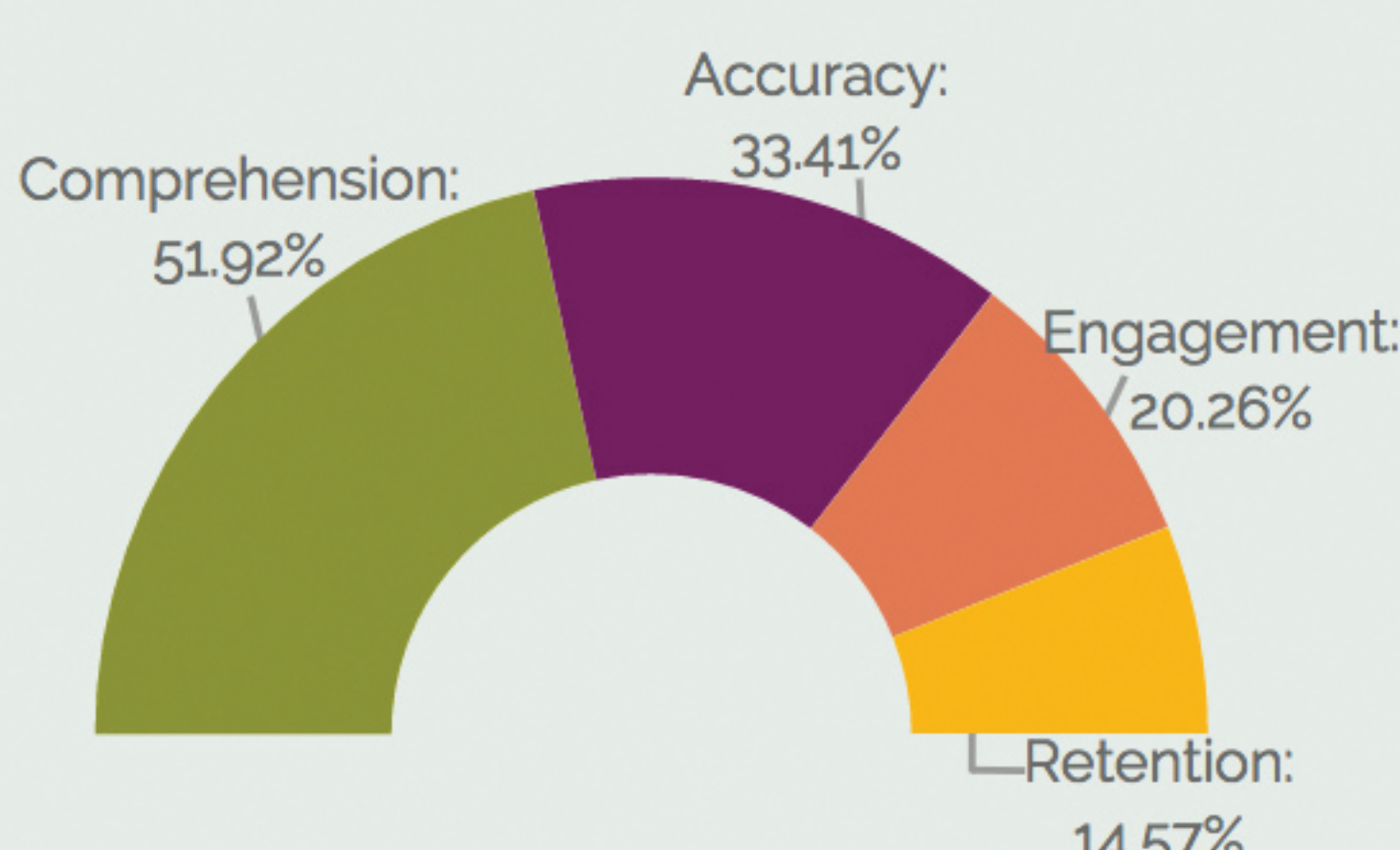


# STUDENT USES AND PERCEPTIONS OF CAPTIONS & TRANSCRIPTS

## A NATIONAL STUDY

# 98.6%

of students find captions helpful



## 52% of students

that use captions said captions help as a learning aid by improving comprehension

## 71% of students

without hearing difficulties use captions at least some of the time



## 66% of ESL Students

find captions "very" or "extremely" helpful



Groups That Find Captions Helpful

Learning Aid: 75.5%

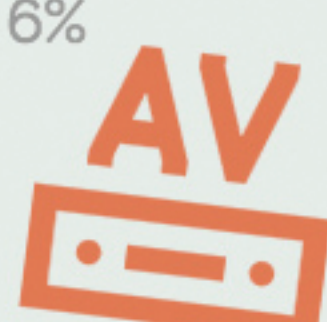
Poor A/V Quality: 22.4%

Instructor's Accent: 8.3%

Sound-sensitive Environment: 6.7%

Disability Accommodation: 6%

Convenience: 5.1%

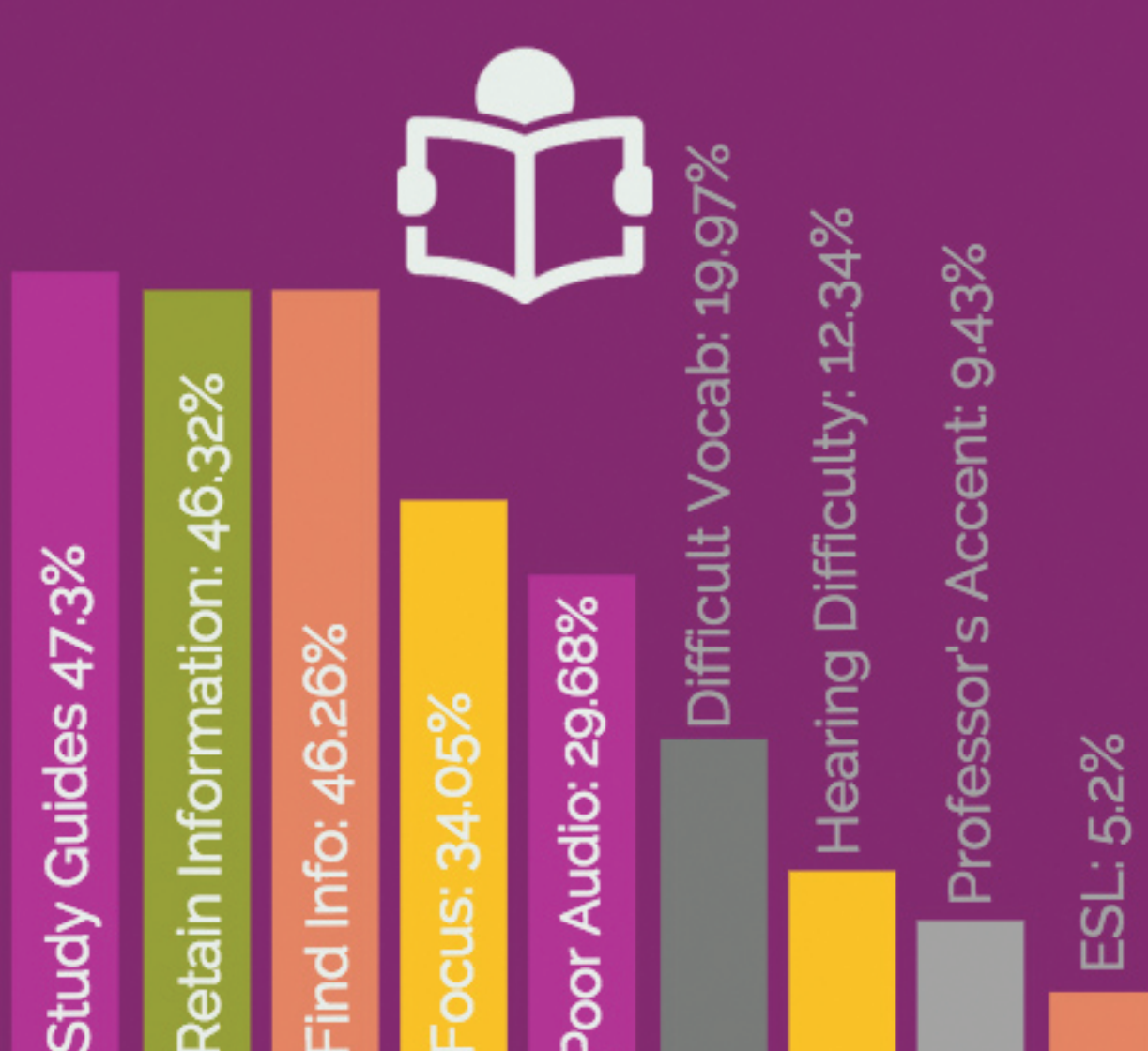


## 75% of students

that use captions said they use captions as a learning aid

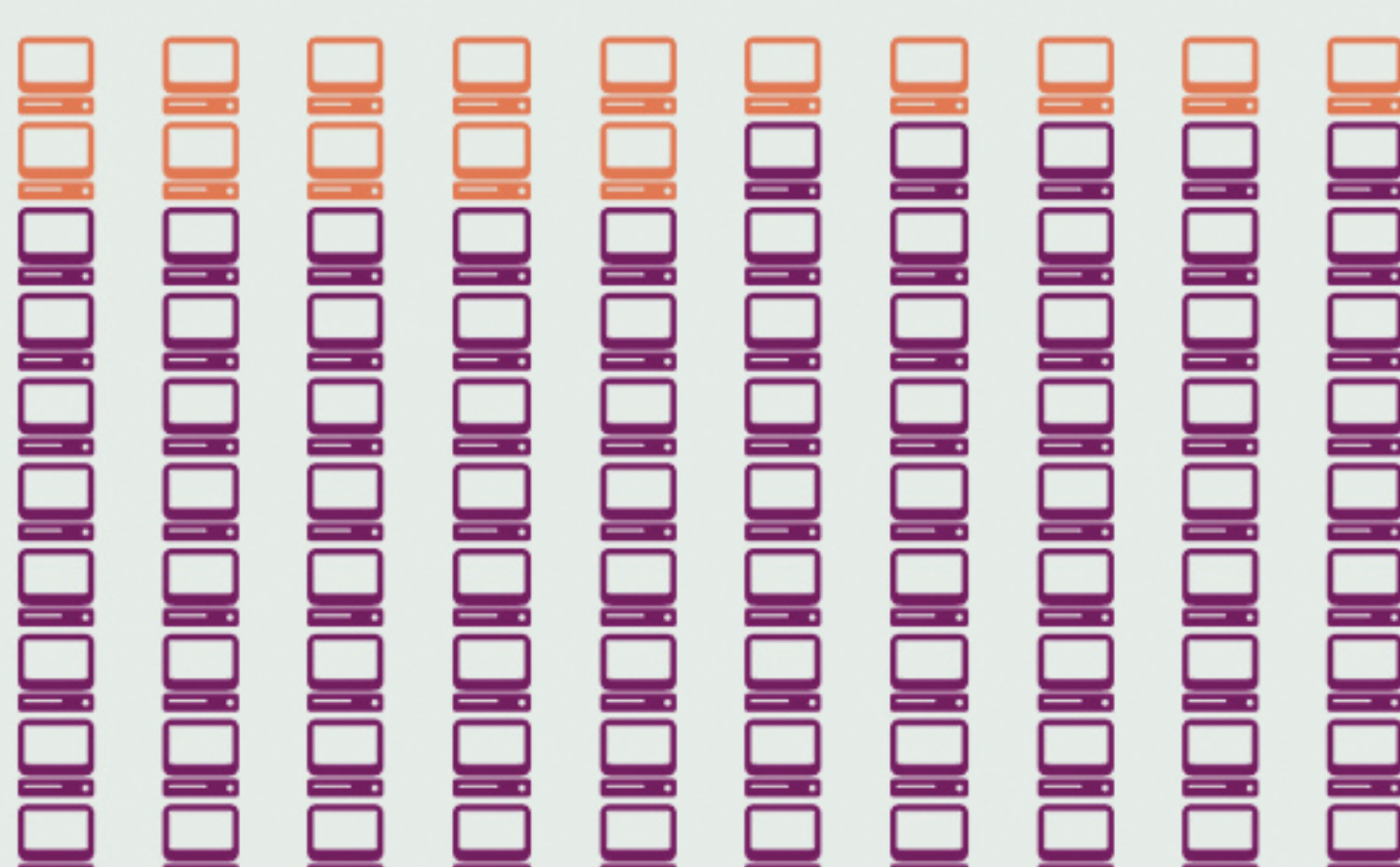
The most common reason students use transcripts is as

## study guides.



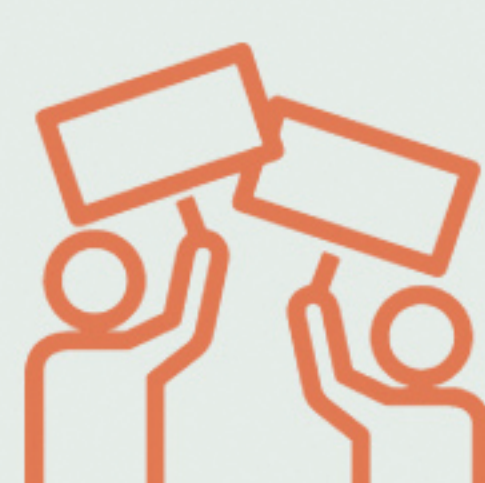
The most common reason students use captions is to help them

## focus.



## 15% of students

don't know how to tell if a video has captions



## COLLABORATORS

This study was conducted by the Oregon State University Ecampus Research Unit under research director Dr. Katie Linder.

The study was conducted in collaboration with 3Play Media