Camtasia®

Video Viewer Trends Report

2024

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Video Viewer Trends Report

Video is an ever-evolving communication medium for entertainment, information, education, and more. But, how do we ensure our audience watches and stays engaged with our videos? Creating and distributing video is easy in theory, but much harder in practice. Countless factors from video quality to clip length and distribution methods impact how viewers feel about the content. **So how do we ensure that people start — and continue — watching our videos?**

It's time for some answers. For the fifth time in a decade, TechSmith conducted an international study with nearly 1,000 participants from various industries to provide insight into what viewers of instructional and informational videos actually want from those videos. Let's dig in.
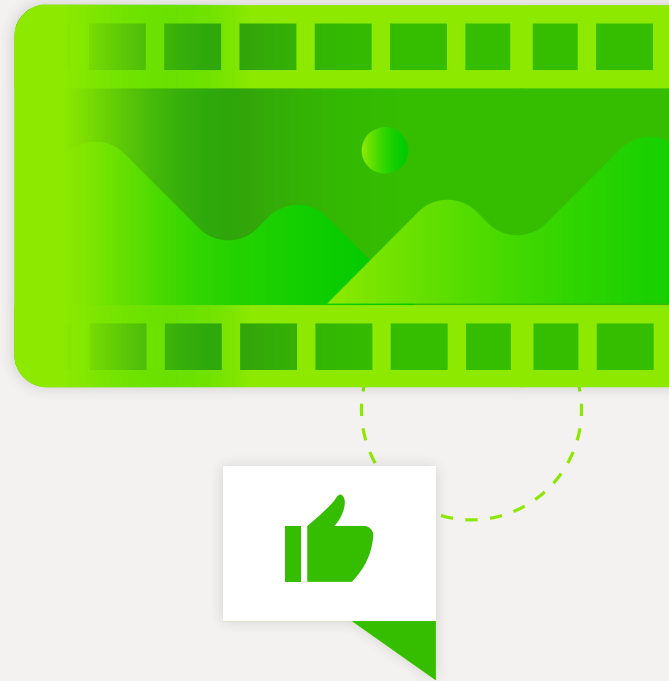
How do we ensure our audience watches and stays engaged with our videos?

THE DEFINITIONS

Instructional
A video that teaches a process, such as a step-by-step tutorial or how-to video.

Informational
A video that delivers facts, ideas, or information.

In general, instructional or informational videos may include explainer videos, how-to videos, recordings of meetings, and recordings of presentations. They can be used in personal or professional settings alike.

KEY TAKEAWAYS

83%

83% of people prefer to consume instructional or informational content by watching a video.

16%
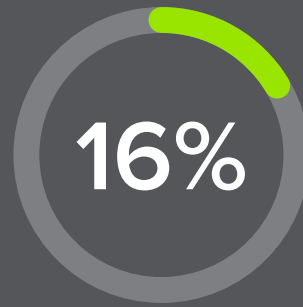
People watch videos because they want to. Only 16% of respondents said they watched a video because they had to.

87%
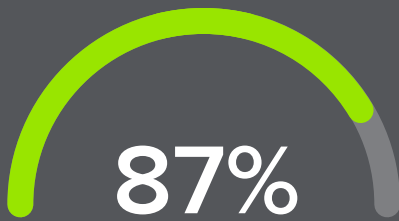
87% of viewers prefer a real person vs. an animated character or AI avatar.

2/3 of those surveyed watch at least one instructional or informational video per week.

10-19 min

10-19 minute long instructional or informational video are the most popular time frame, a distinct change from previous surveys, which showed viewers' inclination to watch shorter videos.

AI Tools

By using AI tools strategically and selectively, creators can leverage audiences while keeping humanity at the forefront.

2/3

Nearly two thirds of respondents said videos over 20 minutes are too long.

Quality

People noticed a quality presenter and audio as an aspect of the video they found engaging.

It's simple, people prefer video

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The data is clear: people prefer to consume instructional and informational content as videos. **A whopping 83% of people prefer to consume instructional or informational content by watching a video.**

That's more than *double* the next two preferred options combined: those who would like to read or look at images. Audio was left in the dust as the least preferred method of learning. Although, audio is still very valuable. More on that later.

How do you prefer to consume instructional or informational content?

Watching a video	83%
Reading a text	41%
Looking at images	40%
Viewing it in-person	36%
Listening to audio	30%
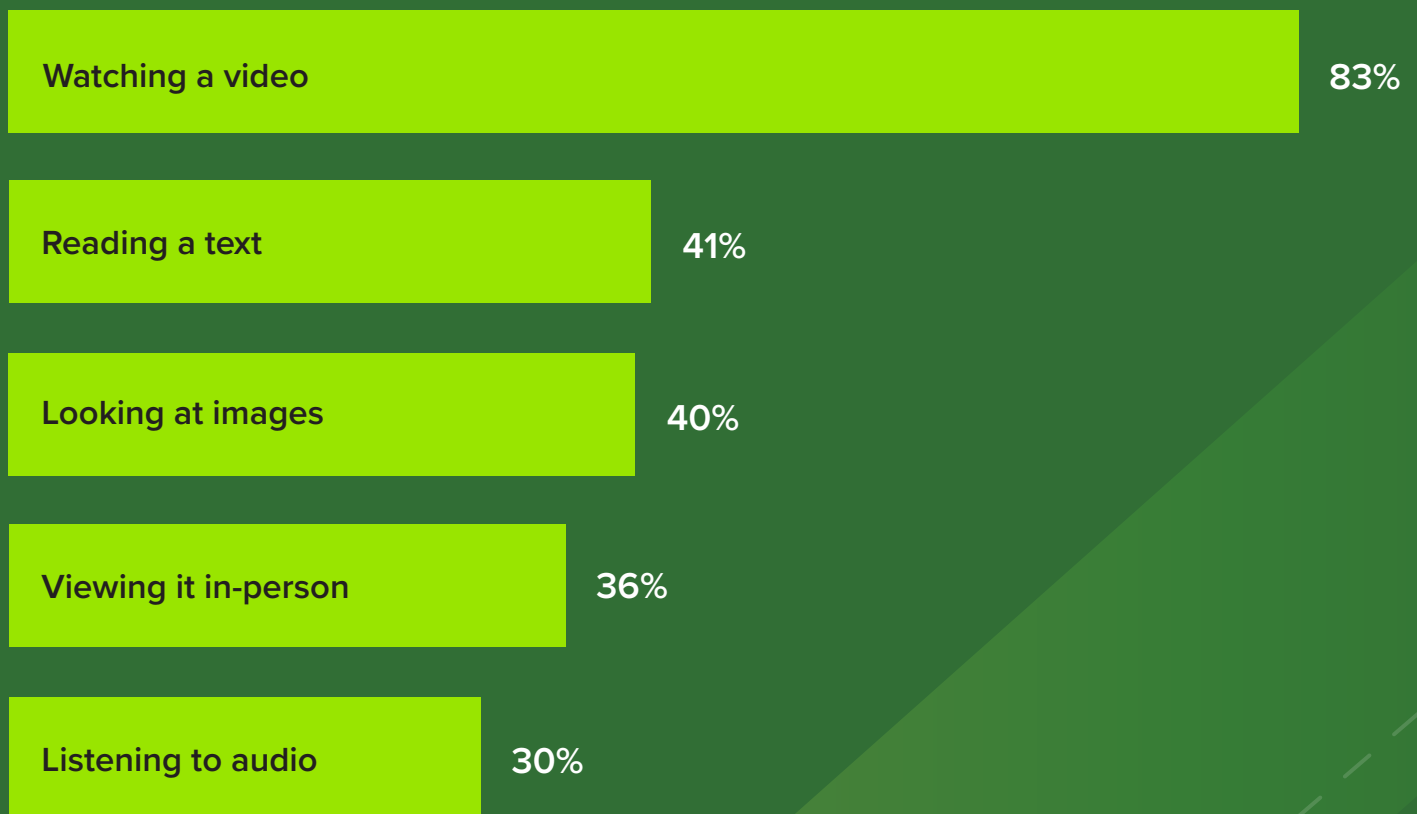
That doesn't mean other methods aren't valid. Videos are a way to elevate your learning and documentation content, not replace it. Though most people prefer video, other formats are valuable and need to be considered when they meet the needs of an audience better. Text is preferable for a certain audience (41% of people do find it preferable in some instances), and videos supplement that content in an easy-to-follow manner. That is if it's done right. The key is finding the right balance for your particular audience.
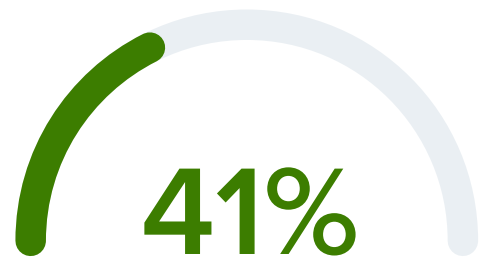
41%
of people find text preferable in some instances

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Video is the perfect instructional medium to help my audience see what I'm trying to say. When static content is elevated with meaningful animations, motion graphics, and other forms of multimedia, it gives you the power to create transformative learning experiences.
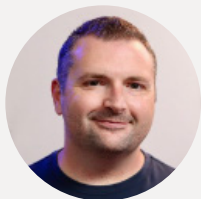
TIM SLADE, CREATOR
The eLearning Designer's Academy

What types of videos do people watch?

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Videos are popular across a multitude of mediums, but training videos make up the majority of the consumed content.

50%

About 50% of the video content accessed by respondents is made up of informal or formal training videos and live streams or webinars.

What types of videos have you watched in the past month?

Informal training videos	**51%**
Live streams or webinars	**49%**
Formal training videos	**48%**
PowerPoint recordings	**32%**
Simple video created by a colleague	**28%**
Meeting recordings	**27%**
Other	**4%**
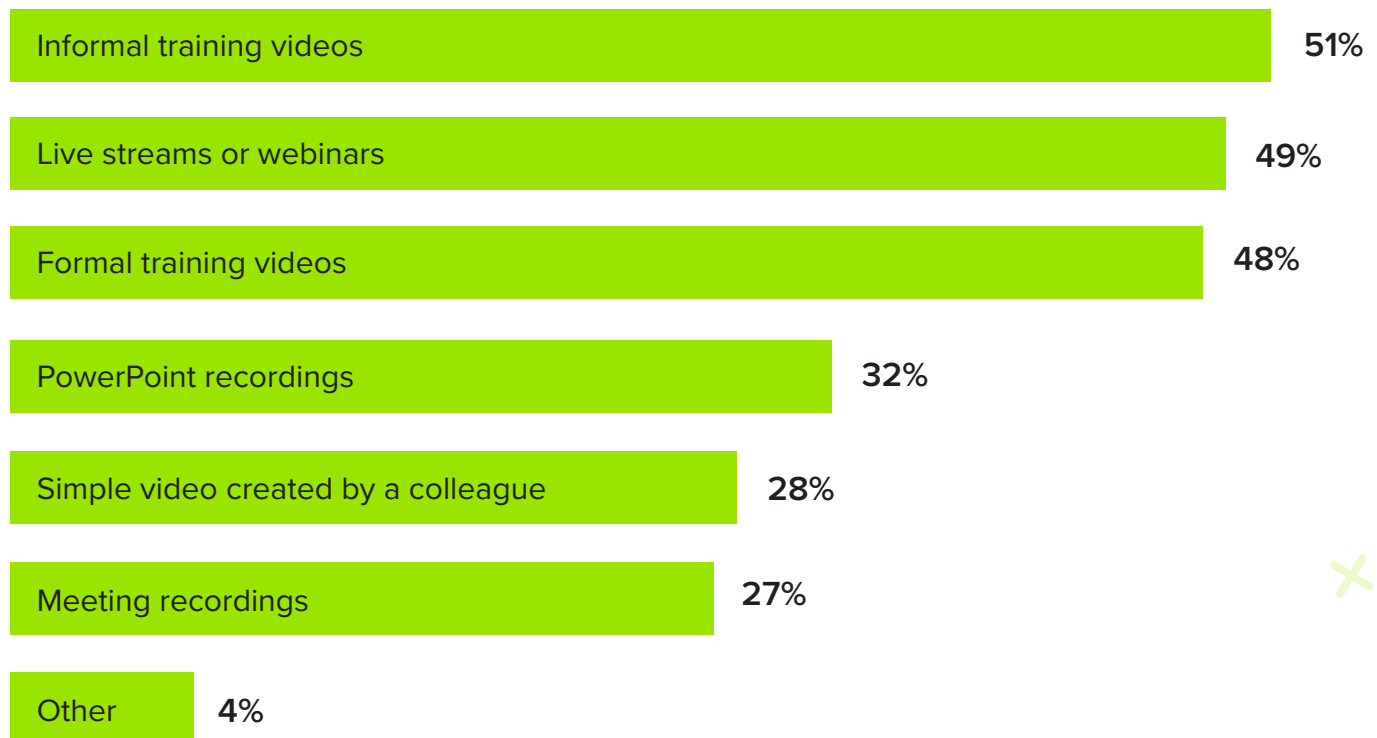
Other popular responses include PowerPoint recordings (32%), quick videos created by a colleague (28%), and recorded meetings (27%).

Respondents could select more than one option, and on average, people chose 2.4 different types of videos, and 71% chose at least two video types. This further suggests that a one-size-fits-all approach to video isn't ideal. Different videos serve a specific purpose for varying situations and viewers tend to watch a variety of video types. It is also worth noting that the less professional and informal video formats make up a considerable share.

VIDEOS IN ASYNCHRONOUS COMMUNICATION

These responses show something a bit different: asynchronous work. Instead of video being exclusively used for instructional or informational content, people are recording meetings and creating videos for coworkers to facilitate asynchronous communication.

Partly due to the past rise of remote work and other factors, video has become a welcome alternative to work-related meetings and conversations. No matter if coworkers live one street over or one continent over, videos make it possible to keep everyone on the same page.

Compared to the 2021 Video Viewer Study, fewer people are watching recorded meetings. This could be a symptom of companies moving employees back to the office. However, about the same amount of respondents are watching videos recorded by their coworkers as before. This looks like a habit that stuck with respondents, even after a potential move back to the office.
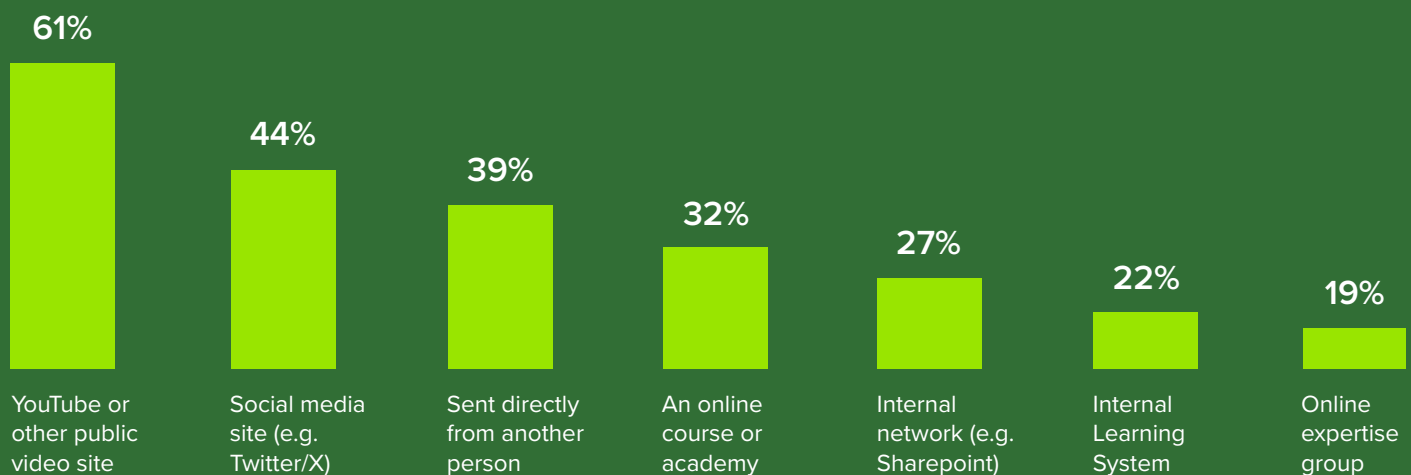
Overall, respondents were apt to watch presentations, meetings, and quick videos from colleagues when needed, which solidifies video as a crucial component of the corporate world, especially when work is completed asynchronously.

How–and how often–do viewers watch videos?

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Thinking about the videos that you have watched in the past 3 months, in which of the following locations have you found and watched them?

61%	44%	39%	32%	27%	22%	19%
YouTube or other public video site	Social media site (e.g. Twitter/X)	Sent directly from another person	An online course or academy	Internal network (e.g. Sharepoint)	Internal Learning System	Online expertise group

61% of respondents watch videos on YouTube or another public video site. Other platforms such as online courses, internal networks, and internal learning systems are commonly used for corporate video communication.

Truthfully, people aren't always accessing information through internal resources, and there is a reason for that. Researching the videos watched by your audience and trying to mimic the style and quality can be worthwhile.

Putting instructional and informational videos on YouTube is a helpful way to make content available to a broad audience. If you want your videos to succeed, get watched, and reach new audiences, you should pay attention to what about the content draws in viewers. Better yet, ask your viewers what kinds of content they want to see and then deliver it. How-to and tutorial videos are one of the most-watched video categories on YouTube.

Short-form instructional content on social media platforms can also reach a wide audience. **44% of respondents watched tutorials and how-to videos on a social media platform.**

How often do you watch instructional or informational videos?

6% 10 or more times a week

10% 5-9 times a week

31% 2-4 times a week

20% Once a week

25% 1-2 times a month

9% Less than once a month
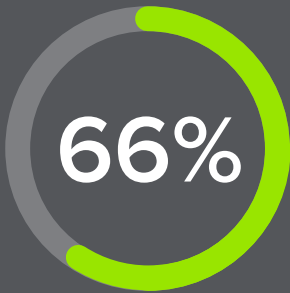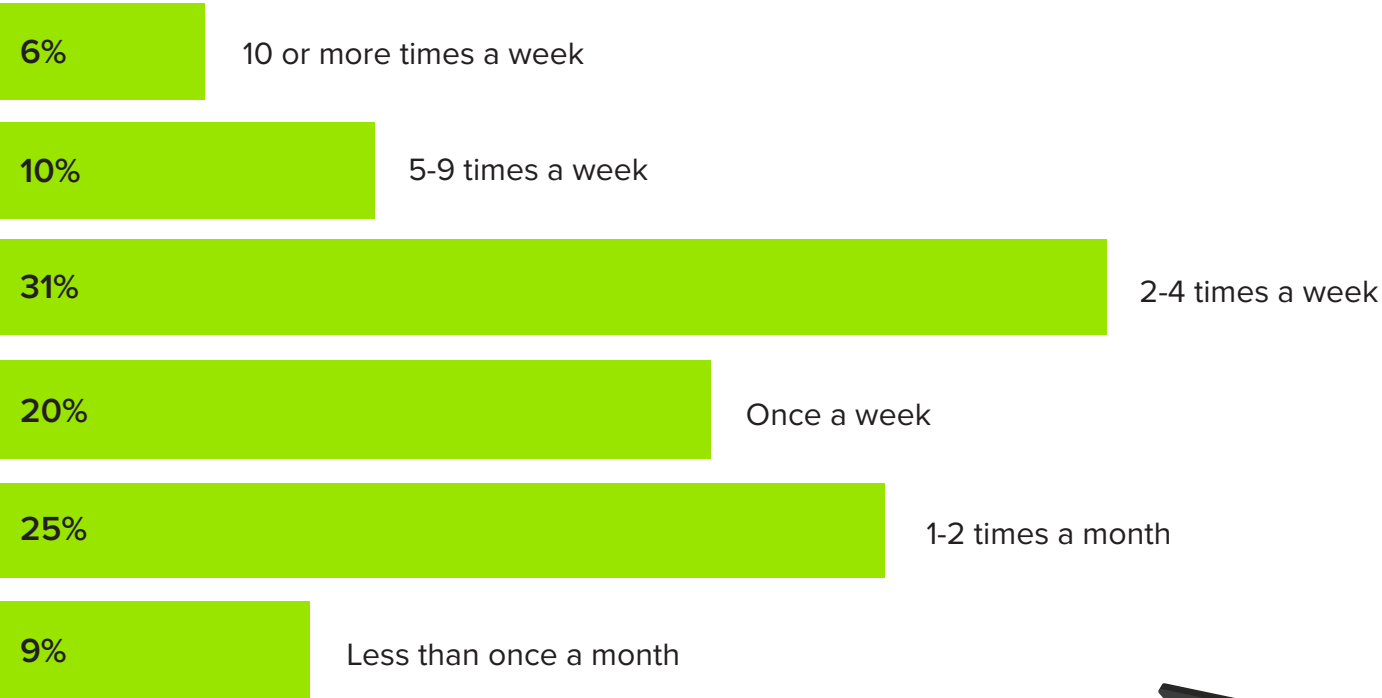
66% Of respondents watch an instructional or informational video at least once weekly. The most common frequency is 2-4 times per week with some watching as many as 10 or more video sessions per week.

Why do people watch videos?

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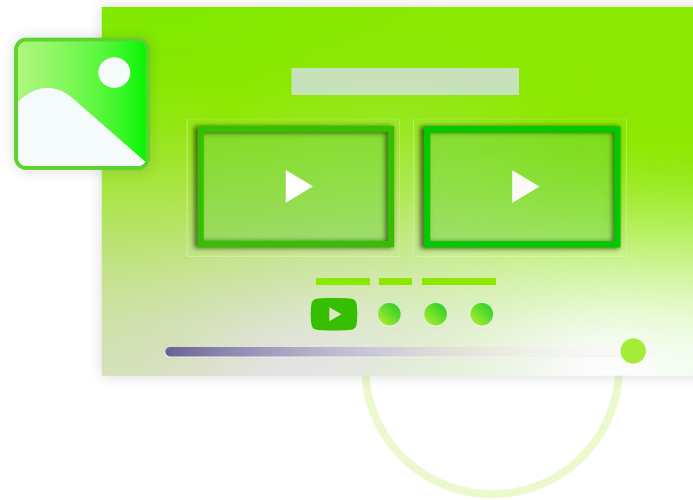
Which of the following best fits why you were watching an instructional or informational video

To increase my knowledge	**27%**
To learn a new skill or ability	**21%**
I was required to watch it	**16%**
To learn about a general topic	**14%**
To learn about a specific part of a topic	**12%**
To solve an immediate problem	**10%**
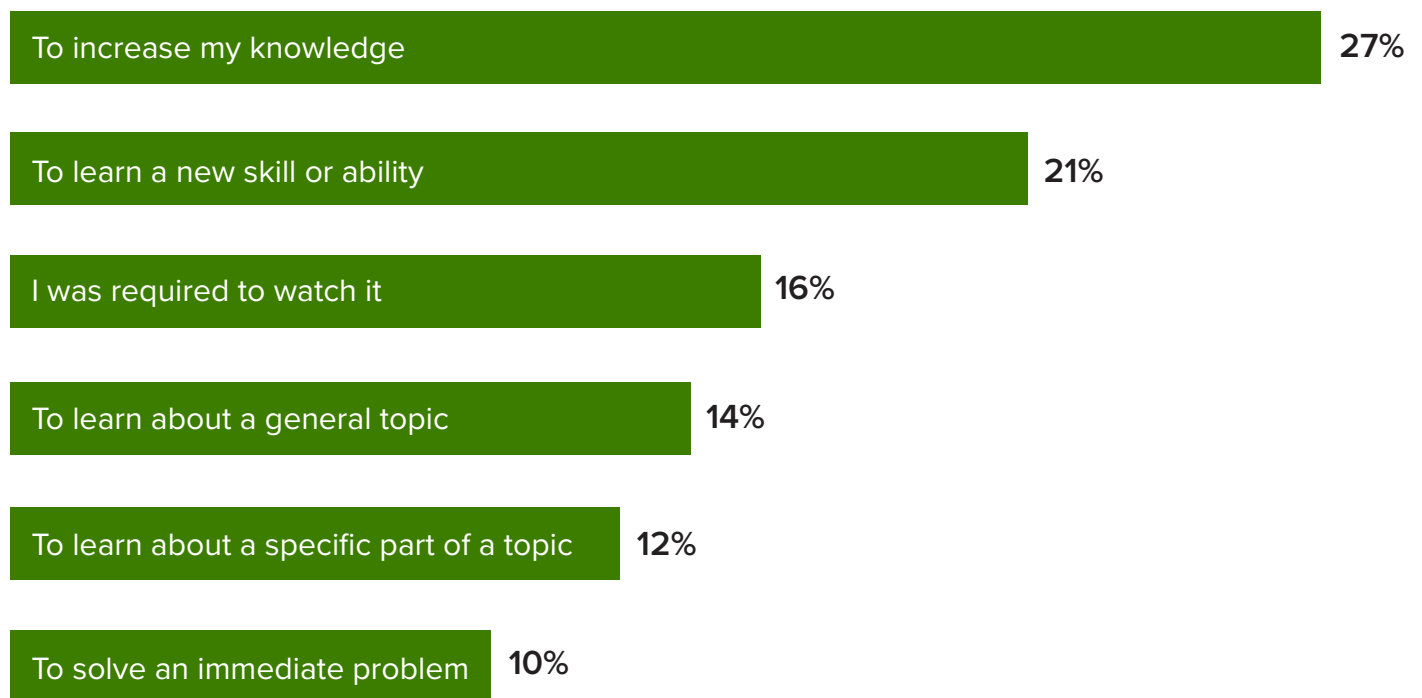
People watch these videos because they want to. Whether it's to increase knowledge about a particular subject, learn a new skill or ability, or learn about a general topic, respondents seek out videos for themselves. There is a bigger emphasis on using videos for knowledge and skill acquisition and a lesser focus on using them to solve immediate problems.

The key takeaway here is that YouTube has become one of the world's leading destinations for informational and instructional content — and that most of that learning is self-directed. People are learning because they want to.

In fact, only **16% of respondents said they watched a video because they had to.** This could reflect required corporate training videos or onboarding videos.

Please think of the most recent instructional or informational video that you viewed. What are the top three things that made you click on that video?

54%	The description matched what I wanted to learn
35%	The video length was acceptable
32%	The title was interesting/intriguing
24%	I was asked to watch it
20%	It came up at the top of my search results
18%	The video looked entertaining
16%	I had seen content from the same author/company before
13%	It had a lot of views
11%	The thumbnail was compelling
10%	I had heard about or seen the video before
6%	I was bored
2%	I can't remember

So we've made it clear that people **prefer** to consume instructional and informational content via video, but how do they choose which videos to watch? A choice needs to be made, and many factors influence that choice.

54% of respondents simply saw a description that matched their needs. That's a 14% increase since our 2021 study, when under 40% of respondents relied heavily on description.

Video descriptions have become vitally important in the past three years. Similarly, **35% of respondents chose a video because of an interesting or intriguing title, compared to 25% in 2021.** In other words, if you want people to watch your videos, make sure they have accurate and engaging titles and descriptions.

Video length preference jumped from 25% to 35% of people citing it as the second most influential factor in their decision-making process. More on video length soon.

11% of respondents chose compelling thumbnails as a top-three reason for their choice and 18% because the video looked entertaining. This indicates renewed interest in the visual appeal of a video. One that is in line with respondents generally appreciating higher production value that signifies professionalism and expertise.

Titles and descriptions that get noticed

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With titles and descriptions being such an important factor for viewers choosing your video, it's more important than ever to get them right.

Instructional and informational videos are there to either teach or show how to solve a problem, and viewers are not looking to dredge through long-winded explanations before clicking on the video they are interested in. Titles and descriptions need to be intentional, short, and purposeful. Let's look at some best practices.

BEST PRACTICES

01   **Attention-grabbing titles are key.** You want your video to stand out among the rest so it gets noticed.

02   **Skip the "how to."** Jump right into the title and drop those two words.

03   **What can you do for them?** Explain what your video can do for them in the description. You're competing with hundreds of other videos. Why is your video the best option?

04   **Keep it short.** If your title doesn't fit in the allotted space Google, YouTube, or another platform requires, it'll be cut off and incomplete.

05   **Search Engine Optimization is your friend.** Search relevant keywords about your video topic beforehand and include them in your title and description. That way, Google will know your intent and connect you to an audience.

06   **Be creative.** But, stay on topic. This is your first impression to your audience and rants or tangents don't bode well for the rest of the video.

07   **Be human.** Write your words like a human, not a machine. After all, your audience is human too.

08   **Don't use clickbait.** People may click on your tempting title but click off once they realize you've misled them. Stay honest with yourself and your audience.

09   **Be specific.** This applies especially to content that is likely to go out of date quickly. For example, include detailed information about software versions and update the content as it changes.

10   **Keep content evergreen.** In contrast to the above tip, keeping content general can work well in some instances and help you not have to update it constantly.

How long should videos be?

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We've all heard that shorter is better, right? Not necessarily!

Respondents shook up preconceptions with 25% preferring a 10-19 minute informational or instructional video respectively.

Does this indicate the near end of microlearning? Maybe not.

Combined, 30% and 35% of viewers still preferred either 3-4 minute or 5-6 minute long informational or instructional videos respectively.

These responses are on trend with the vast current consumption of short social media videos and people's desire to be efficient with their time. Keeping content short and concise is always something to strive for, but if a topic needs extra time, don't be afraid to make it longer.

" The ideal length of video is like the ideal length of string. It depends on purpose and how it will be used. Is it for performance support or just in-time learning? Or a sit-down treatment of an important topic? This research really drives home that there is no 'one-size fits all' for video and determining the ideal duration is as much science as art.

JONATHAN HALLS, PRESIDENT & CEO
jonathanhalls.com

How long do you prefer instructional videos to be?

Instructional: A video that teaches a process, such as a step-by-step tutorial or how-to video.

0%	2%	6%	13%	17%	15%	26%	15%	4%	2%
0-30 sec.	30 sec. -1 min.	1-2 min.	3-4 min.	5-6 min.	7-9 min.	10-19 min.	20-39 min.	40-60 min.	>60 min.
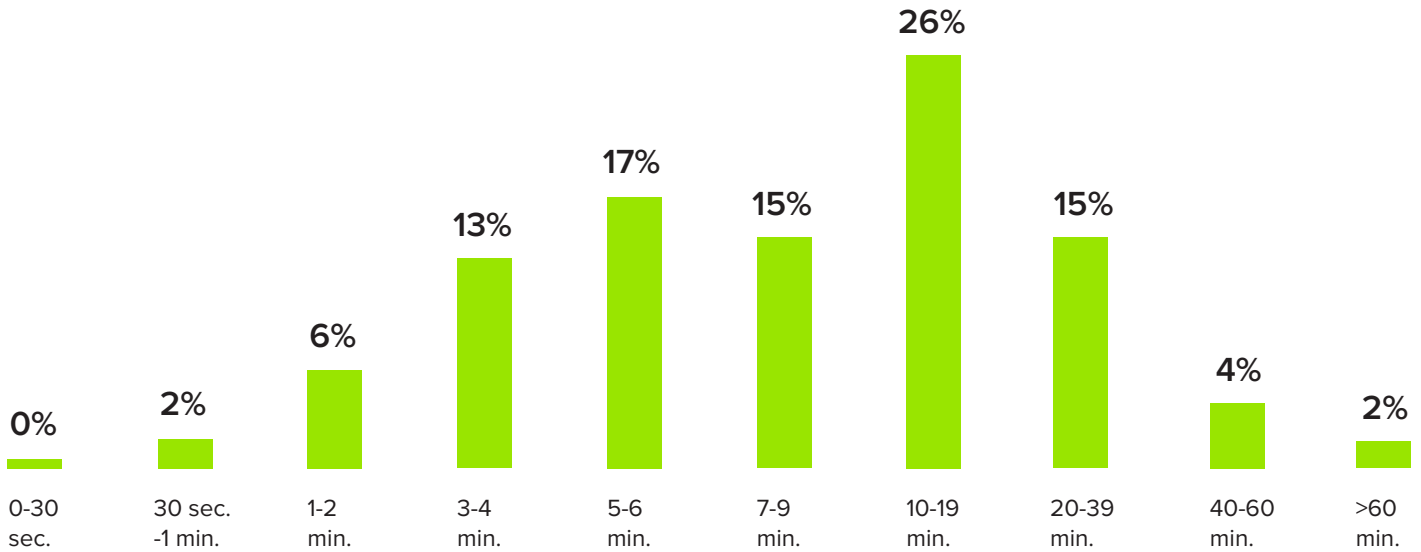
How long do you prefer informational videos to be?

Informational: A video that delivers facts, ideas, or any information. Examples include animated explainer videos or recorded PowerPoint presentations.

0%	3%	7%	16%	19%	13%	24%	13%	4%	2%
0-30 sec.	30 sec. -1 min.	1-2 min.	3-4 min.	5-6 min.	7-9 min.	10-19 min.	20-39 min.	40-60 min.	>60 min.
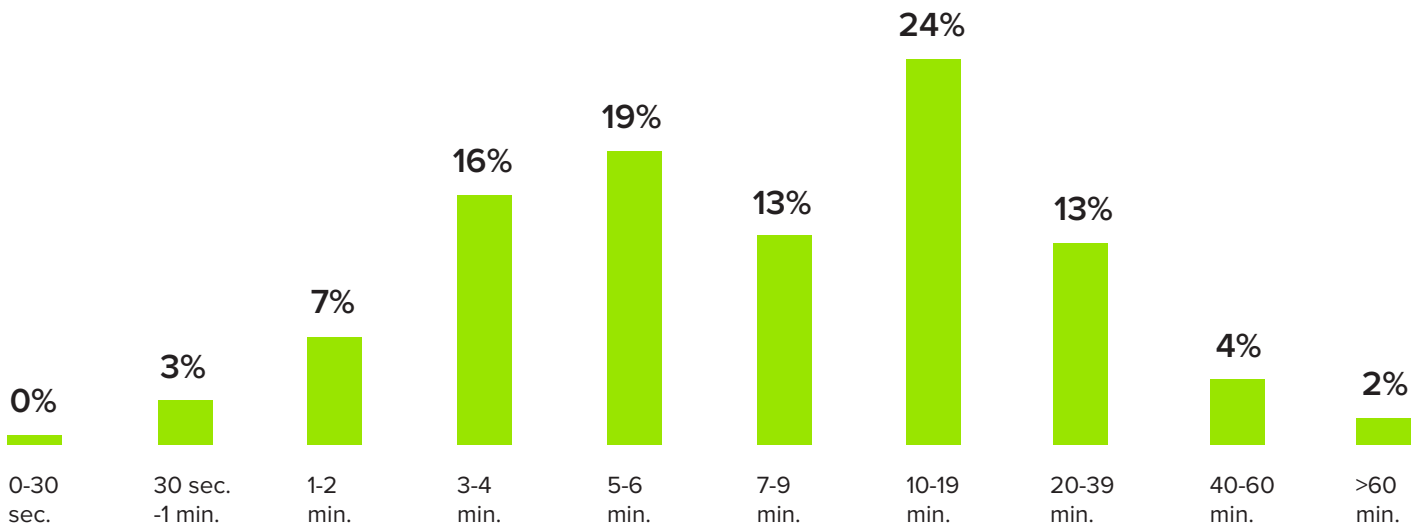
PRO TIP **Keep videos as short as possible and as long as necessary.**

Video Viewer Study

0-30 sec. — 50% | 25% | 25%

30 sec.-1 min. — 17% | 6% | 22% | 6% | 22% | 28%

1-2 min. — 10% | 14% | 16% | 17% | 26% | 17%

3-4 min. — 15% | 11% | 12% | 14% | 29% | 18%

5-6 min. — 15% | 11% | 9% | 20% | 30% | 15%

7-9 min. — 16% | 14% | 14% | 17% | 25% | 15%

10-19 min. — 14% | 13% | 11% | 19% | 27% | 16%

20-39 min. — 13% | 12% | 34% | 25% | 13%

40-60 min. — 10% | 22% | 27% | 34% | 5%

>60 min. — 14% | 57% | 14% | 14%

Legend:
- I wanted to learn about a general topic (e.g. a product)
- I wanted to learn about a specific part of a general topic (e.g. a product feature)
- I needed to solve an immediate problem
- I wanted to learn a new skill or ability to use at my job
- I needed to increase my knowledge/get informed on a topic
- I was required to watch it

0-30 sec.	50%		25%	25%	

30 sec.-1 min.	15%	12%	12%	12%	27%	23%

1-2 min.	6%	21%	17%	21%	21%	14%

3-4 min.	14%	14%	14%	13%	30%	14%

5-6 min.	16%	13%	13%	16%	24%	16%

7-9 min.	17%	11%	11%	20%	26%	14%

10-19 min.	15%	9%	8%	23%	27%	19%

20-39 min.	9%	11%		31%	34%	13%

40-60 min.	14%	22%	30%	27%	8%

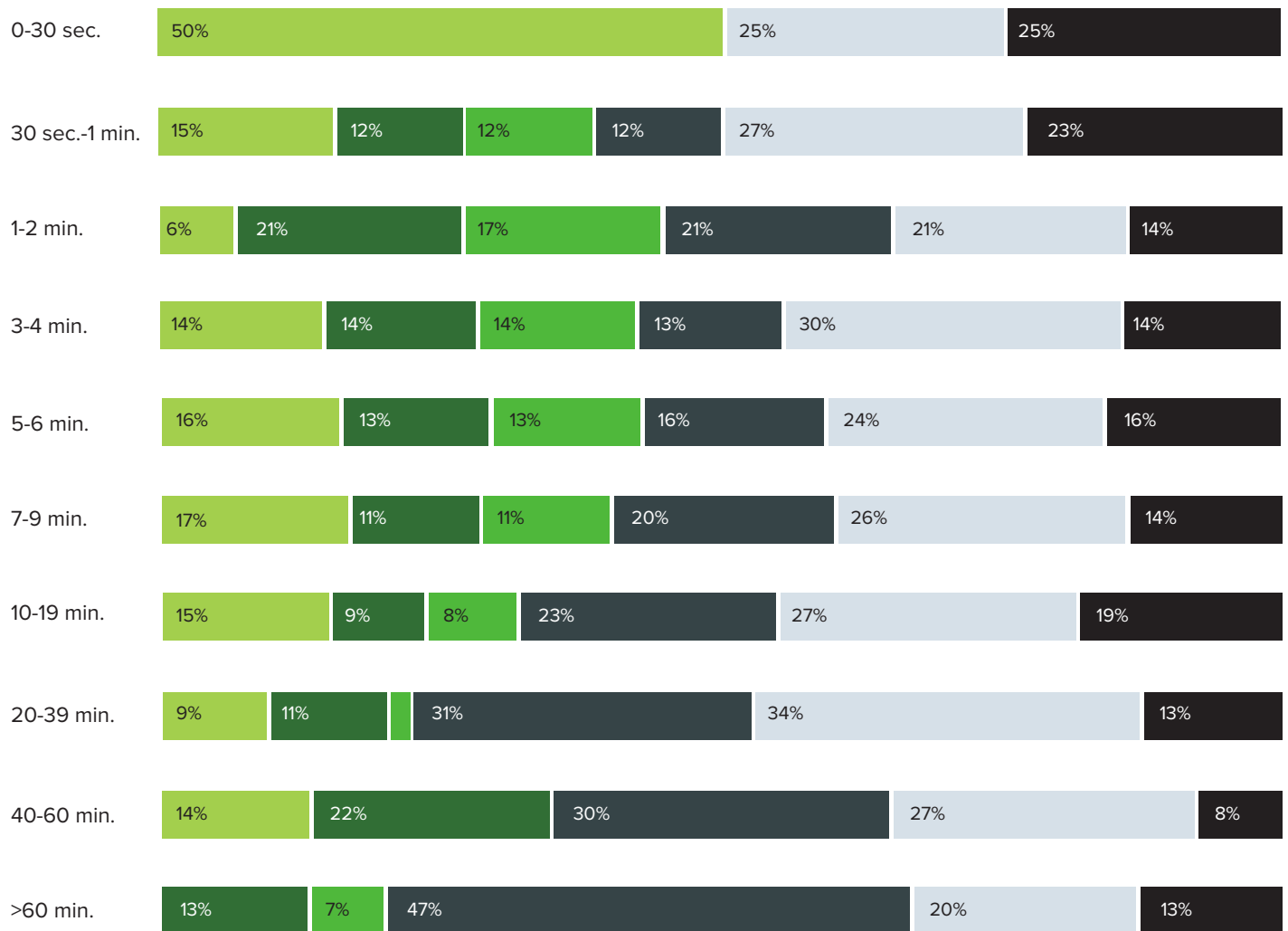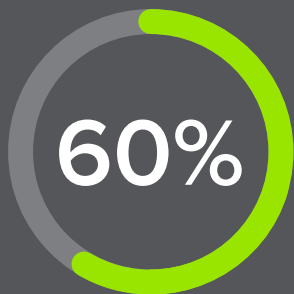|					
>60 min.	13%	7%	47%	20%	13%

● I wanted to learn about a general topic (e.g. a product)

● I wanted to learn about a specific part of a general topic (e.g. a product feature)

● I needed to solve an immediate problem

● I wanted to learn a new skill or ability to use at my job

● I needed to increase my knowledge/get informed on a topic

● I was required to watch it

60%

Although the preferred length of videos is increasing, there is still a "nope, too long" line. 60% of viewers would not watch a video 20 minutes and longer.

It's important to note that video length preferences fluctuate depending on the type of video viewers are watching. **50% of viewers prefer extremely short videos, 30 seconds or less, to learn about a general topic such as a product.**

However, viewers do not want to watch an instructional or informational video of more than 60 minutes about a general topic at all, with none of the respondents choosing that option.

For learning new skills or abilities to use at their job, viewers prefer longer videos. Respondents are more apt to watch long videos if it means a greater chance of gaining knowledge or skills. **67% of respondents answered that they would watch a video over 60 minutes long to**
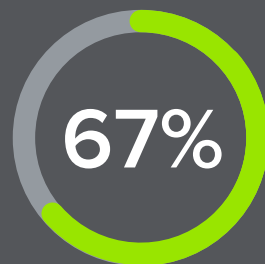
learn a new skill, ability to use at their job or increase their knowledge on a certain topic. People are willing to spend more time developing skills than learning about general or required topics.

When it comes to required videos, **about 50% of respondents prefer short videos, under one minute.** This follows the idea that viewers are more likely to spend time on a topic that is directly relevant to their skillset or interest rather than required "homework."

For video creators in corporate environments, keeping videos short and concise seems to be the way to do it. People don't want to watch required videos, let alone long ones, so keeping it straight to the point and maximizing efficiency is crucial.

50%

50% of viewers prefer extremely short videos, 30 seconds or less, to learn about a general topic such as a product.

67%

67% of respondents answered that they would watch a video over 60 minutes long to learn a new skill, ability to use at their job or increase their knowledge on a certain topic.

50%

50% of respondents prefer short videos, under one minute.

Viewer's interest patterns

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Videos need to be easy to follow. When it comes to instructional or informational videos, viewers are, presumably, already dealing with an issue they need answers for. Complicated and convoluted content only makes matters worse.

57% of respondents answered that "it is easy to follow" is the video element that keeps them most interested. Respondents want a comprehensive solution that informs them without being complicated.

Which of the below video elements keep you interested in and watching instructional or informational videos?

57%	It is easy to follow along
55%	Content is relatable and current
51%	The speaker/presenter is engaging and knowledgeable
35%	Audio narration is high quality and easy to hear
32%	Topic is presented in a unique or humorous way
28%	Professional style video effects (e.g. text, overlays, graphics, etc.)
28%	Has a good story/uses good storytelling
17%	It is required viewing
15%	Interactive elements (e.g. clickable links, drag and drop elements, etc.)
15%	Quizzes or surveys
14%	Face of the speaker is visible during the video
13%	Good background music
1%	Other

Relatable and current content is almost as important with 55% of respondents answering that it keeps them interested in the video. People want content that is relatable and current, and it needs to be easy to understand. Their goal to learn is in the foreground, and gaining that knowledge effectively is most important.
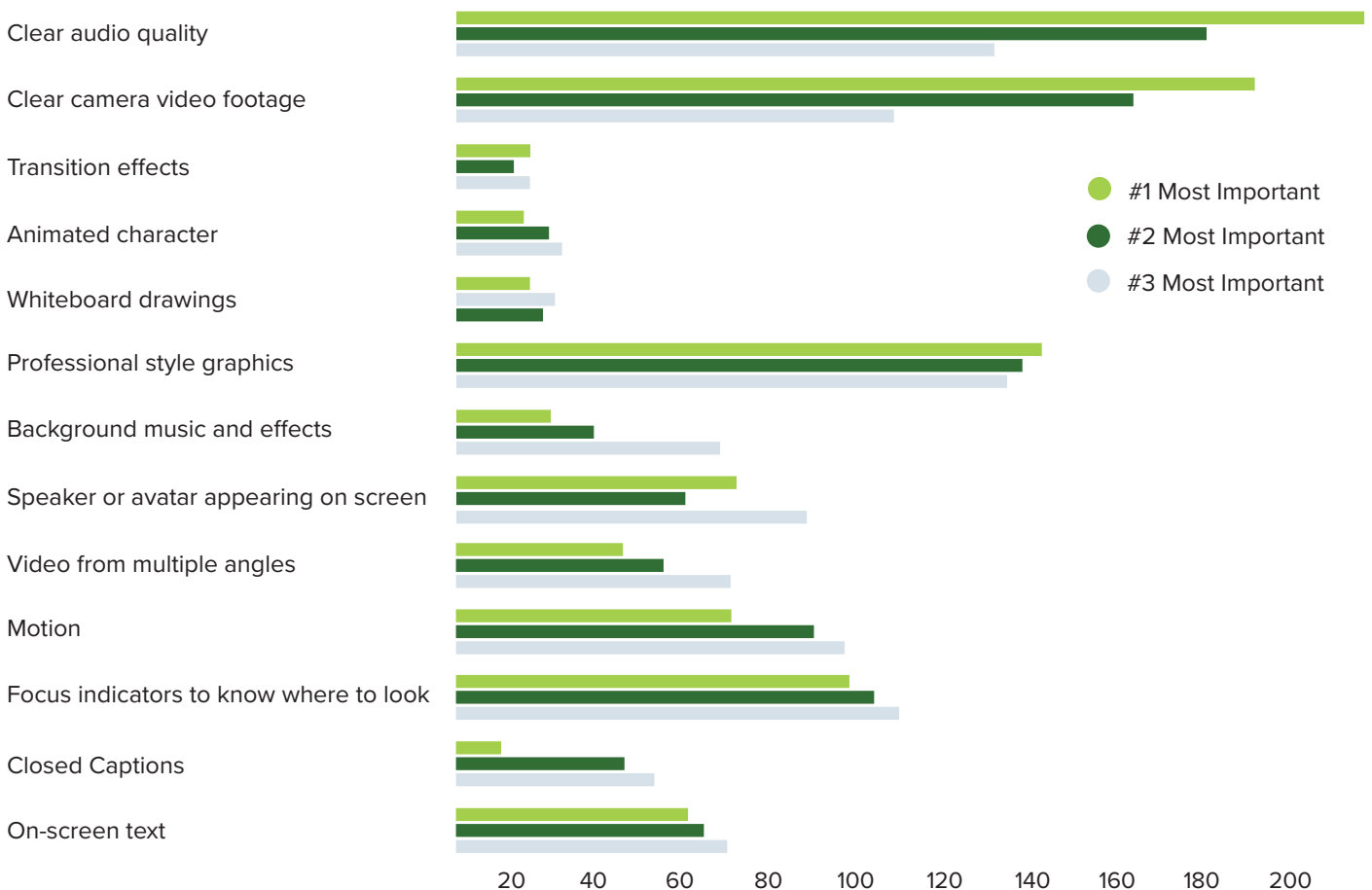
CONTENT IS THE MOST IMPORTANT

The most important quality for a video to have is... content! Of course, viewers want to watch videos that are relevant to their interests or the problem they are trying to solve.

People noticed that a quality presenter and audio is an aspect of the video they found engaging.

Viewers also crave relevant professional-style graphics, style, and lower-thirds, which is an interesting pattern given the prevalence of informal training videos. When given the choice, respondents ranked clear audio quality, professional-style graphics, and focus indicators to know where to look as characteristics they feel are most important to have in a video. This indicates that respondents value professional effects and tend to prefer to watch videos with a bit higher production value.

What visual/style content characteristics do you feel are most important?

Legend:
- #1 Most Important
- #2 Most Important
- #3 Most Important

Stand-out professional graphics

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42% of respondents ranked professional graphics as one of the top three content characteristics they felt is most important in a video. It's likely that graphics such as text, overlays, and lower-thirds are appealing because they add a certain professional polish to the video. Videos with a higher production value draw more respondents than informal-style videos.

Graphics aid the viewer by adding information that is beneficial for the viewer.

PRO TIP

More isn't always better. Short and descriptive graphics tend to be most useful.

VISUALS THAT ADD VALUE

01 Lower-thirds add the speaker's name and, usually, occupation at the bottom of a video clip. This gives viewers insight into who is speaking and their relationship to the material that is being presented.

02 Infographics collect key takeaways for the viewer in one convenient space. Make it downloadable so that viewers can save and share the main points with others.

03 Text overlays add crucial information that aids the viewer in understanding the material. However, text can sometimes be overbearing so it's important to keep it short and purposeful.

04 Arrows can be incredibly useful to bring attention to a small detail in a video. How-to tutorials especially benefit from detailed instructions with this type of visual aid.

05 Callouts combine the informational aspect of text overlays and the direct nature of arrows.

06 Dynamic text adds visual interest to videos. Their eye-catching boldness draws attention and keeps the viewer entertained while they read. Captions also allow viewers to watch full videos on mute if needed.

07 Show off your mouse with cursor effects. Add in a highlight and a click animation so your viewers always know where you are and when you click. It goes a long way for clarity's sake!

Describe the perfect video

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In response to the question "What is one word that describes the perfect instructional or informational video?" **viewers agreed that videos needed to be informative, engaging, and clear above all else.** It is important to viewers that the content is related to their search, keeps them interested, and doesn't confuse them in the process. In short, people want good information in a digestible format.

It is also worth noting that while important, professionalism and high quality are seen as less important than the above-mentioned qualities.

PRO TIP

Combine quality, concise visual content that your viewers can relate to.

# Why do people stop watching videos?

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Videos are meant to be watched all the way through, so what compels viewers to click off prematurely?

While "fire drill" and "did not have the ingredients for the recipe" are fair answers, most respondents came to different, common conclusions.

For 33% of viewers, they simply got the information they needed before the video ended. After all, that is the aim of most tutorials and once the task is done, the need to keep watching is gone, which is exactly the outcome we want. This is a good reminder, though, to keep your videos only as long as they need to be.

On the flip side, **25% responded the video did not have the information they expected.** Remember, a quality title and comprehensive description are details that viewers look out for. And, once your viewers start watching your video, the content should deliver on what the title and description promised.

22% of respondents reported the video to be boring or uninteresting. We get it. Not all topics are extraordinarily exciting and interesting, but there are a number of ways you can keep your viewers interested.
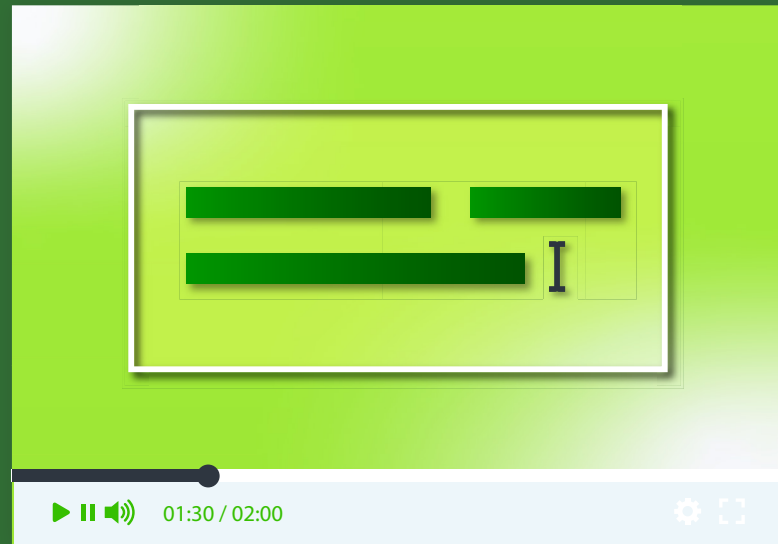
Even just varying the tone of your voice or introducing more motion can make a drab topic seem more exciting.

Lastly, **9% of respondents stopped watching videos because of poor quality. Of those respondents, poor audio and blurry footage were tied for the top spot, followed by insufficient explanation.**

What did we learn from this? Be engaging, lively, and concise in your videos, otherwise, you may be labeled as a "dude rambling about nothing." Yes, that was a real response.

Don't be boring

—

Yawwwwwn, what did you say?

Entertainment is a huge factor that keeps viewers engaged and watching videos. **22% of respondents answered that they stopped watching the most recent instructional or informational video because it was boring or uninteresting.**

The top four reasons? Monotone speech, not concise or efficient, video length, and off-topic rants.

More specifically, one respondent explained, "the voice of the person speaking put me to sleep" while another answered, "the presenter used a million words instead of ten."

Fair enough.

Luckily, these are all flaws that sometimes relate to one another and can be improved with a few simple steps.

MONOTONE SPEAKER

- Liven up! Viewers are here to learn new information from this content, and they want to be excited about it. Lean into creativity and humor to grasp and retain viewers' attention.

- Maintain a natural speaking pace and be enthusiastic. Video is information, but it is also entertainment. While it can be tempting for creators to speak slowly to ensure comprehension, giving viewers speed control and speaking at a quicker pace can promote interest.

EFFICIENCY OF INFORMATION

- Get to the point quickly. Introduce important information and requirements right away. Don't spend too much time on your introduction, telling a story, or giving background information.

- Problems come in many ways and so can solutions. Find the best solution for your audience's problem and explain it thoroughly but concisely.

BALANCE VIDEO LENGTH

- **More respondents preferred a 10-19 minute video than a 3-4 minute video.** However, longer is not always the key. **The majority of respondents would not watch a video 60 minutes and longer.** Balance is key here. Ultimately, we always say that your video should be as long as it needs to be.

- Shorter videos are a popular choice, especially on social media, so leverage the platform you're on. Shorter video lengths may perform better on certain platforms over others, so keep experimenting. Experiment and consider offering shorter as well as long, more in-depth videos on key topics.

STAY ON TOPIC

- Create a script and stick to it. You can be intentional with the information included and focus on the problem-solving at hand.

- Be purposeful with what is included. What you find interesting is not what everyone else finds interesting. Small anecdotes that you enjoy but don't have a specific purpose may detract from your video more than anything.

- If you find yourself trying to cover too much, remember that creating more than one video is an option.

PRO TIP

Use AI script writing tools to create new and improve pre-written scripts. Think of it as a smart start toward having content that is easy to follow and accurate!

Blurry footage is a killer

—

Videos with blurry or shaky footage can be unwatchable for some viewers. After all, how are they supposed to learn a new skill or acquire new knowledge if the video can't show them exactly what they need? **To the respondents who stopped watching a video due to poor quality, blurry footage is the biggest deal breaker, tied with poor audio quality.**

This is an interesting find as it hints that some types of production quality are valued and expected. Videos need to be, at the very least, put together in a high-quality, understandable way to invite viewers to continue watching.

Blurry footage usually occurs due to one or more of the following:

UNFOCUSED CAMERA LENS

- This one may be obvious, but focusing a camera on a subject isn't always easy, especially if that subject tends to move. Make sure you focus your camera on the subject of your video and periodically check on the quality. Moving out of frame for a second or even leaning forward can mess up the focus.

SHAKY FOUNDATION

- Are you filming outside on a grass patch? Or using a hand-held camera to record? Shaky footage occurs when there is a poor stabilization process. Use a tripod for your camera and make sure it is level.

LOW RESOLUTION

- Footage becomes blurry when zooming in or scaling footage that is larger than originally recorded. This is true for camera recordings as well as screen recordings. Screen record at high resolutions and stay away from intense zooms for high-quality recordings.

- Always record at a higher resolution than needed so the editing process is flexible. Recording in 4k is usually a safe bet. High-quality screen recorders like Camtasia make a huge difference.

BAD LIGHTING

- Poor lighting comes off as blurry or out of focus. If you have one, set up a ring light in front of you for bright, clear light. You can also install two lights on either side of you to create nice, ambient lighting.

- Avoid overhead light as it distorts your features.

PRO TIP

Always check footage periodically. It may take up some extra time, but it will take even more time to refilm the entire video!

Clear audio quality is crucial

—

35% of respondents agreed that high quality and easy to hear audio narration is one of the video elements that keep them interested and watching.

On the flip side, **fuzzy audio is tied as the top reason respondents stop watching a poor quality video.** This means that ensuring that video audio is clear and crisp is key in keep your audience engaged and interested. Audio needs to be, above all, understandable.

If your video includes voice over, the audio needs to align with the content shown on the screen at that moment. Mismatched audio and video is a sure recipe for confusing, unwatchable content. Luckily, clear audio is easy to record.

RECORD HIGH-QUALITY AUDIO EVERY TIME

- Soundproof a small space to record audio without distracting background noise. It can be as simple as padding walls with blankets and floors with rugs! Remove loud fans and other noise factors. Or, splurge on professional padding or a recording studio.

- Record a voice over before you record footage, not the other way around. Voice overs carry crucial information and the visual interest of the video supplements that.

- Microphones make a huge difference and come in any price range to ensure that audio gets picked up at a high quality. You don't need to break the bank to get quality audio.

- Drink water between takes. And no, not just for hydration (though that's important too), but rather to eliminate mouth noises as the recording goes on. Mouths dry out and audio can get unbearable to listen to if mouth noises dominate.

- Eliminate pesky p's with a pop filter. Whether bought or a DIY project, pop filters are a must-have. Or, edit out the popping noises with a pop removal feature on a high-quality audio editor.

- Edit audio. Although preventative measures can be taken, sometimes fuzziness or background noise sneaks through. That's okay, just edit out small discrepancies with a professional audio editor.

- Use AI when recording audio is impossible. Maybe your environment is too noisy or you want to create content in a language you don't speak. In those cases, utilizing text-to-speech and translation AI can be a real lifesaver. But don't overdo it, people still value personable content and can be skeptical of AI.

**PRO TIP** **Simpler is better. Stay away from distracting sound effects.**
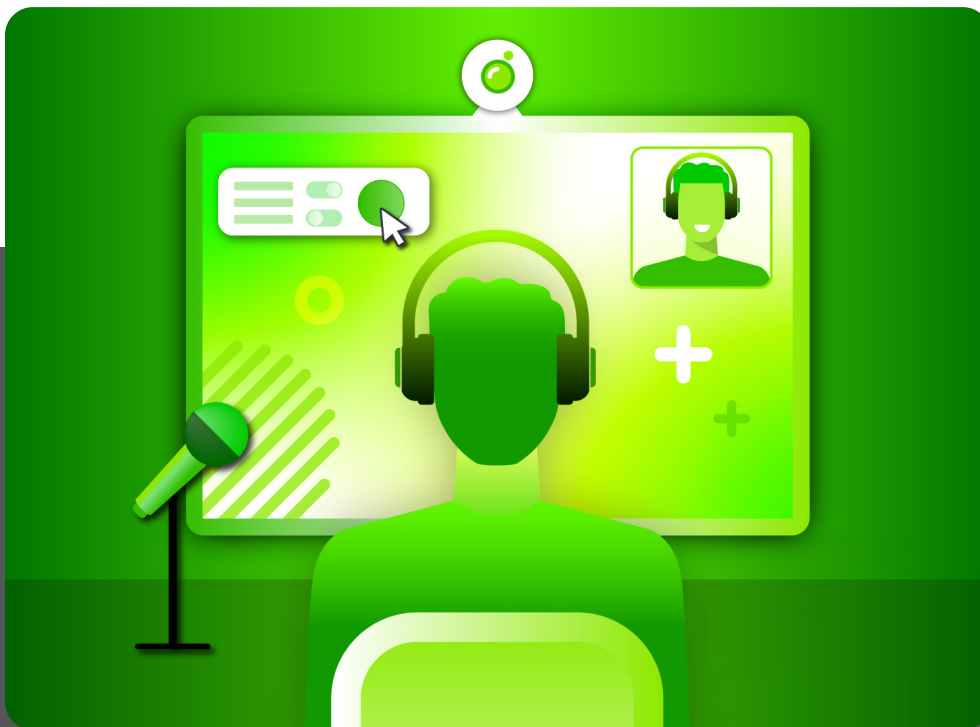
The rise of AI avatars

—

AI has infiltrated its way into many facets of technology, and video isn't spared. However, people are apprehensive about the use of AI in videos, especially when it is obvious.

For this study, **87% of viewers prefer a real person vs. an animated character or AI avatar.** Although viewers are watching videos online, the human connection aspect seems to be inherently important to video creation.

Do you prefer to see a real person, an avatar, or an animated character on the screen?

87%	7%	6%
Real human person	Animated character	Avatar/AI-generated person
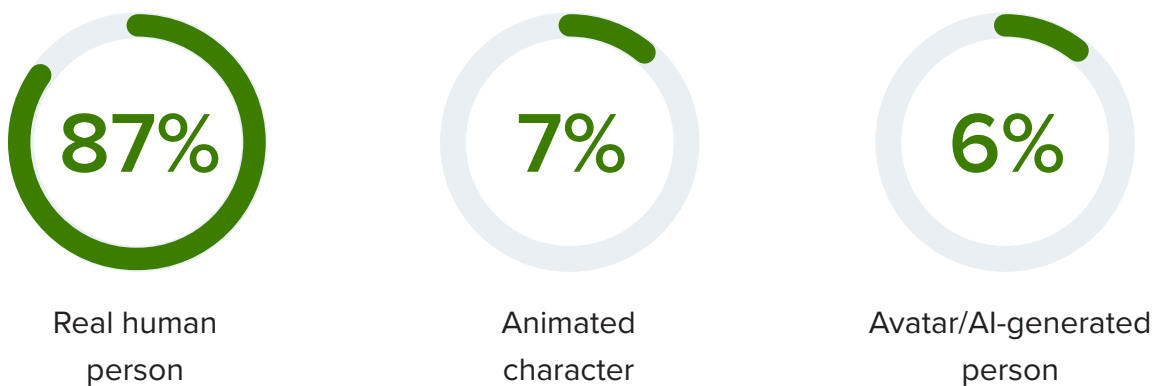
This indicates that picture-in-picture recordings of informational and instructional videos may be here to stay. Viewers prefer to hear and see a real person explain new information to them rather than an AI-generated avatar.

Remember: Having an engaging presenter was also a top reason why viewers kept watching videos, and current avatar technology has not reached that same level of expression.

AI's helping hands

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When AI is used to help create content, respondents are more receptive to its use.

75% of respondents indicated that they are very receptive or somewhat receptive to watching instructional or informational video content created with the help of artificial intelligence.

Respondents seem to find a line of demarcation between AI that you can see or hear and AI that simply helps the creator find the content they need.

But AI content does not come without concerns. **90% of respondents have concerns about receiving video content created with AI. Of those concerns, 45% of respondents worry the accuracy of the content may not be up to par.**

What is your main concern for receiving video content that was created with AI?

45%	24%	21%	10%
Accuracy of content	Quality of content	Origin of content	No concerns
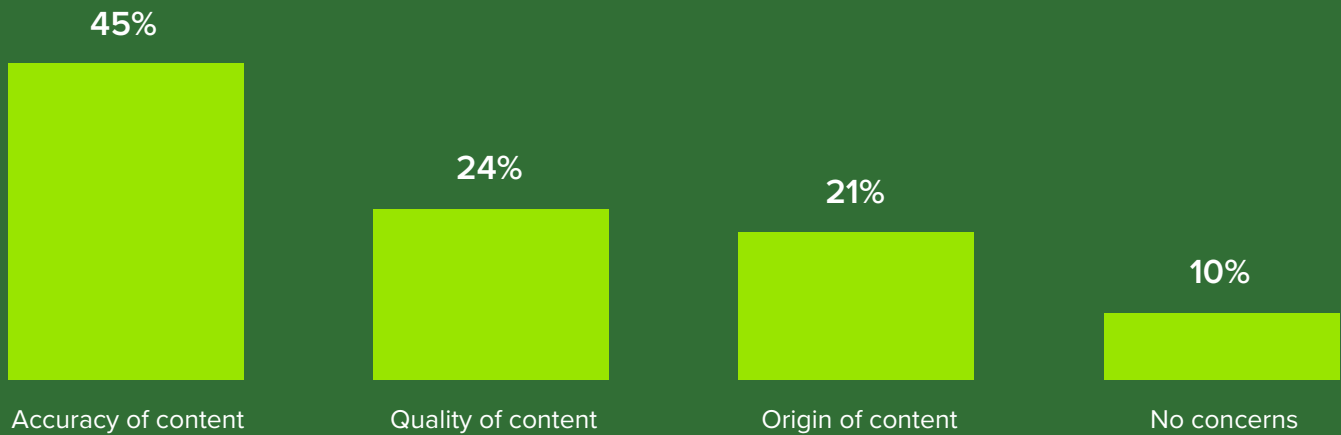
These concerns, although understandable, can easily be remedied by fact-checking AI content before creating a video. Although respondents seem to be wary about the credibility of AI, you can uphold personal credibility that will shine through content.

By using AI tools strategically and selectively, creators can leverage audiences while keeping humanity at the forefront.
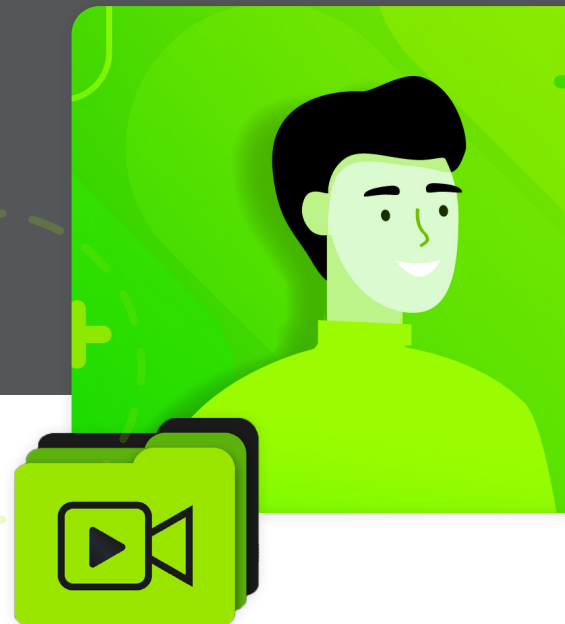
AI BEST PRACTICES

01 Don't let your humanity be swallowed by AI. Keep your words, ideas, and messages at the forefront.

02 Use AI to help guide you, not to create your content for you. Certain tools, like Audiate's generate script feature, can help you get a head start on your content creation process.

03 Fact-check your AI sources. Whether you use AI or not, accuracy should always be at the forefront of your videos. You're here to help your viewers, not lead them astray.

04 Show your face. AI avatars are new, and there may be room for growth with them, but people prefer to see a real human face talking to them.

05 Use AI tools for the menial tasks.

06 Brainstorm with AI. Outline your project or idea, and give some parameters for the AI to follow. Take your favorite ideas and expand on them for a successful brainstorming session.

> " In this new landscape, strategic AI adoption isn't just an option – it's a competitive necessity. But the technology should serve your vision, not define it.

JOSH CAVALIER, FOUNDER
joshcavalier.ai

The future of video in the workplace

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So much is clear: videos are here to stay, but do they have growth potential?

It seems so. Respondents are inclined to make video a bigger part of their workday. **38% of respondents would prefer it if coworkers shared knowledge in the form of more videos. Only 10% of respondents would prefer fewer videos.**

Would you prefer more coworkers shared knowledge in the form of instructional or informational video?

38%

Yes, I'd like
more videos

52%

I am content with the
current amount of videos
shared with me

10%

No, I'd like fewer
videos

The potential for video in the workplace is tremendous. Not only do videos make up a huge portion of training material, but it has become a worthwhile communication method.

Even though only **19% of respondents tried creating an instructional or informational video in the past year, almost half of respondents received screen recording share-outs or content from their coworkers in the past year.**

People want videos but are reluctant to make them themselves. We understand — talking to a camera can be uncomfortable — but people are so receptive to them.

HOW TO CREATE YOUR FIRST VIDEO

Videos are an exciting method of communication that can revolutionize workplaces. However, people aren't making them as much as they prefer. Bridging the gap isn't hard, it just takes a little push.

BE CASUAL

Informal share-outs with coworkers are a great way to start corporate video communications. Talk to them like you would if they were popping by your desk, and you'll see that information can be shared, and stored, in a very efficient manner.

USE SCREEN RECORDINGS

Don't just record your face talking to a camera, especially if there is important data or graphics in the information you're sharing. Screen record instead to give your viewers as much content as possible.

ANNOTATE YOUR VIDEO

Add arrows, callouts, and text boxes to add clarity to your information. Forgot to say something? Just add a comment, and move on.

Videos are extremely convenient communication tools because they can be watched (and rewatched) by everyone who needs the information shared. There will be no need to repeat yourself after you make just one video.

Only 19% of people have created videos in the last year, but viewers want more video share outs, so let's give the people what they want.

The TechSmith Academy has plenty of free resources to create your first tutorial video and screen recording to share with your team. It's easy to get started, and your coworkers will thank you!

Conclusion

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People want to watch instructions and informational videos, that much is clear. Understanding viewers' preferences and habits around videos provides insight into how to create content that will resonate with an audience. Viewers watching instructional or informational videos want easy-to-follow, relevant content that will help them achieve their goals.

Recently, viewers' focus has shifted from informal to more polished videos. Plus, although AI can be a helpful tool for content sourcing, viewers are not receptive to its blatant presence, as with AI avatars. Viewers want human-centered content that is engaging, easy to follow, and meets their needs.

Viewers want human-centered content that is engaging, easy to follow, and meets their needs.

METHODOLOGY

To learn more about viewer habits, TechSmith offered a survey to 929 respondents in six countries, the US, the UK, Australia, Canada, France, and Germany. The recruitment and delivery of the survey were conducted in May 2024 by independent research partner Qualtrics. Participants represented more than 20 professional fields, including healthcare services, retail, manufacturing, hospitality, technology, and education. Respondents answered 21 multiple-choice questions and five open-ended questions about their video viewing habits and preferences, and they were asked to describe a "perfect" video they had recently viewed.

Instructions to respondents asked them to focus on two types of videos: instructional and informational. Participation required respondents to have viewed one of those types of videos for the purpose of learning something at work in the past 30 days.

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