




WHY INCLUDE CLOSED CAPTIONS ON INSTRUCTIONAL VIDEOS?

The majority of Facebook users watch videos without sound (Patel, 2019). Many people underestimate the number of people who use closed captions and the ways it can help learners.


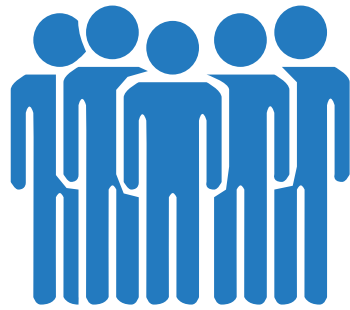


**IT'S THE
LAW
FOR
MANY**

Section 508 of the Rehabilitation Act sets requirements for organizations receiving federal or state funding (U.S. Access Board, 2017)

**MORE THAN
71 MILLION**

IN THE U.S. HAVE SERIOUS
HEARING DIFFICULTY, AS OF
2014 (TAYLOR, 2018)



**MORE THAN
70%**

OF RESPONDENTS WITHOUT
HEARING PROBLEMS IN A NATIONAL
SURVEY USE CLOSED CAPTIONS
AT LEAST SOME OF THE TIME
(LINDER, 2016)



NON-NATIVE ENGLISH SPEAKERS REPORTED USING CLOSED CAPTIONS TO AID COMPREHENSION (LINDER, 2016)

STUDENTS ALSO SAID CAPTIONS HELPED THEM:



FOCUS



**RETAIN
INFORMATION**



**OVERCOME POOR
AUDIO QUALITY**

Closed captions offer many benefits and not just for people who are deaf or have difficulty hearing. They improve accessibility for everyone and, in some cases, are required by law.

Learn more about student benefits:

<https://er.educause.edu/articles/2017/8/a-rising-tide-how-closed-captions-can-benefit-all-students>

Learn how to add captions to videos: <https://www.freemake.com/blog/how-to-add-text-to-video-free/>

SOURCES:

Linder, K. (2016, October 25). Student Uses and Perceptions of Closed Captions and Transcripts (Rep.). Retrieved January 23, 2021, from 3PlayMedia and Oregon State University eCampus website: <https://go.3playmedia.com/hubfs/WP%20PDFs/Student-Survey-Report-10-25-16-Final.pdf>

Patel, S. (2019, May 09). 85 percent of Facebook video is watched without sound. Retrieved January 24, 2021, from <https://digiday.com/media/silent-world-facebook-video/>

Taylor, D. M. (2018, November 29). Americans With Disabilities: 2014 (Publication No. P70-152). Retrieved January 23, 2021, from U.S. Census Bureau website: <https://www.census.gov/content/dam/Census/library/publications/2018/demo/p70-152.pdf>

U.S. Access Board. (2017, March 21). Rehabilitation Act of 1973. Retrieved January 24, 2021, from <https://www.access-board.gov/law/ra.html#section-508-federal-electronic-and-information-technology>