

## Interactive video

### What is an interactive video

An interactive video is a form of instructional video that supports user interaction through a variety of tools. Users can click, drag, scroll, hover, gesture and complete other digital actions to interact with the video's content. Most commonly used features include hotspots, 360-degree view, data inputs and video quizzes. These features can deliver highly personalized and relevant content to augment the viewing experience.

Most interactive video platforms make it easy to add interactivity to your video's. They are also cloud-based platforms which means that you can access the application online instantly, to create and edit your videos whenever you need.

Interactive videos have many educational benefits. They can increase learners' motivation and learning performance. Interactive videos facilitate personalized learning since they allow learners to act independently, follow their path and maintain their pace.

However, an interactive video is less suited for learning large amounts of cognitive learning or for rapidly changing learning contents.

### Why using an interactive video as learning technology

- It allows interaction between the content and the learner
- It allows knowledge transfer
- It can be used by itself or in combination with other tools
- It allows just in time learning

#### Advantages

- Offers strong visualization of learning contents
- Can be watched at own pace
- Easy to use in combination with other tools
- Is experienced as a pleasant learning tool
- Fairly easy to make
- In general, it is possible to adapt and make changes

#### Disadvantages

- Interaction with the learner is limited
- Despite the interaction with the content, the feedback on learning process is limited
- Minimum self-directed learning ability of the student is necessary
- More difficult to adapt to the individual user (one size fits all)

Want to learn more about the benefits of the interactive video? Fill in the decision tool and find out which tools will serve your goals.