

Instructional Video

Education

What makes a teaching video work, and where attention reliably drops.

A video is an explanation with the teacher's checks removed. Add them back.

Design

Six minutes or less per segment

Show the working, not just the result

Speak conversationally, in first person

Draw on screen as you talk

Cut the introduction and the music

Use

Set a question to answer while watching

Pause and check, do not play it through

Follow with retrieval, not with discussion alone

Expect passive watching without a task

Provide captions and a transcript

Guo and colleagues found engagement drops sharply past six minutes. Watching feels like understanding, which is why the check matters.