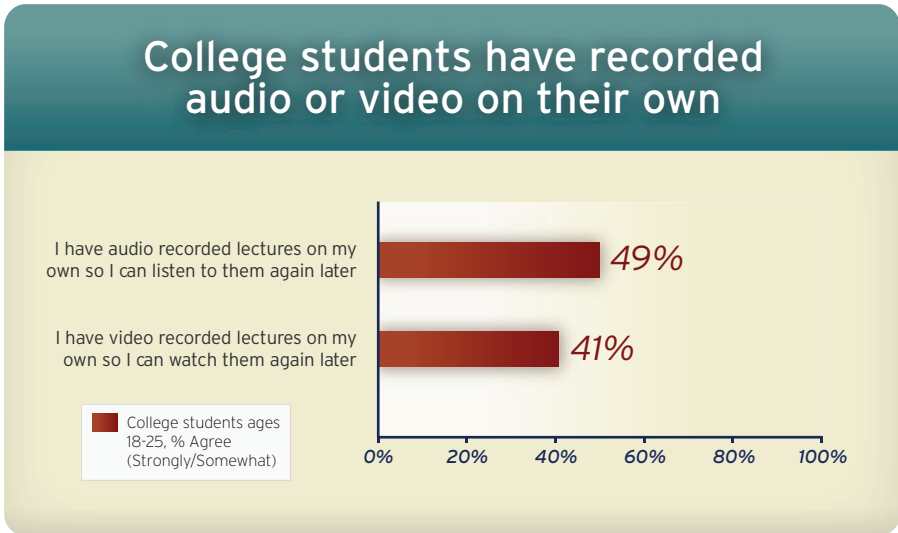
audio recording lectures on their own so they can listen to them again later (53% vs. 44%).

- Four in 10 college students (41%) report that they have video recorded lectures on their own so they can watch them again later.
  - Male students are significantly more likely than female students to report doing so (52% vs. 30%).
  - Employed college students are significantly more likely than their counterparts to have video recorded lectures on their

own so they can watch them again later (46% vs. 34%).

**Students' use of video streaming also affects other technology usage and purchase.**

- Six in 10 college students (59%) agree that after using streaming video for their coursework, they want to use streaming more for other uses (music, events, etc.).
- Four in 10 college students (37%) agree that viewing video of their courses has required them to purchase a newer computer or download new software.



Please read the following statements and indicate how much you agree or disagree with each. If the statement does not apply to you, then please indicate that.



For more information on streaming or to learn more about InterCall's solutions, contact an InterCall meeting consultant today at 800.820.5855 or email [info@intercall.com](mailto:info@intercall.com).