

simpleshow experimental study 2021

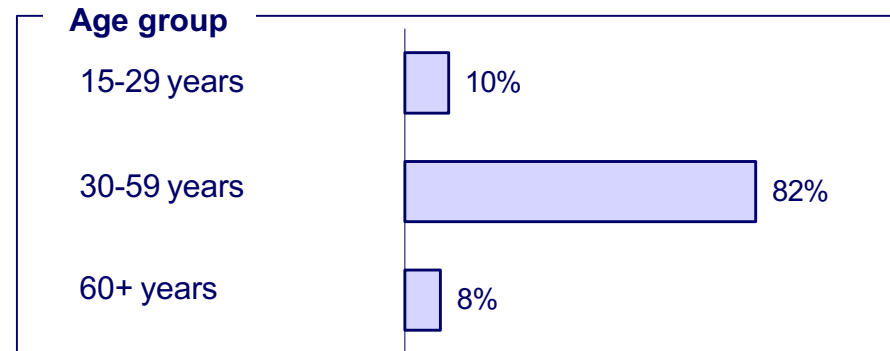
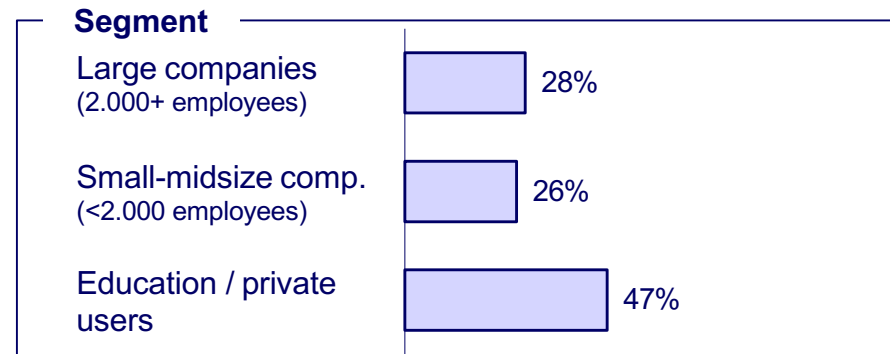
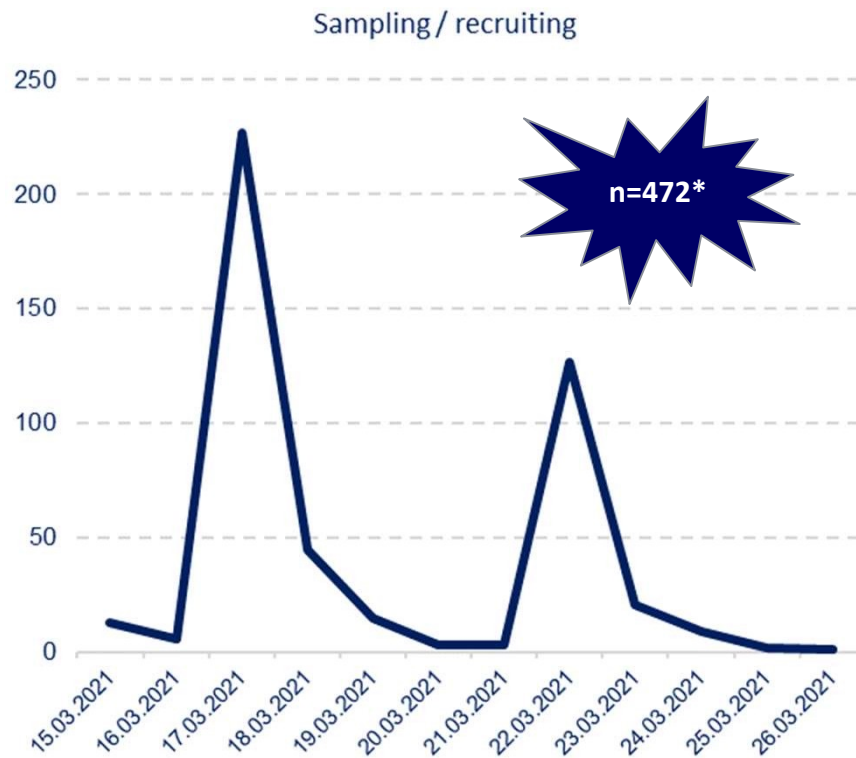
Core results / study documentation

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The study is based on 472 qualified online interviews, roughly equally divided between corporate / private customers

Characteristics of online survey sample

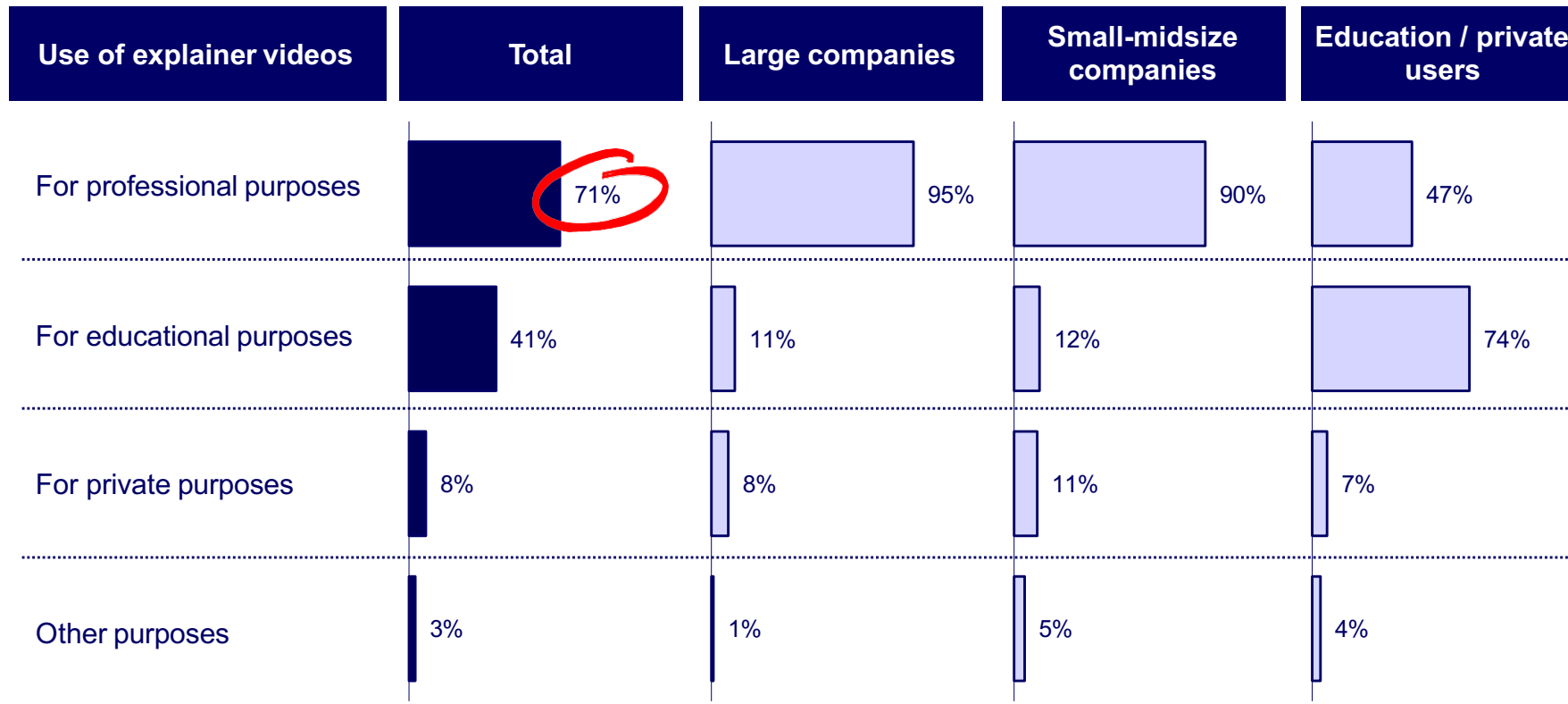


* Fieldwork March 15-26, 2021; qualified Interviews = length of interview 3+ min and completion of at least 90 % of the survey.

Predominantly explainer videos are used for professional purposes – educational purposes prevail in the education/private segment



Purpose of using explainer videos according to customer segments



1) We would like to ask you some questions about "explainer videos" below. In which context do you use explainer videos?

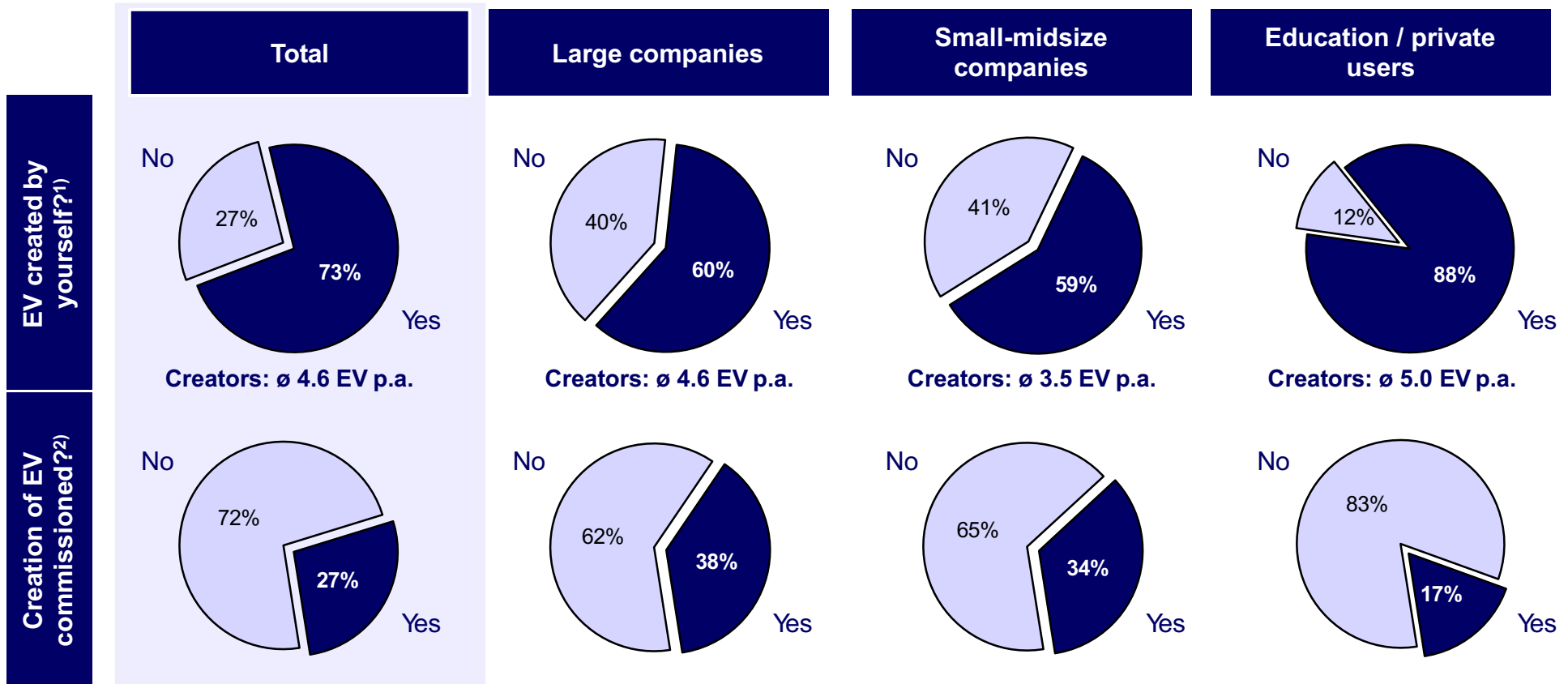


Source: exeo Strategic Consulting AG

73 % of respondents have created explainer videos themselves, 27 % have commissioned the production of explainer videos



Own creation or commissioning the production of explainer videos (EV) according to customer segments



- 1) Have you already created explainer videos yourself?
- 2) And have you already commissioned explainer videos?

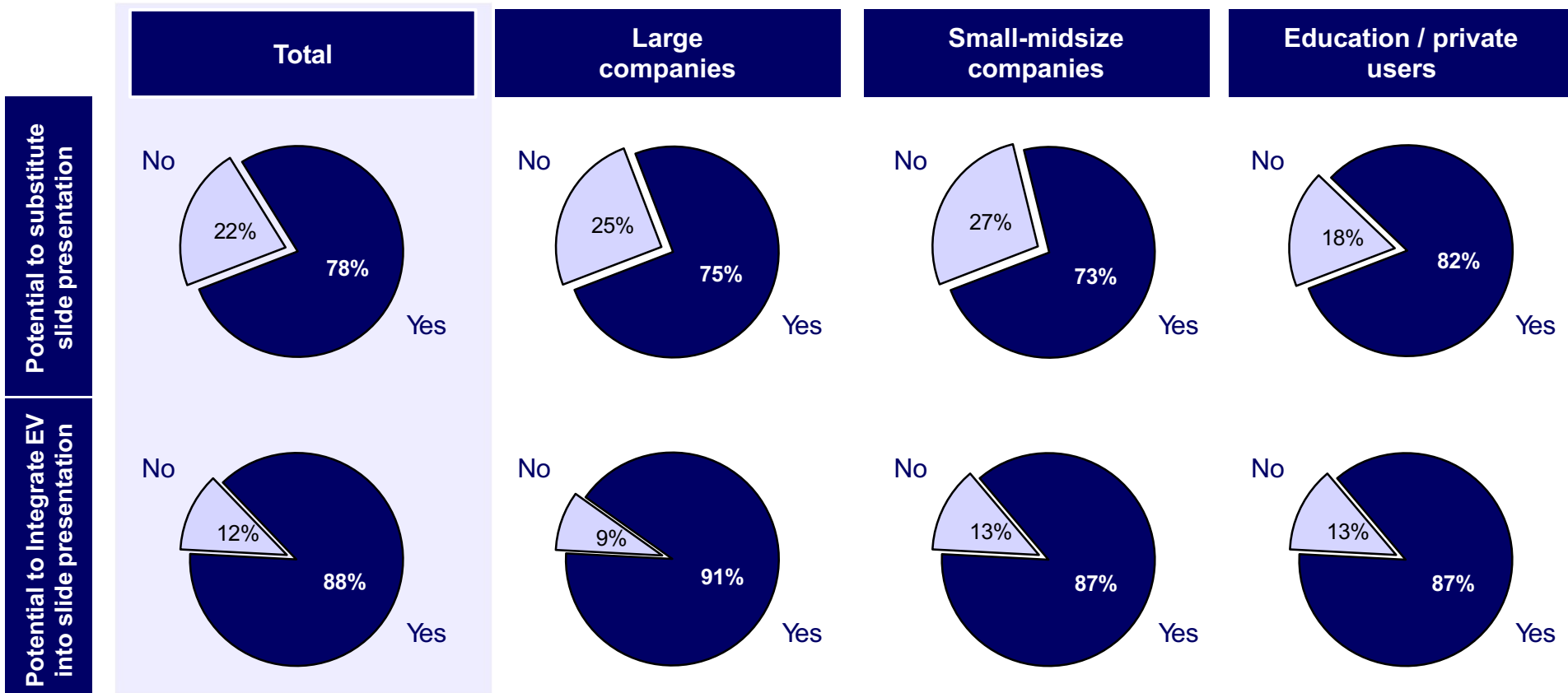


Source: exeo Strategic Consulting AG

78 % of respondents can imagine replacing slides with explainer videos (EV), 88% can imagine integrating EV into slide presentations



Potential to substitute or enhance slide presentation by explainer videos (EV) according to customer segments¹⁾



1) If you think about the last 12 months, how often did you create presentations with PowerPoint (or other slide presentation programs)? And: You had indicated that you have created ___(show: ...) PowerPoint presentations in the last 12 months? For how many presentations, could you imagine working with or integrating an explainer video instead of slides created with PowerPoint or other slide presentation programs?

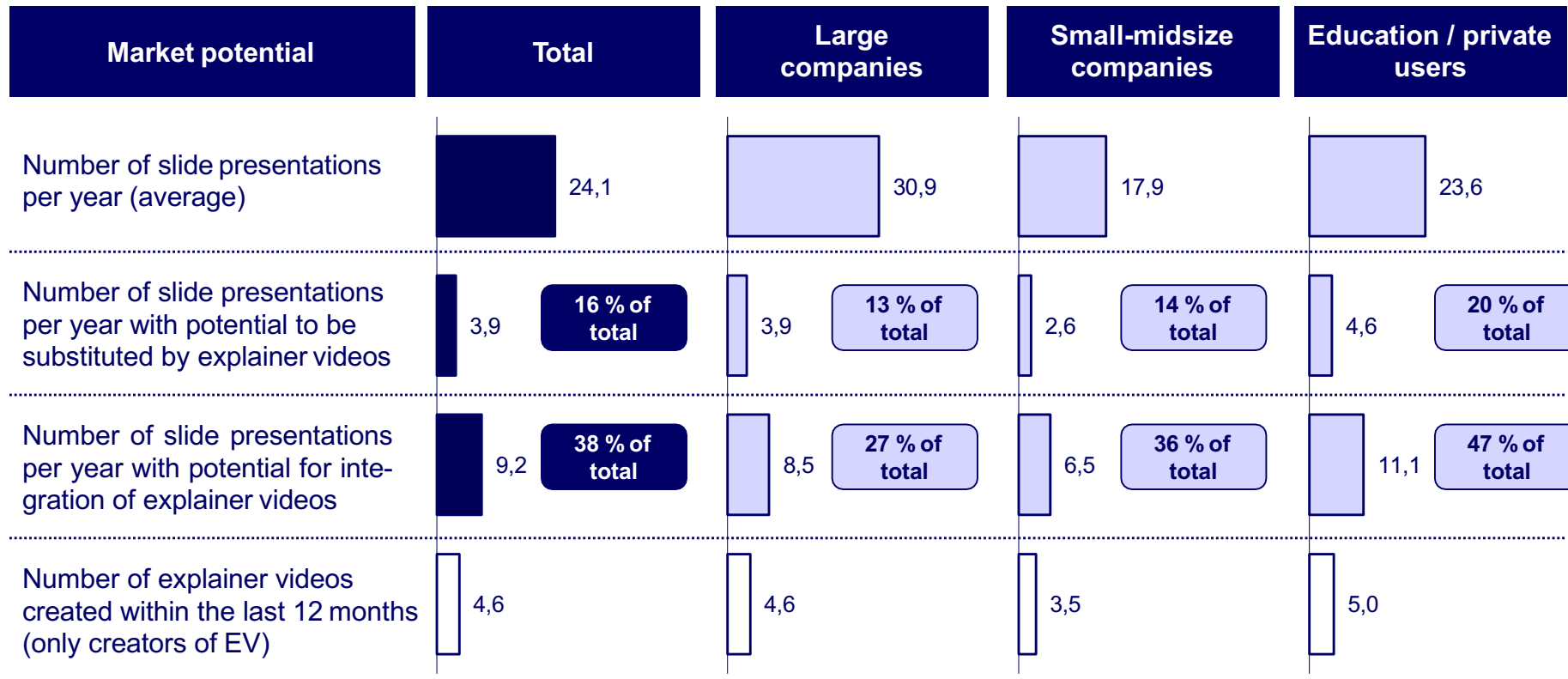
Source: **exeo** Strategic Consulting AG



Significant potential to replace slide presentations with explainer videos (ø 3.9 p.a.) or to integrate explainer videos (ø 9.2 p.a.)



Potential to substitute or enhance slide presentation by explainer videos (EV) according to customer segments¹⁾



- 1) If you think about the last 12 months, how often did you create presentations with PowerPoint (or other slide presentation programs)?
- 2) You had indicated that you have created ____ (show: ...) PowerPoint presentations in the last 12 months? For how many presentations, could you imagine working with or integrating an explainer video instead of slides created with PowerPoint or other slide presentation programs?

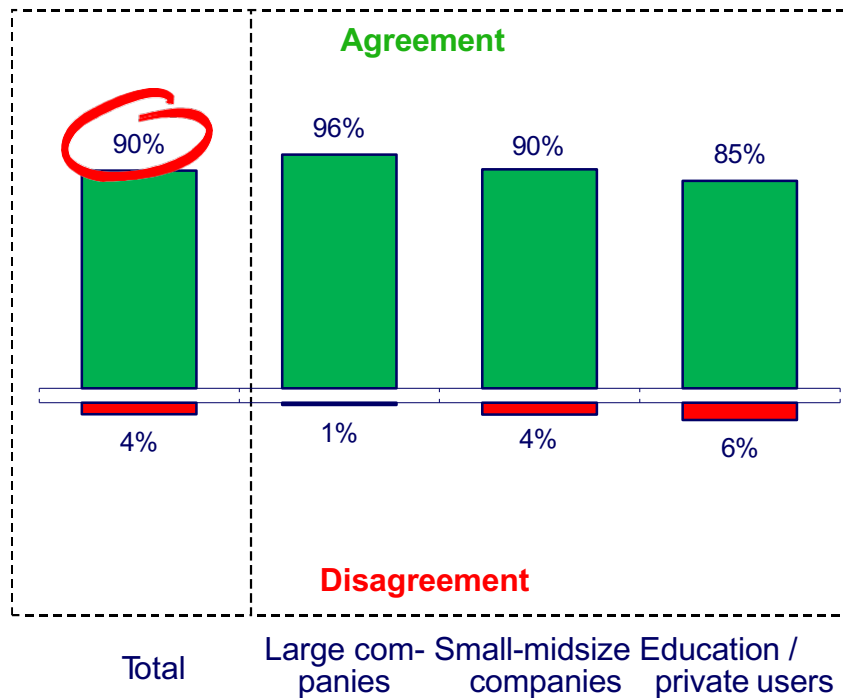
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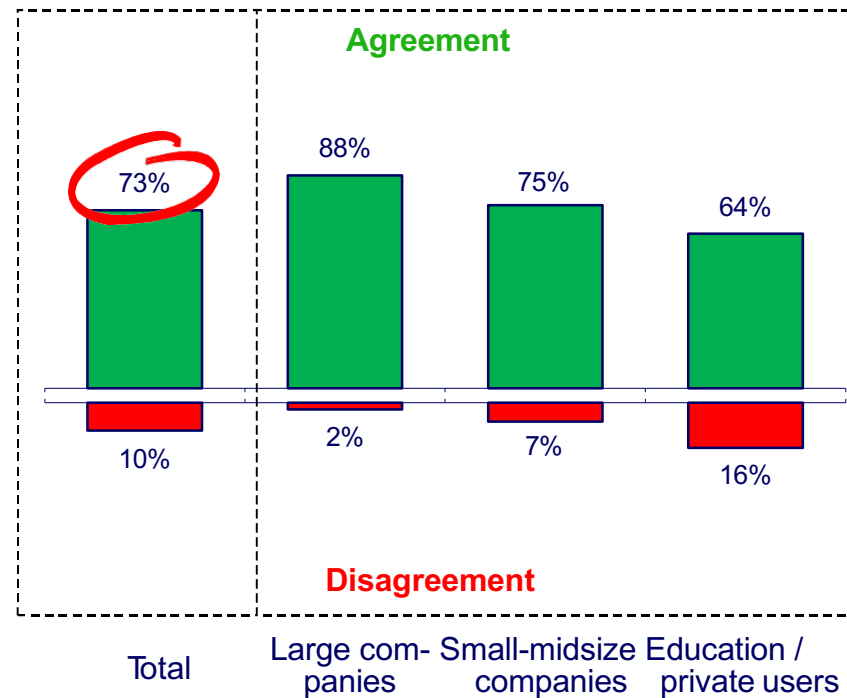
90 % of respondents mostly use PowerPoint or other slide presentation programs, yet 73 % consider slide presentations monotonous

Statements concerning the usage and perception of slide presentations¹⁾

“For presentations or lectures I mostly use PowerPoint or other slide presentation programs”



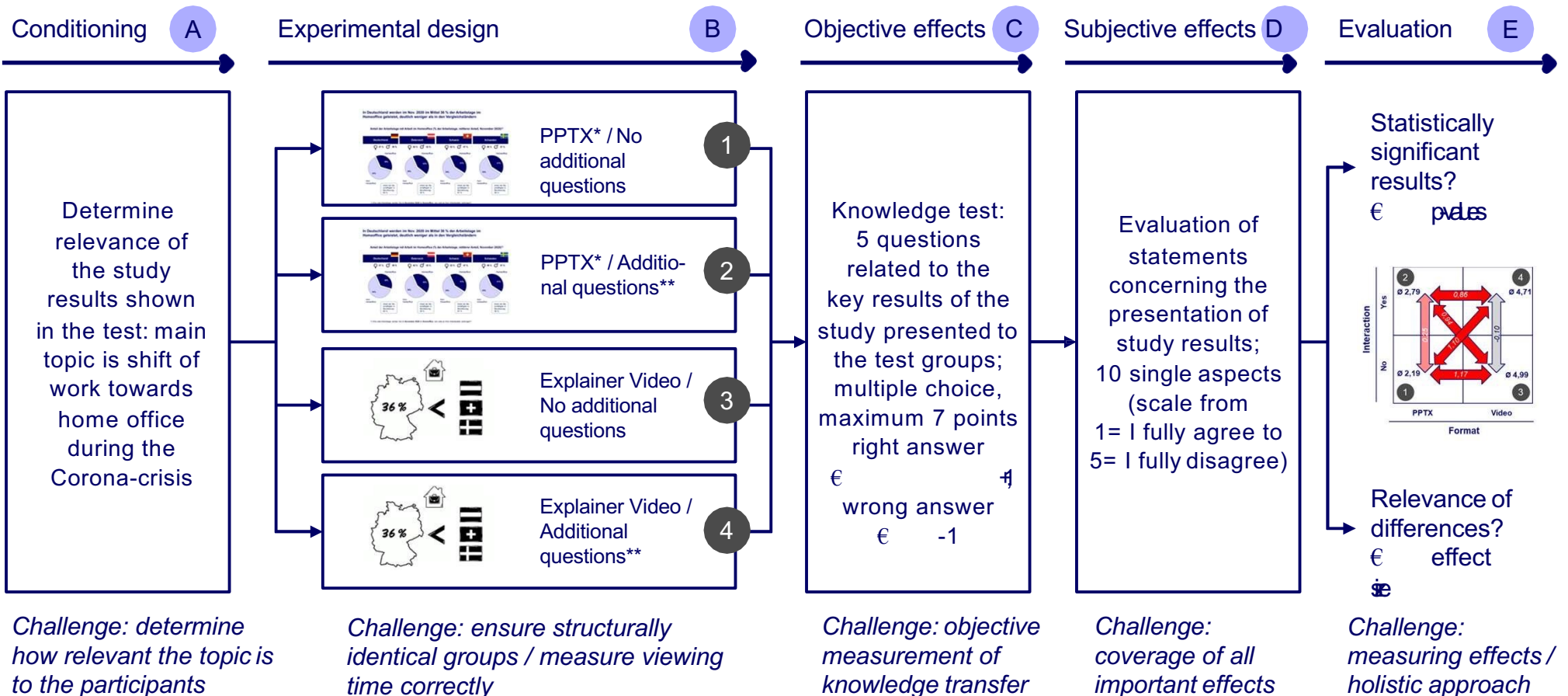
“Many presentations or result reports in slide form are too monotonous for me”



1) How much do you agree with the following statements about video in general and explainer video specifically? scale from 1= I fully agree to 5= I fully disagree.

The experimental design is at the center of the study and involves different steps

Different steps to conduct the experiment and specific challenges



* PPTX = Classic PowerPoint presentation; research results are documented using slides, main message is conveyed via action tiles, no speaker.

** Additional questions = Participants are asked questions about the presented topic at two points in the presentation.

The topic of remote work is relevant for the test subjects: 81% state that they currently work from home more frequently / completely

Current status of work and employment (% of respondents¹⁾)

Evaluation of statements	Total simpleshow	Germany, Nov./Dec. 2020*
I still go about my work	41%	64%
I go about my work, albeit on short time	3%	13%
I work more often / completely from home	81%	22%
My workplace is closed	6%	5%
I have regular contact with my colleagues / employees	56%	9%
I am off work / on vacation because of the Corona crisis	0%	3%
Because of the Corona crisis I became unemployed	0%	1%
None of the above statements apply	1%	1%

structure of the respondents is not representative for Germany

Experimental design

...uses results concerning the status of remote work in 4 European countries (PPTX format)

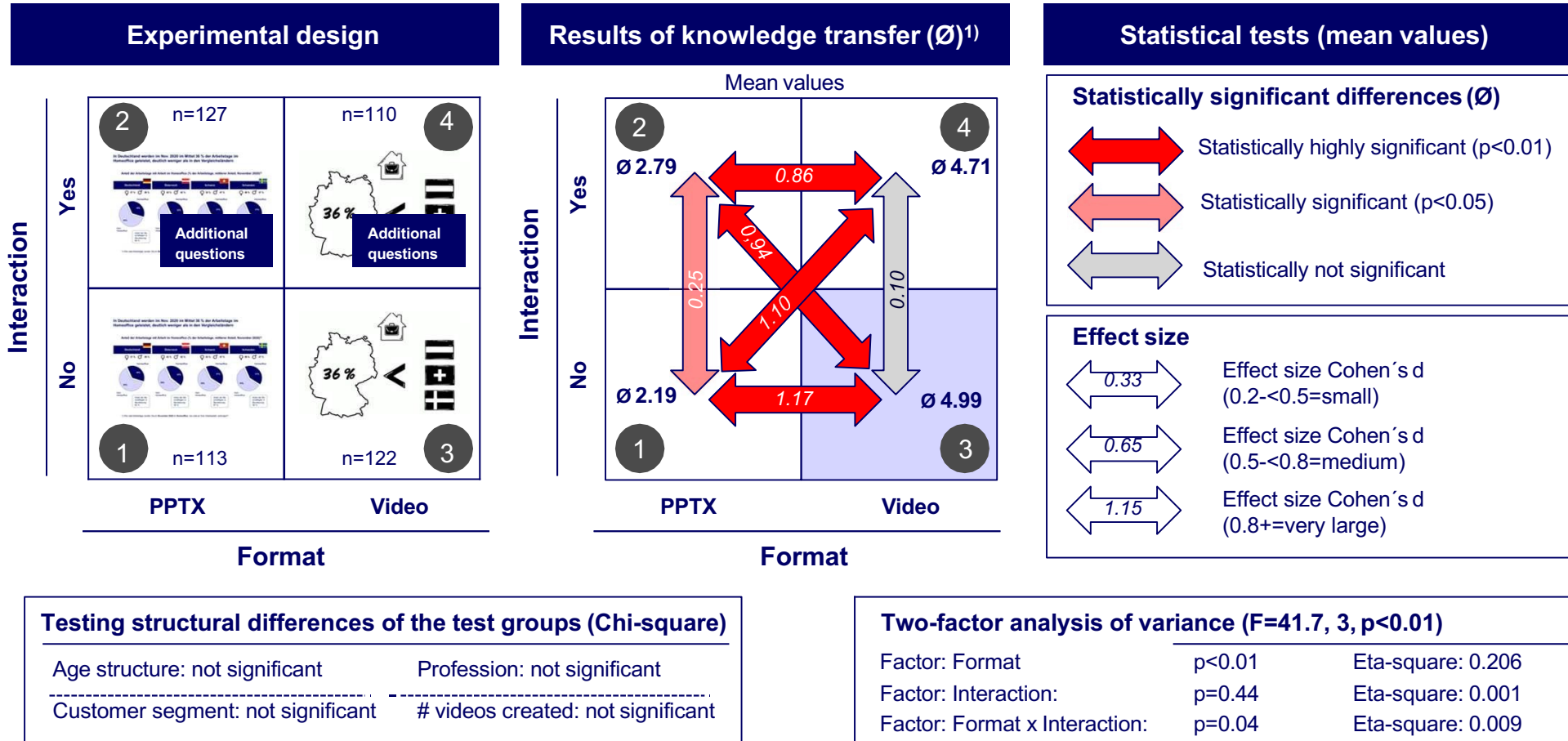
... as well as presented via explainer video

* Study "OpinionTRAIN", conducted by exeo / Rogator

1) Which statements are true for you personally in the current time of the Corona crisis? (Multiple answers except last position)

2+2 factorial experimental design: The test group (#3) with explainer video (without interaction) achieves the best learning effect

Results from experimental design: Knowledge transfer / learning effect¹⁾

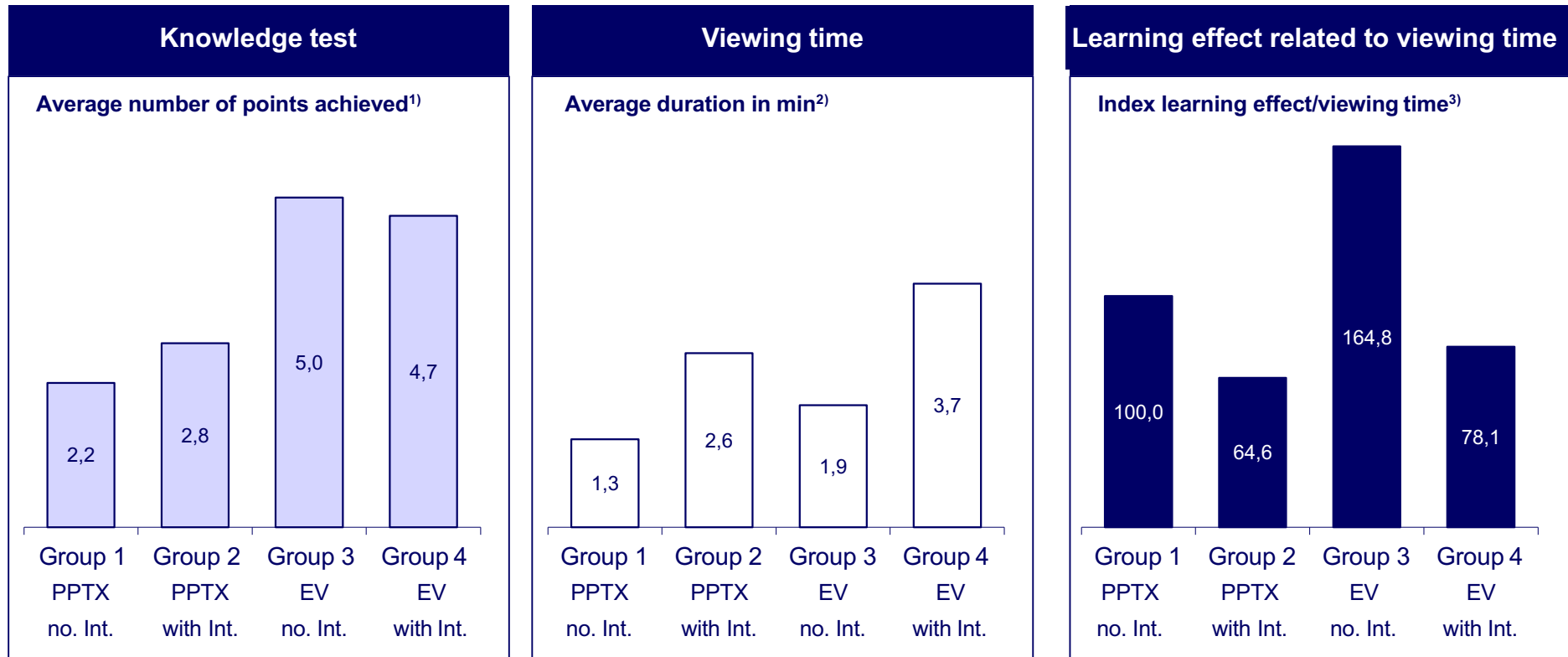


1) Knowledge test with a total of 5 questions on the presented content; minimum value -5; maximum value +7.

Source: **exeo** Strategic Consulting AG

Including the viewing time, the explainer video without interaction clearly performs best in terms of efficiency of knowledge transfer

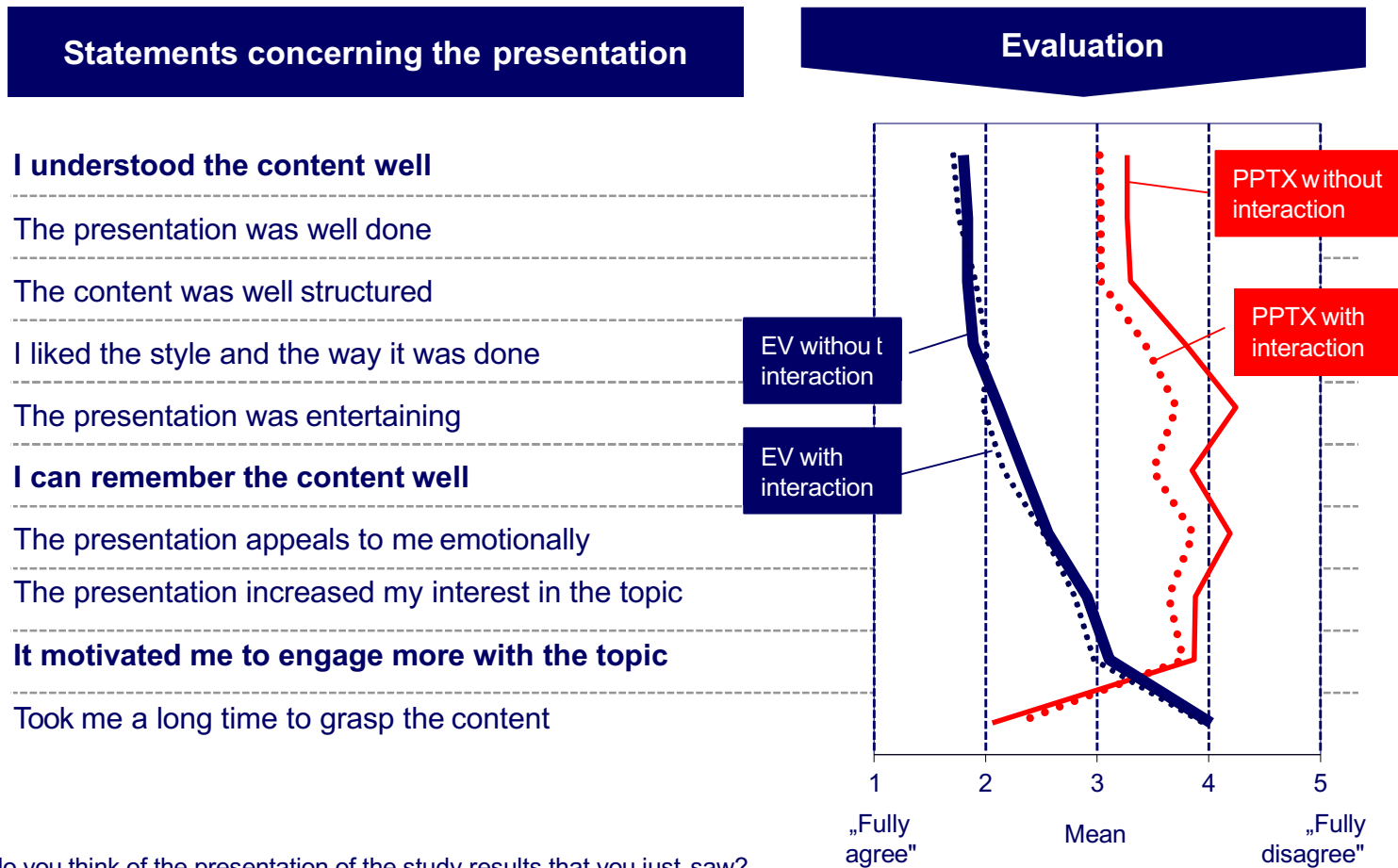
Results from experimental design: Knowledge transfer / learning effect¹⁾



- 1) Knowledge test with a total of 5 questions on the presented content; minimum value -5; maximum value +7.
- 2) Total time spent viewing the results presented (slide presentation / explainer video).
- 3) Learning effect related to viewing time; index=100 corresponds to effect of slide presentation without interaction).

Also the qualitative evaluations of the presentations are considerably better with the explainer video than with the slide presentation

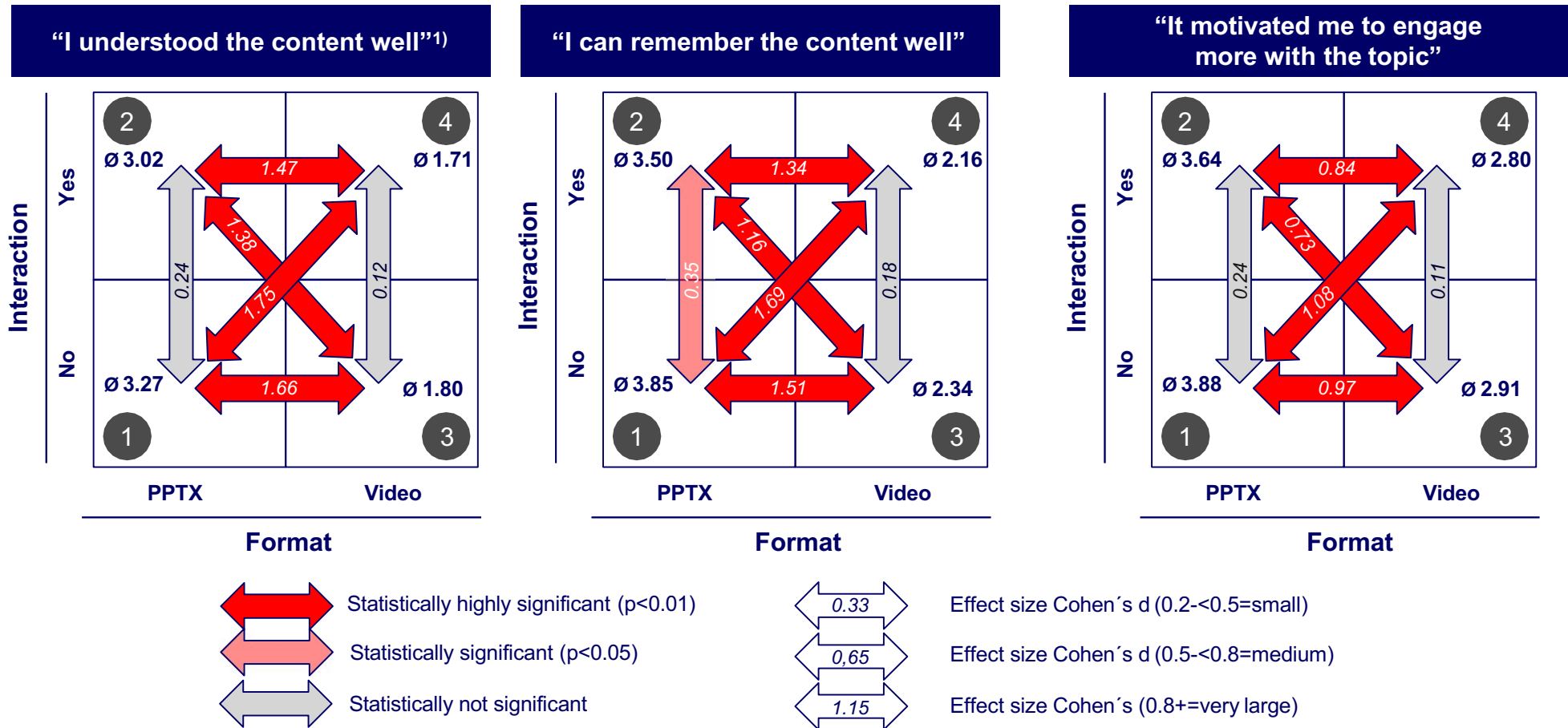
Statements concerning the presentation according to test group¹⁾



1) What do you think of the presentation of the study results that you just saw?

Effect sizes (Cohen's $d > 0.8$) indicate relevant differences between video groups (#3/4) and slide presentation groups (#1/2)

Statement on cognitive activity across test groups¹⁾

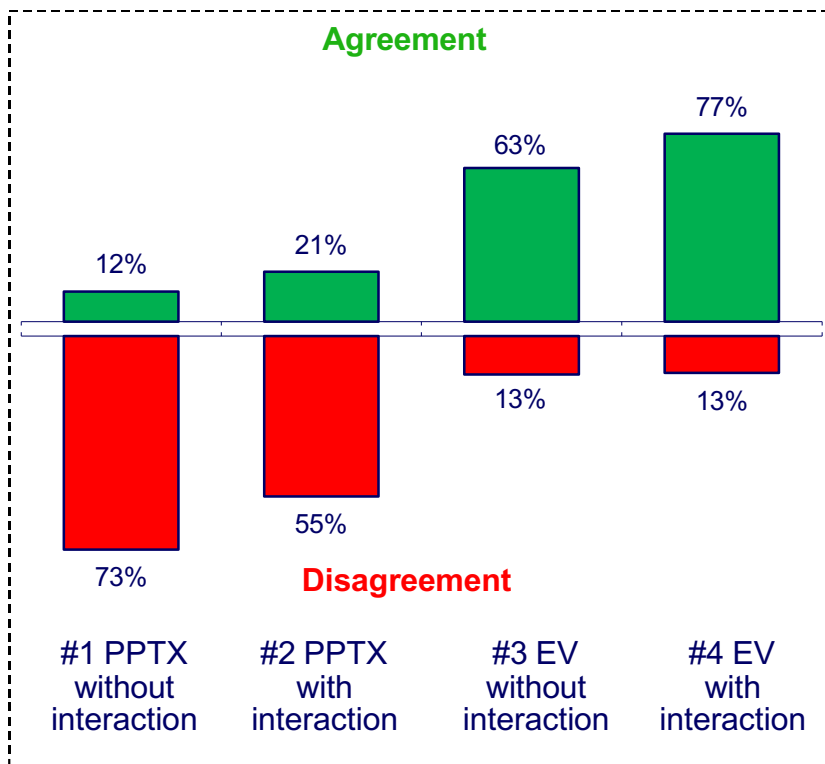


1) What do you think of the presentation of the study results that you just saw? Scale from 1= fully agree to 5 = fully disagree.

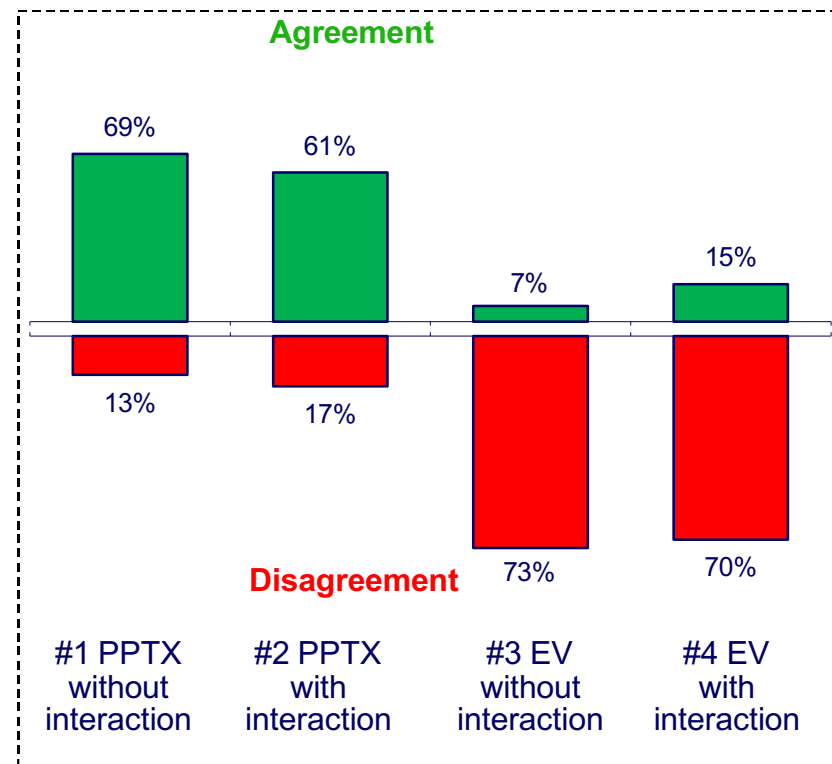
The main differences in the evaluation are determined by the type of presentation, the effect of interaction is weaker

Statement evaluation concerning the presentation according to test group¹⁾

“I can remember the content well”



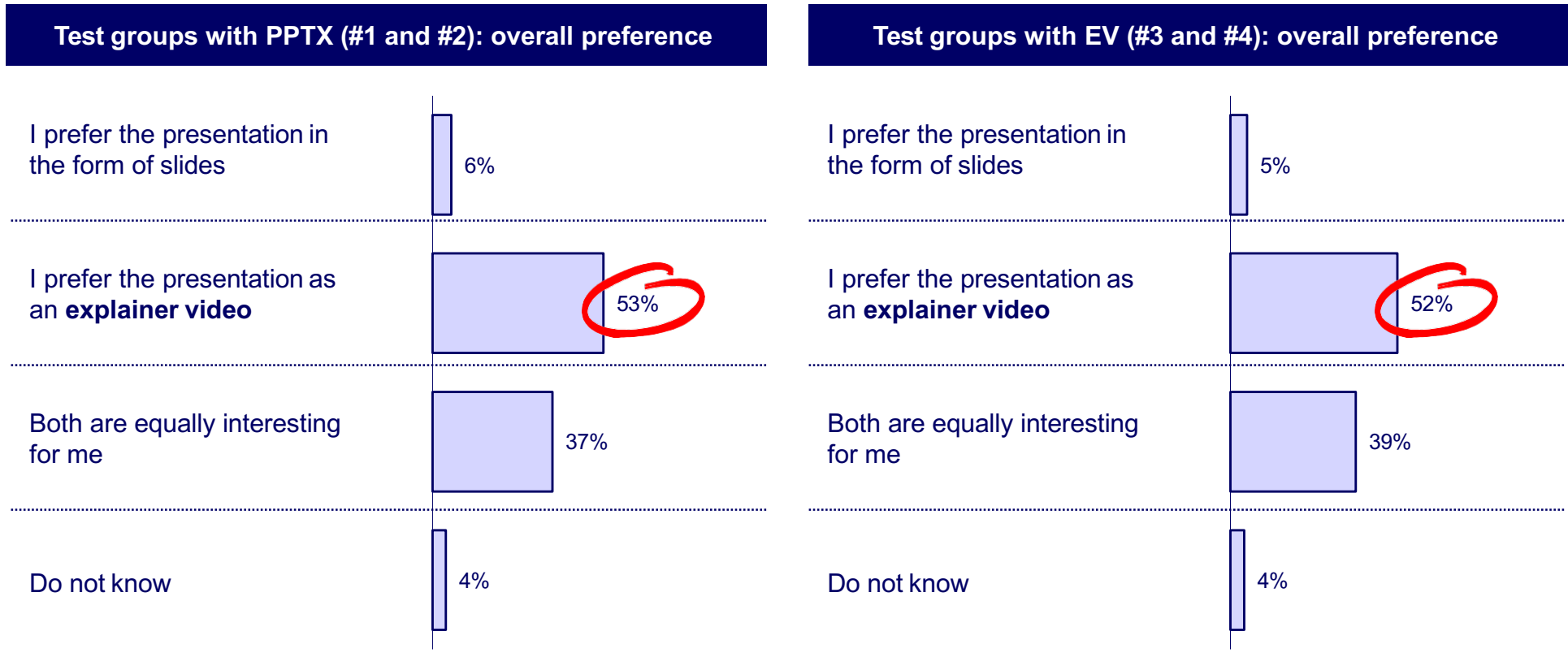
“Took me a long time to grasp the content”



1) What do you think of the presentation of the study results that you just saw? Scale from 1= fully agree to 5 = fully disagree.

Regardless of the presentation format used in the experiment, there is a clear preference for the explainer video (trade-off question)

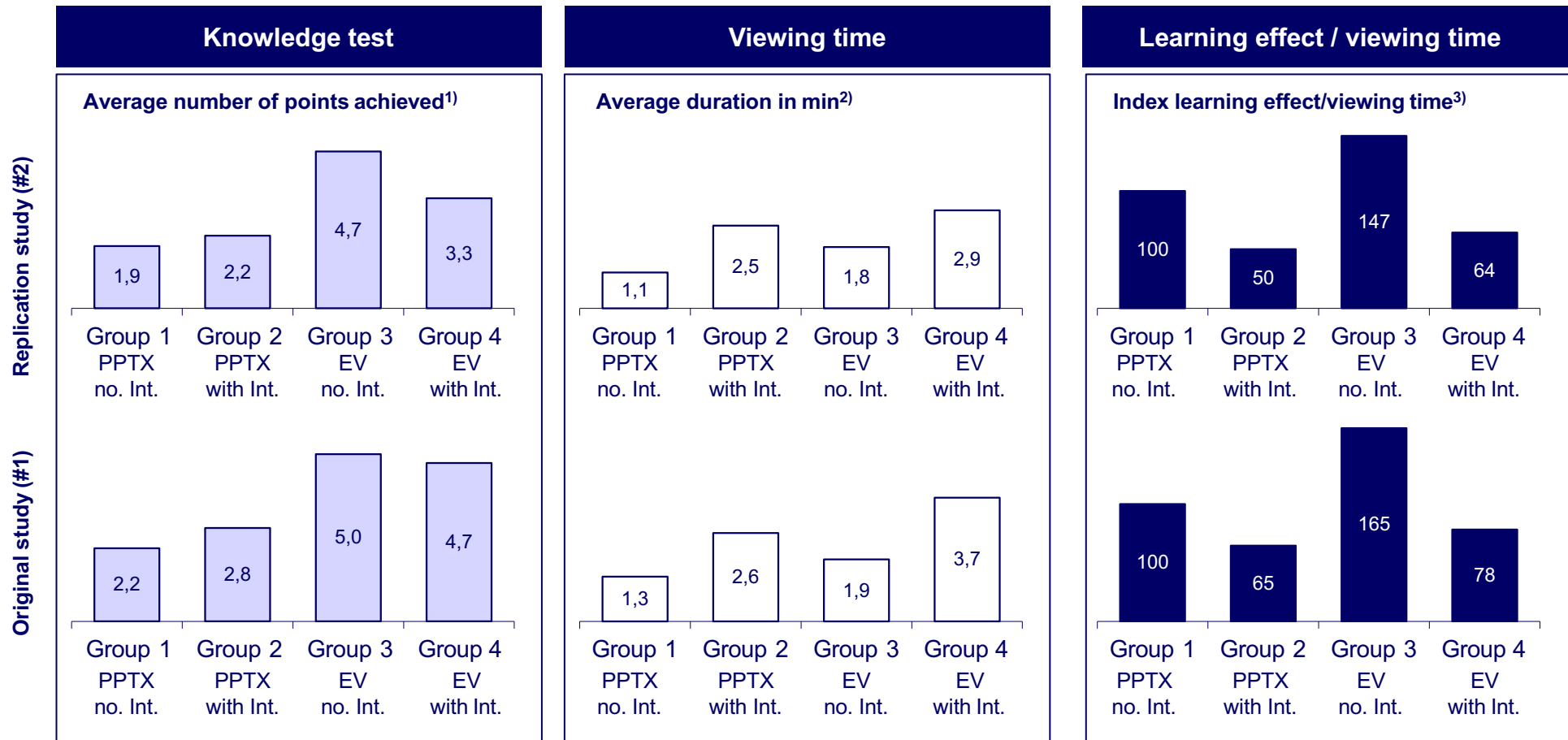
Overall preference for the presentation format¹⁾



1) Groups #1 and #2: The results of the study were presented to you as a slide presentation (PowerPoint). Which type of presentation would you have preferred: Slides or explainer video (EV)? And :Groups #3 and #4: The results of the study were presented to you as an explainer video. Which type of presentation would you have preferred: Explainer video or slides (PowerPoint)?

Generalizability: in a replication study (conducted in Jul./Aug. 2021), the results of the experimental study were confirmed

Comparison of the original study and replication study with regard to learning effects¹⁾

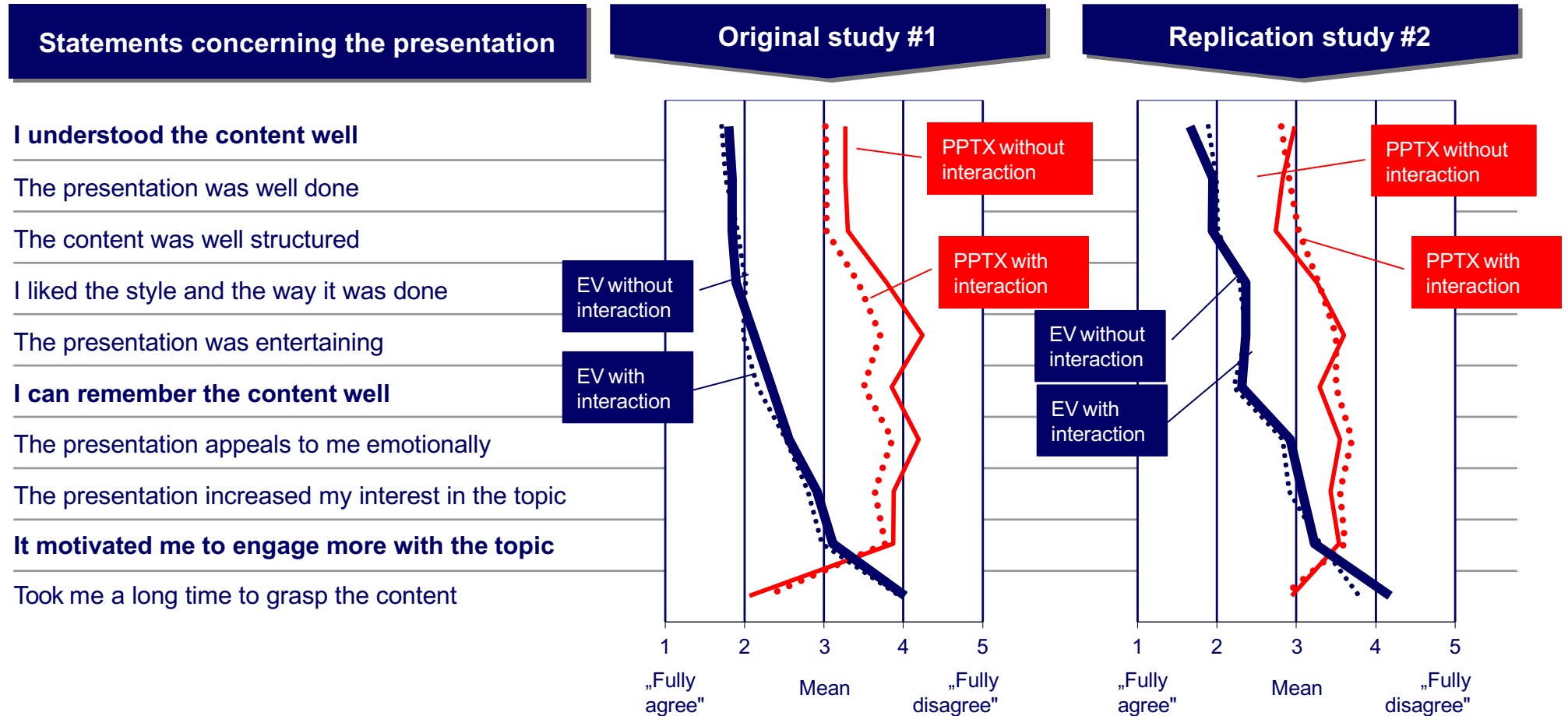


1) Replication study: Austria (open access panel); representative weighting for population 18-80 years, n=315, Jul./Aug. 2021; identical survey design.

Source: **exeo** Strategic Consulting AG

The replication study also shows similar results in the subjective evaluation of the subjects

Statements concerning the presentation according to test group¹⁾



1) What do you think of the presentation of the study results that you just saw?