Providing Research-Based Content in the Virtual World

Educational Videos

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SITUATION

The new generation of Extension audiences prefers to access research-based resources via the internet. Online video content is particularly popular. In an effort to maintain relevancy, provide a convenient way to learn, reach underserved populations, and maintain our reputation as a trusted source for research-based information among the next generation of Extension clientele, Extension content must be available in digital format.

USU EXTENSION RESPONSE

USU Extension provides regular, research-based, educational video content on YouTube and Facebook. Most information is provided in short (2-5 minutes), engaging videos with a call to action and further resources at the conclusion of the video. Topics include personal finance, home and family, relationships, gardening, horticulture, agriculture, 4-H youth development, and more.

1,020 educational videos released since 2014.

16,449,850 MINUTES = 274,164 HOURS = 11,424 DAYS = 31 ¼ YEARS

of watch time.

237 COUNTRIES

accessed video content.

ALL STATES

of individuals ages 18-49 utilize the internet.

>1 BILLION

users access YouTube.¹ ²

IMPACT

A pilot study of 484 respondents who collectively watched 1,102 personal finance videos about debt management, credit management, budgeting, and more indicated the following impacts:

Examples of positive changes participants indicated they would make as a result of viewing one or more videos include:

"Try the 52-week money challenge."

"Look at my budget and see if I can be more frugal."

"Talk with my husband about a personal allowance."

"I never thought of a revolving savings account and I love that idea, so I'm planning on setting one up."

98% users of respondents indicated the video content motivated them to make a positive change in their life.

85%

of people were inspired to watch an additional video.

80%

of respondents said they would share this content with their friends.

+23%

increase in knowledge about finance topics.

76%

of respondents indicated the video content motivated them to make a positive change in their life.

80%

of respondents said they would share this content with their friends.

BOTTOM LINE

Individuals ages 18-49 potentially lack trusted, online resources to make good decisions in their lives. Educational videos provide an innovative, convenient way to reach new audiences with research-based information and empower them to improve their quality of life.

References


Utah State University is an affirmative action/equal opportunity institution.