How Democratized Video Has Changed Education

A good education isn't just for the privileged anymore. The Internet, evolution of video and cloud technology, and easier broadband access has drastically changed how and when people learn. Now, people can log on from anywhere and participate in class, and you certainly don't have to be a student to do so. The Web has allowed new media to influence education - first through text and social networking and now through democratized video.

The emergence of YouTube and other video platforms has led to what's known as democratized video. Every day, we carry in our pockets the power to capture and record the world around us. Our smart phones have given us the ability to share as we've never been able to before. Whether through text, images, or video, we can share information with millions of people with just a few clicks. People are especially using video to speak their truths, whatever they may be. We have the ability to collaborate and communicate with anyone in the world, and that has led to some pretty amazing opportunities, especially in the education sector.

Educators Are Using Democratized Video to Teach

Democratized video has shaped education for the better. Educators use videoconferencing to offer remote education, collaborate with one another, and enrich classes in general. The education industry learned a long time ago that one size does not fit all: People learn in different ways. Videoconferencing technology offers a solution for that situation. Students can access education when it's convenient for them, no longer confined by time or location. Furthermore, mixing learning methods, like text-based, hands-on, and video, allows educators to offer classes in a way that suits a student's particular learning style.

Educators use a variety of video technologies every day. For example, on-demand video through the internet is mainly how online tutorials are delivered. Instructors deliver lessons or seminars through one-way video, and sometimes educators conduct class sessions on two-way videoconferencing. In this way, online education has gone from being distance learning, to more real-time, in real life interaction. Videoconferencing enriches the online learning process, and in some cases, it is more effective than other methods.

Video's Impact on the Learning Process

One study found that the impact of video on education had significant effects on the learning process. By using videoconferencing, students learn in a three-step process:

- The student first interacts with the video content.
- When the student takes notes or processes the information in the video, he or she becomes actively engaged.
- By becoming engaged, the student transfers knowledge to the memory centers of the brain, where it is retained.

While this process applies to almost any medium, some people suggest that video actually improves retention of learned information more than any other method. Students are absorbing, processing, and organizing information in their own ways.

Video Boosts Collaboration and Creativity

Collaboration and creativity is very important to a successful online learning program. Many educators think videoconferencing enhances collaboration and prepares students for the real-world workforce. Furthermore, 47 percent of surveyed educators state they believe videoconferencing technology stimulates creativity; 31 percent believe it's more effective than other means of teaching creativity and collaboration.

Videoconferencing gives students better access to high-quality education. What's more, the education itself is of better quality. From completely remote online learning to enhancing lessons with video lectures and other media, democratized video has drastically changed the face of education. People are not only learning when it's convenient for them but are learning using the method that suits them best. The future looks bright for educators and students alike.