timelooper™ VR·AR·XR

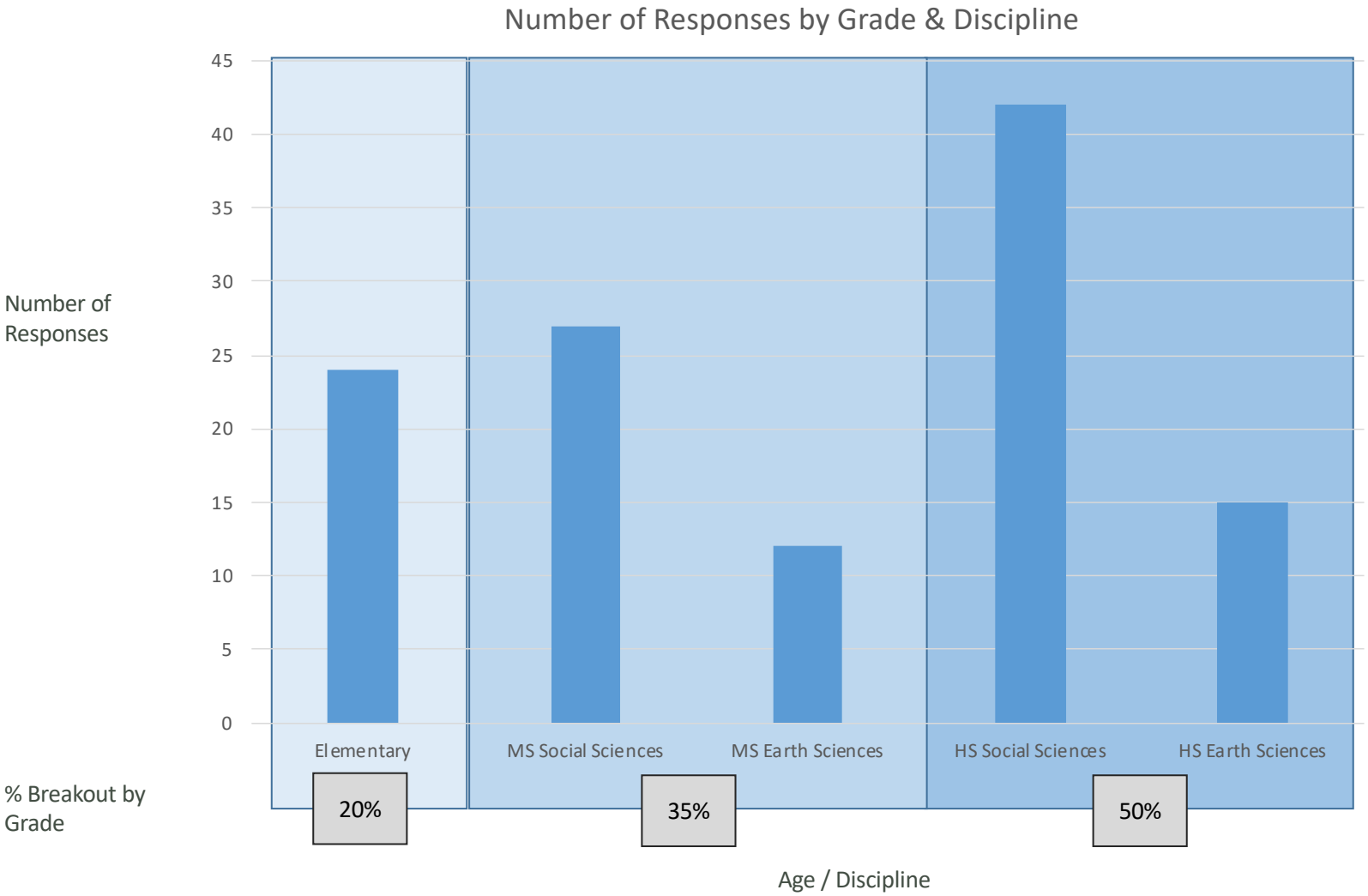
Virtual Field Trips

Preparing Your Institution for School Year 2020-21

Survey Results

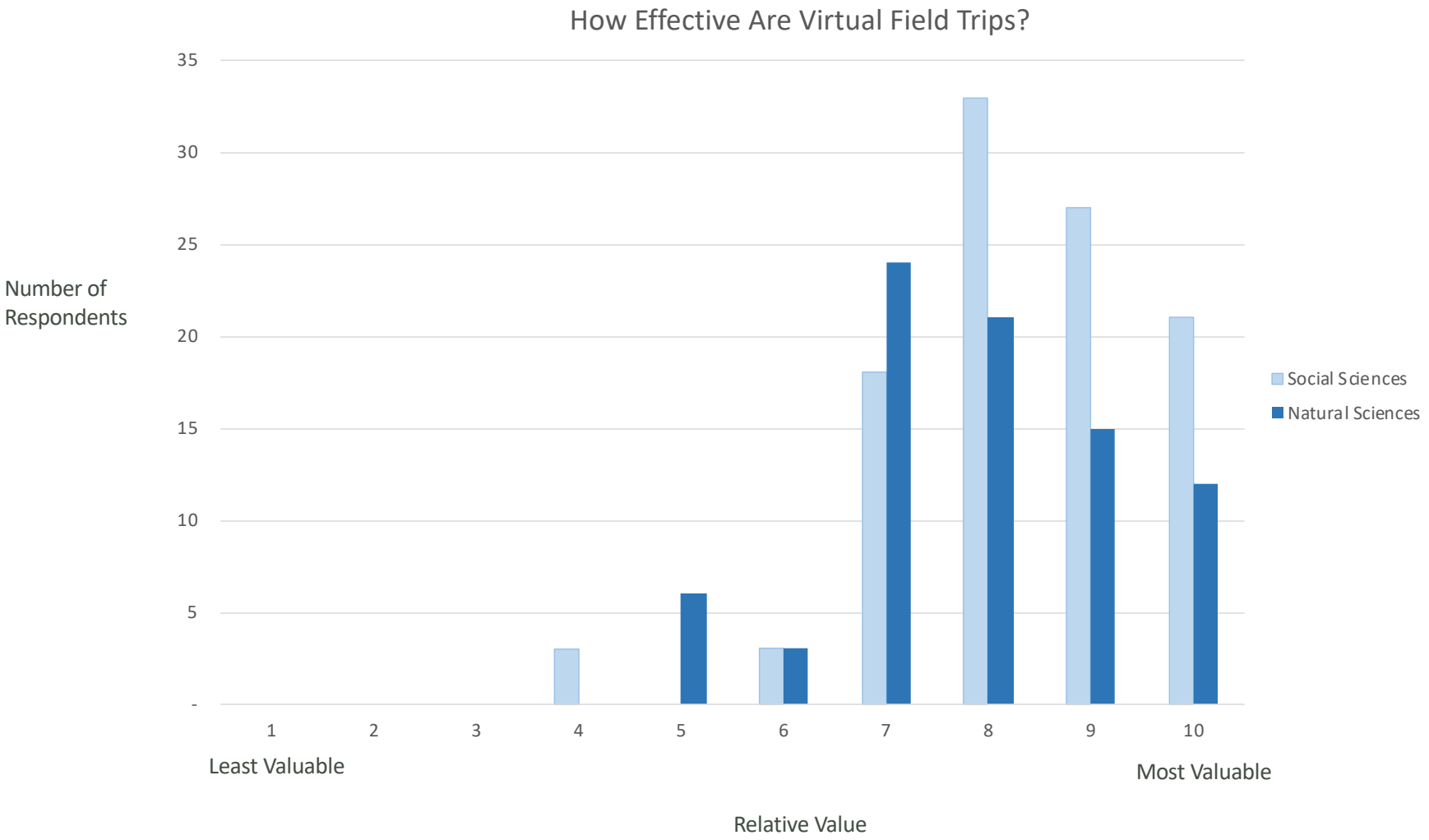
ABOUT THE SURVEY SAMPLE

- TimeLooper conducted a survey of 120 educators across the United States and around the world inquiring into their experience and expectations on the topic of virtual field trips ("VFT"), fielding responses reflecting a range of grades and topics



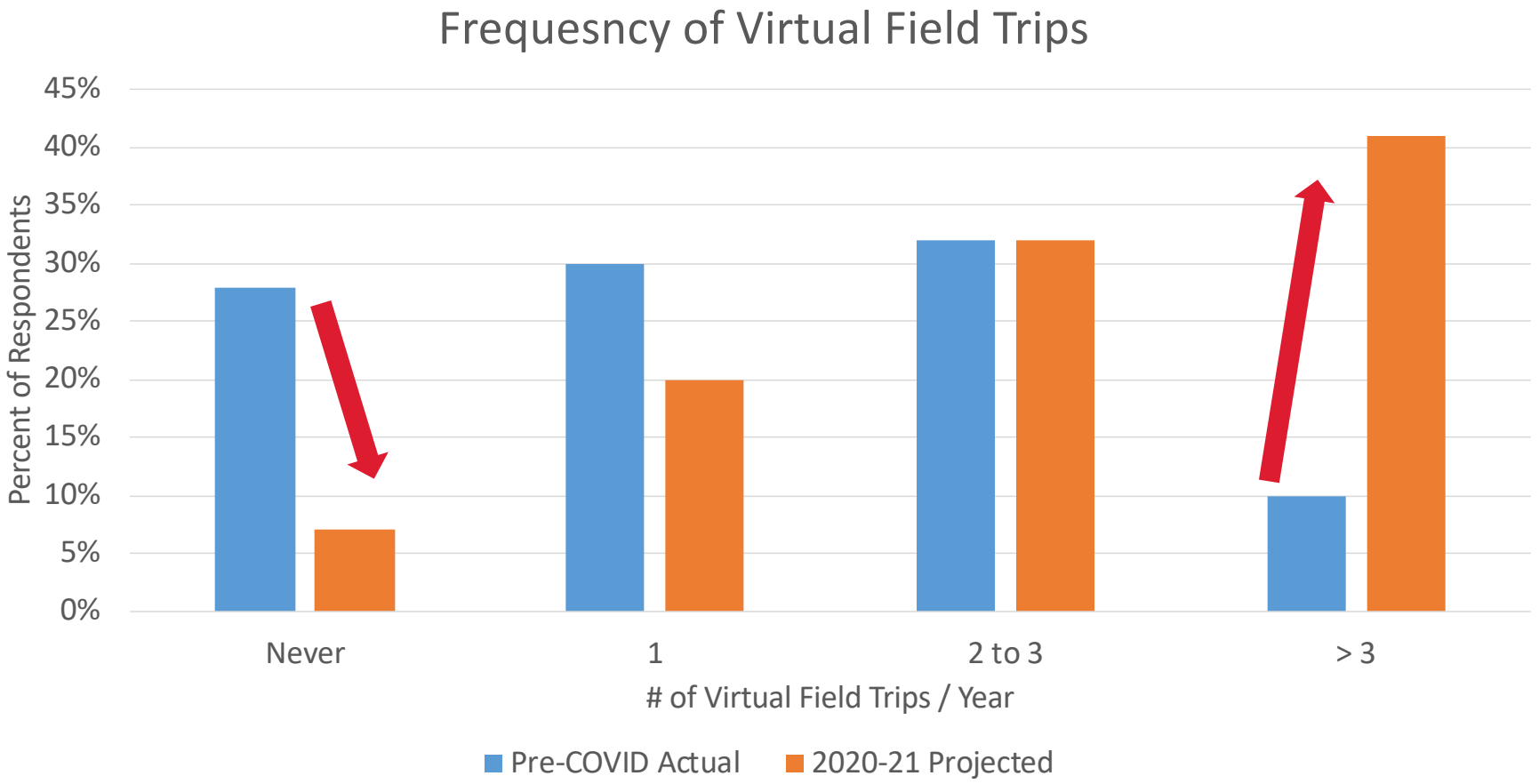
ASSESSING VFT EFFECTIVENESS

- Teachers generally find virtual field trips to be effective, with a slight nod to social sciences over natural sciences



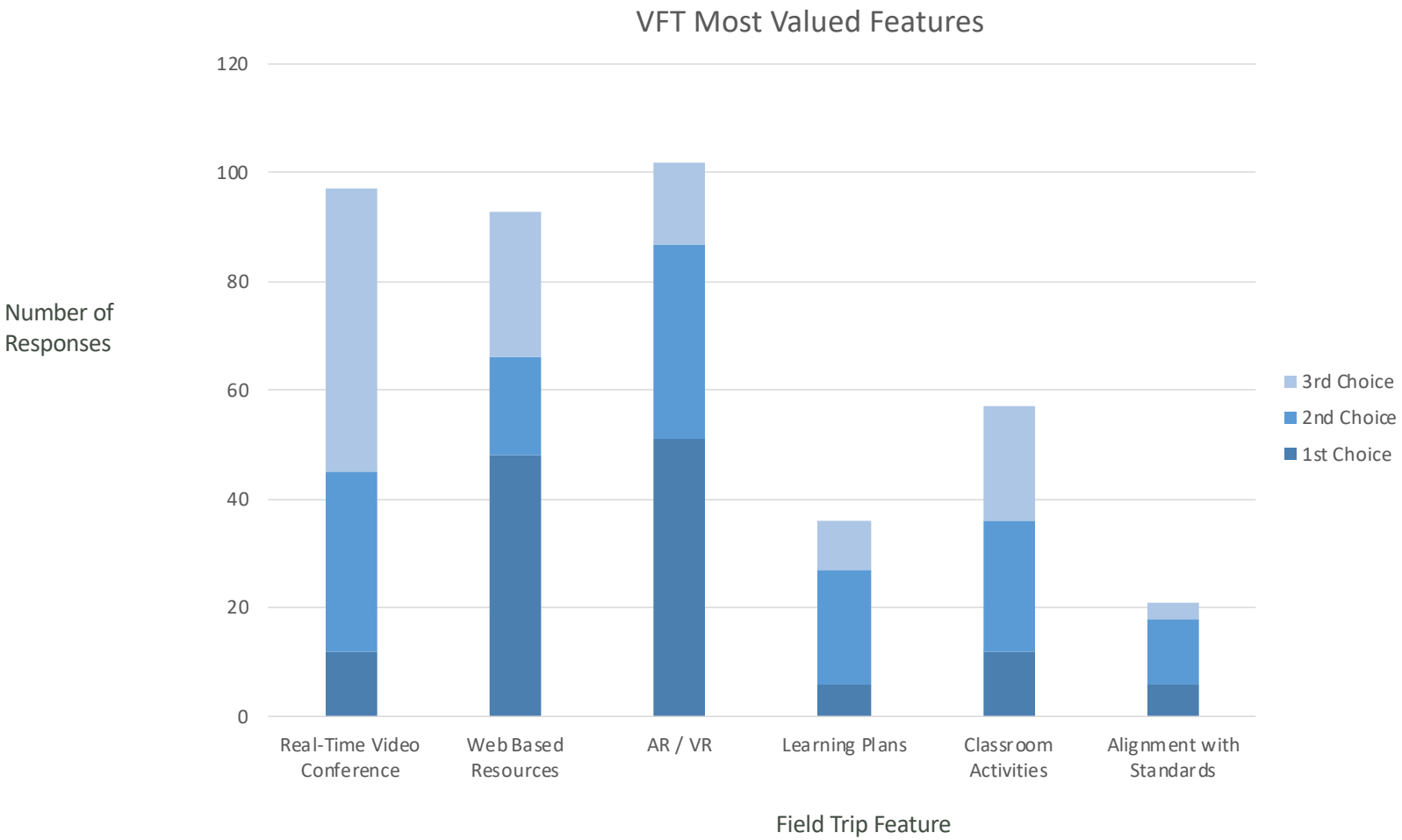
CHANGES IN FREQUENCY

- Educators expected use of field trips is changing radically in a post-COVID environment with nearly 75% of teachers planning more than one session for the upcoming year



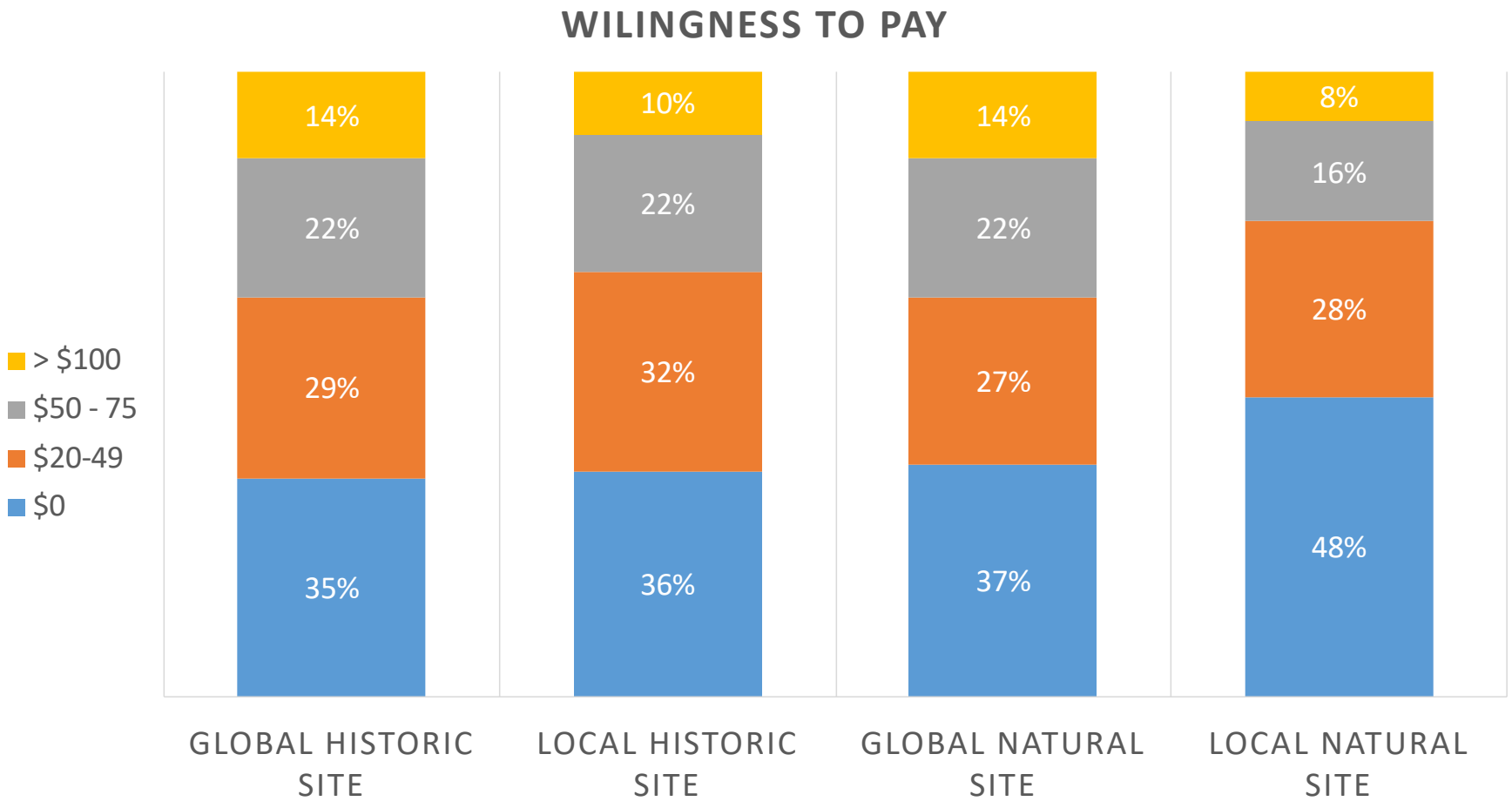
THE COHORT'S EXPECTATIONS

- In a post-COVID environment, teachers value AR / VR and real-time video conferencing above all else, with website resources a close third



WILLINGNESS TO PAY

- In a post-COVID environment, the majority of surveyed teachers are willing to spend money for a quality virtual field trip product, with a median WTP of ~$50



OTHER INSIGHTS

- Other key insights from teachers include:

> "There are an increasing plethora of XR experiences out there. Some good, some poor**. Part of the better educational experiences out there are those that are user driven**. The balance between real and interpretation is also a critical element of a good XR experience."

> "Make it interactive and gameify the trip, otherwise you'll be like rest and it won't be interesting."

> "Interactive choices, short-TikTok style videos, and awesome graphics work the best. Maybe letting them add their own music playlist as the tour a site would also be helpful!"