timelooper™ VR·AR·XR

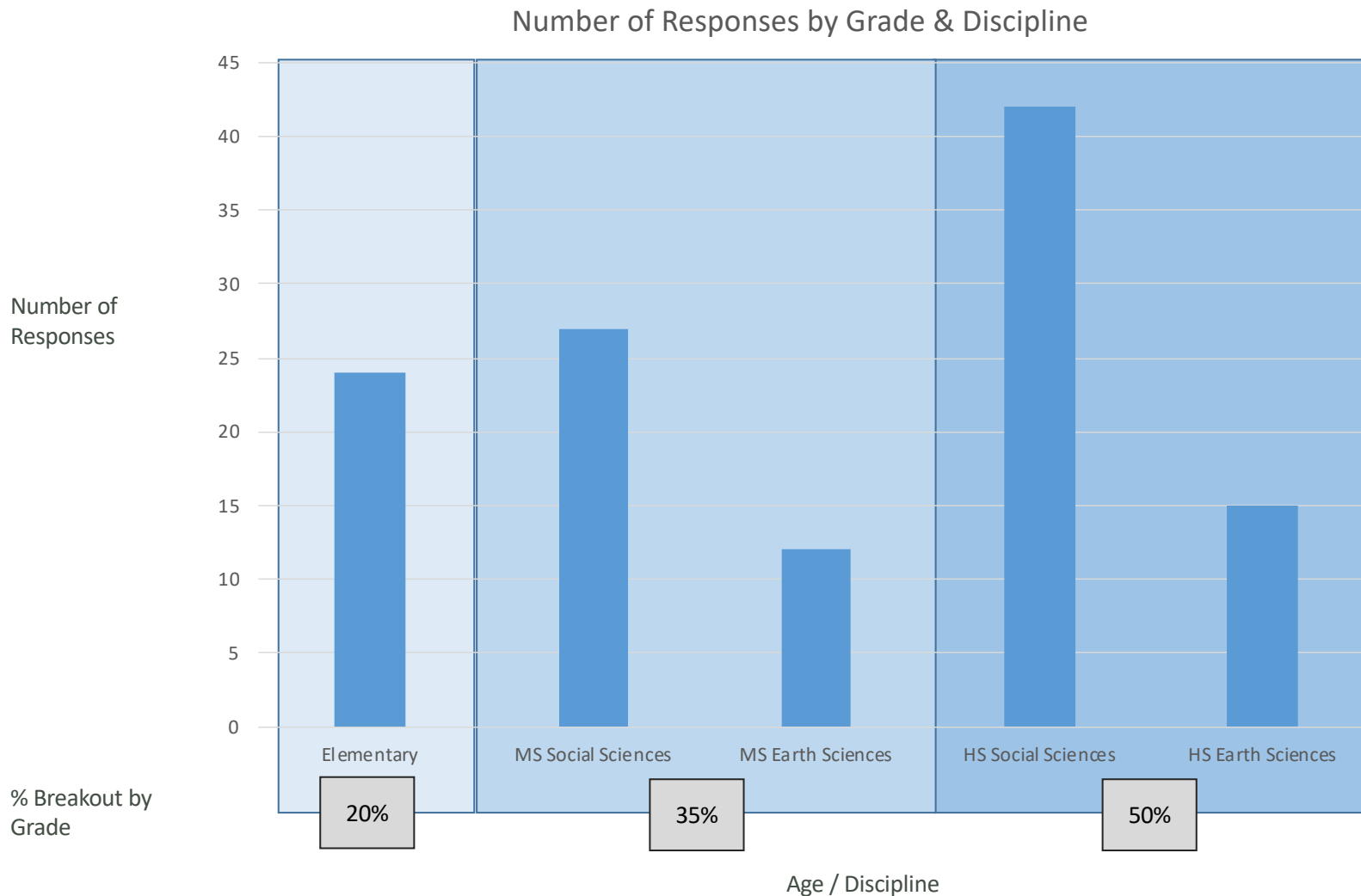# Virtual Field Trips

Preparing Your Institution for School Year 2020-21

# Survey Results

- 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
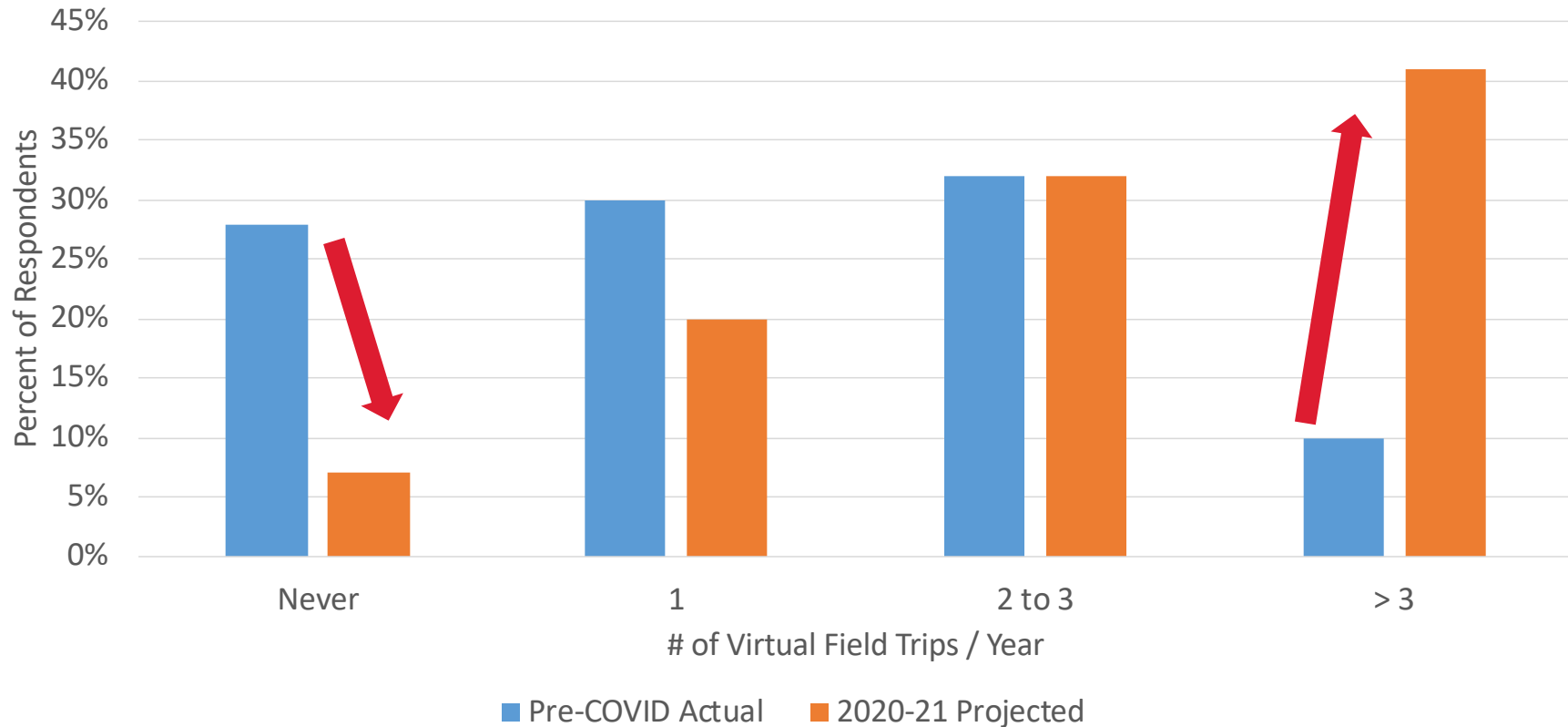
Number of Responses by Grade & Discipline

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

How Effective Are Virtual Field Trips?
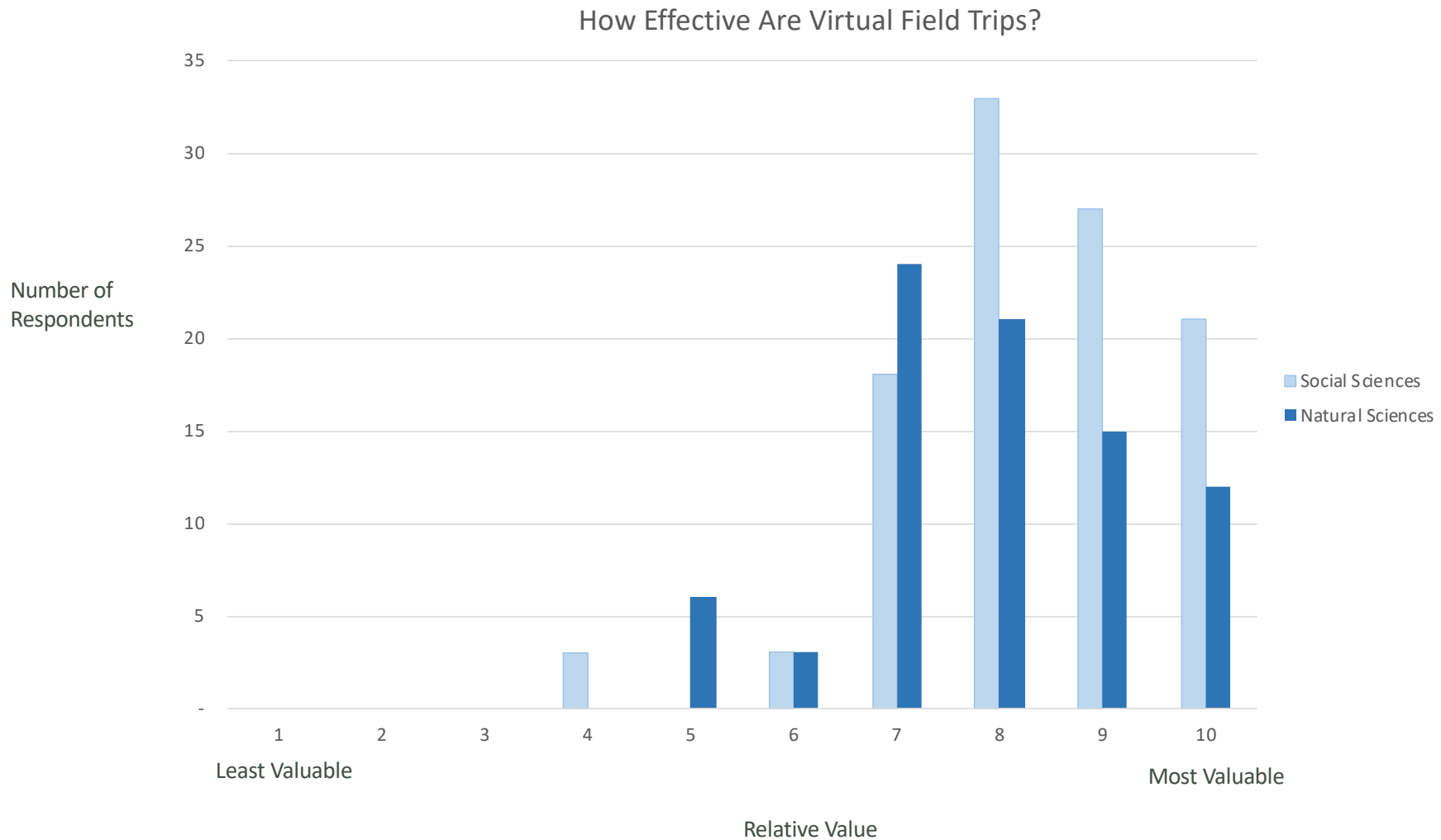
- Educators expected use of field trips is changing radically in a post-COVID environment with nearly 75% of teachers planning more than one session for the upcoming year
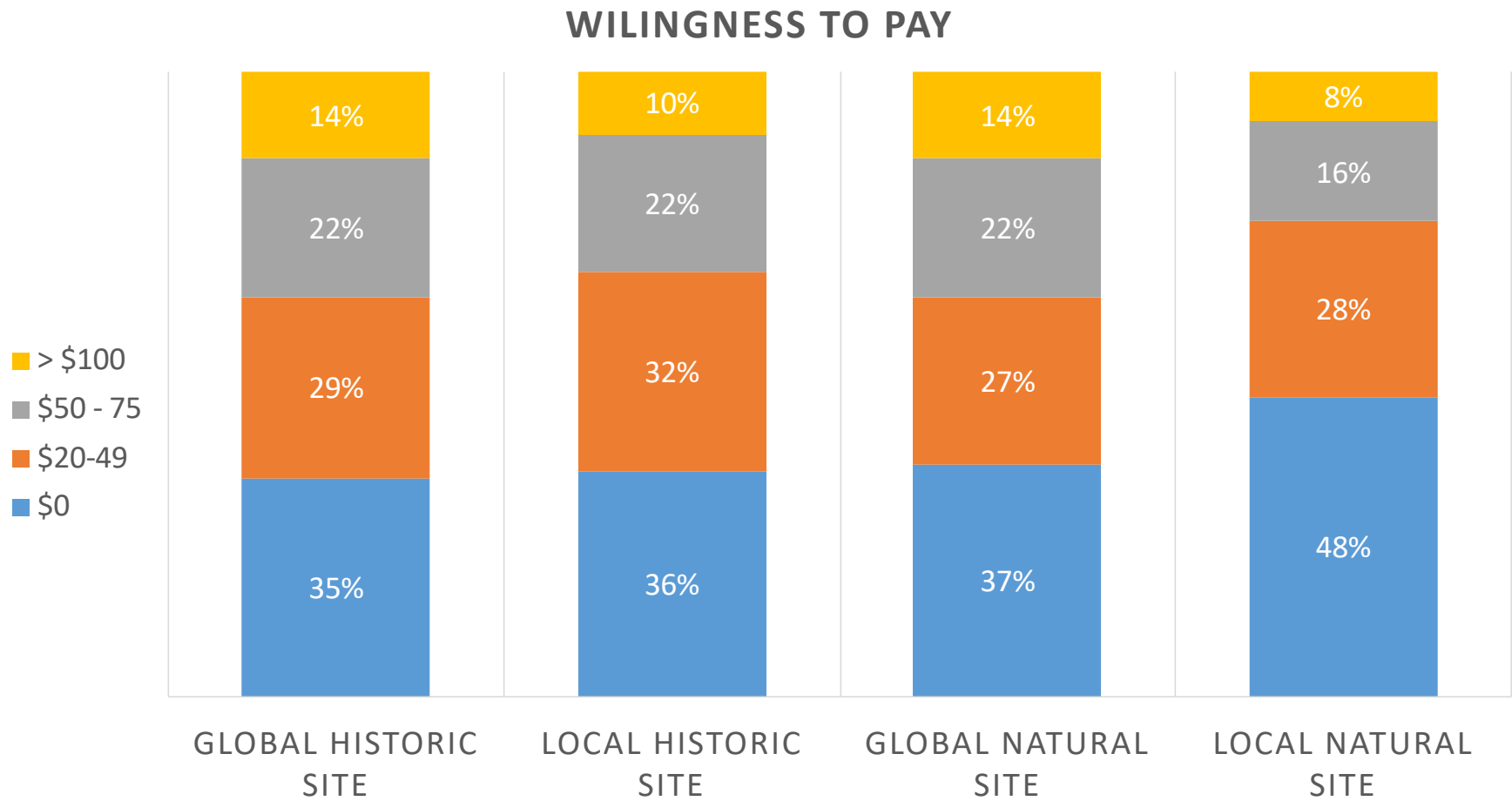
Frequesncy of Virtual Field Trips

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

VFT Most Valued Features
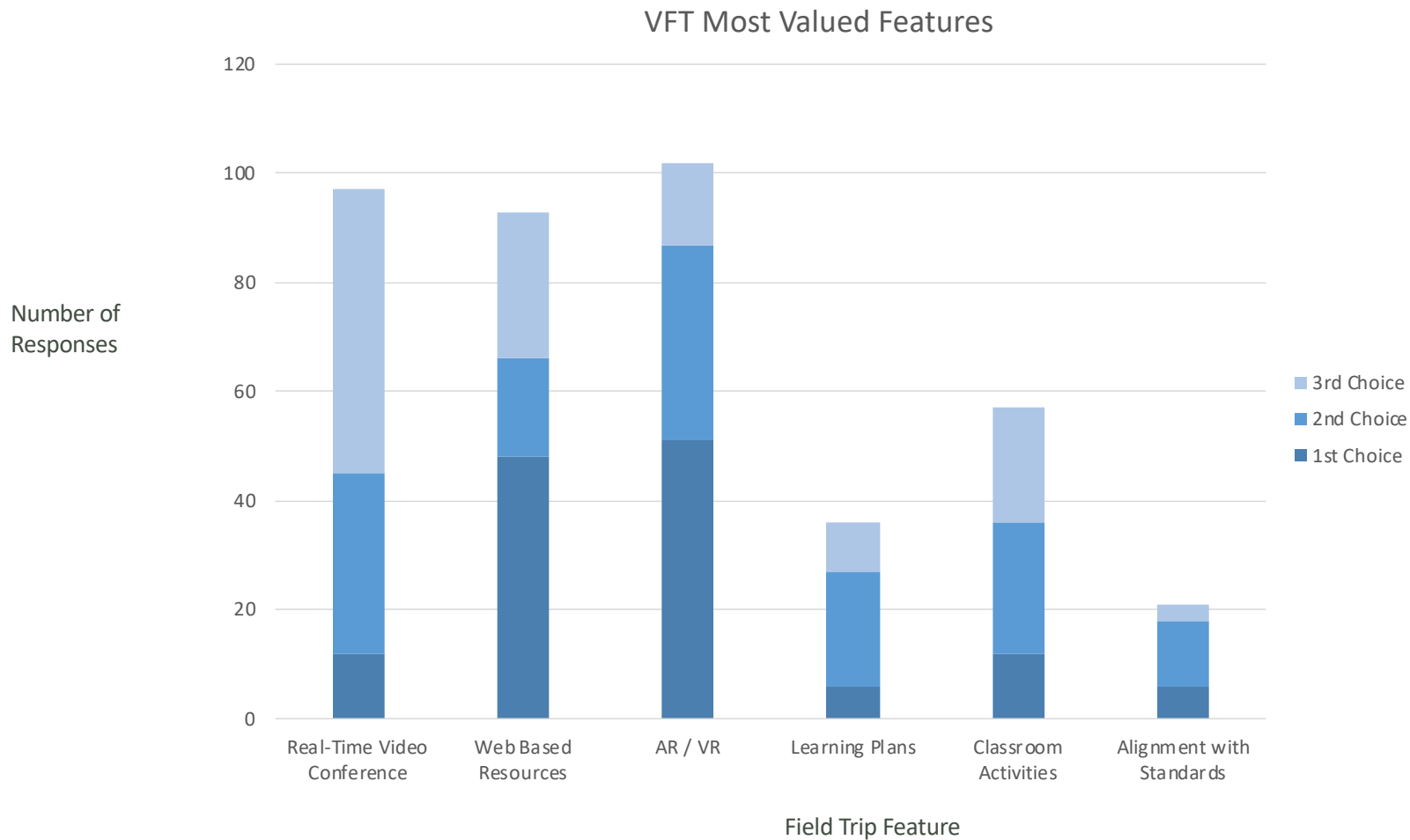
WILLINGNESS TO PAY

- 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

WILINGNESS TO PAY

Legend:
- > $100 (yellow)
- $50 - 75 (gray)
- $20-49 (orange)
- $0 (blue)

	GLOBAL HISTORIC SITE	LOCAL HISTORIC SITE	GLOBAL NATURAL SITE	LOCAL NATURAL SITE
> $100	14%	10%	14%	8%
$50 - 75	22%	22%	22%	16%
$20-49	29%	32%	27%	28%
$0	35%	36%	37%	48%

- 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!"