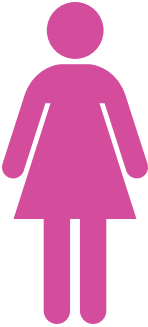



NATIONAL RESEARCH STUDIES: HOW & WHY STUDENTS USE CAPTIONS + INSTITUTIONAL SOLUTIONS FOR CAPTIONING


 **98.6% of students**  find captions helpful

The most common reason students use *captions* is to help them **focus**.

The most common reason students use *transcripts* is as **study guides**.

Top **3** Reasons Students Use Captions

 Learning aid

 Poor audio/video quality

 Instructor's accent



71% of students **without** hearing difficulties use captions

66% of ESL students find captions "extremely" or "very helpful"

Yet more than half of institutions **only caption** based on the number of student requests.

Lack of
General Awareness
was the #1 barrier to institutional captioning

79% of institutions say their biggest driver for captioning is legal compliance

Yet only

17% of institutions believe they are meeting or exceeding legal requirements

And only

26% of institutions monitor captioning compliance

Most institutions house their captioning budgets within disability services, across departments or within information technology

Top **3** Ways Online Courses are Captioned



Third party vendor



The video creator



Office of Disability Services