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Human beings learn a lot more effectively when the learning process is interactive rather than a top - down approach where the teacher dictates to students only with no questions or active participation from the students. The learning process is highly complex and involves acquisition of new skills and knowledge - sharing through peer interaction. Human beings are highly visual and learning is greatly enhanced when the student can see some pictures as opposed to reading plain text alone. Teaching experts allude that videos are highly effective when used in learning and can increase the rate of understanding by as much 55%. This applies to e-learning too where e-Learning videos play a central role. Below are the benefits a student gets when using e-learning videos:

- A student's rate of retention is greatly enhanced when learning is done in an interactive environment such as the one provided by an e-learning video.
- The videos stimulate knowledge sharing amongst peer groups, brainstorming and the active participation of the students. A business can use an e-learning video through video conferencing to train staff members or when making executive presentations to clients.
- E-Learning videos are packed with information that would otherwise be too hard to digest by the students if it was delivered by text alone. Students get to learn via visual and auditory senses.
- There is better visual connection with an e-Learning video which enhances interaction between peers. Students tend to learn better when interacting with others of their kind. The ability of the students to see the instructor through the video creates an emotional connection which further enhances the learning experience. This is something that is hard to achieve through books alone.
- Students watching an e-Learning video get to learn through cultural differences between them and the actors in the video. This encourages the appreciation of cultures different from one's own.
- Learner motivation is increased by a video. The student feels excited about having a real-life person talking to them.
- Using pictures and graphics in learning is an excellent way to increase student retention. This is especially so for complex or abstract subjects that are difficult to visualize for students encountering them for the first time.
- Although the development costs for e-learning videos can sometimes be high, the administration costs are very low since all the tutor has to do is upload the video into the relevant site and it gets deployed to learners in different locations. The tutor is able to talk to students in different parts of the world.

It is difficult to overstate the importance of e-Learning videos in online learning both for businesses and students in an everyday online course. E-learning simply would not be the same if these videos were not there

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[James Edward](#) - About Author:

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