

## Questions About Vision Loss: Evaluating an Interactive Video Approach to Education

Many rehabilitation professionals work with employers to promote the hiring of people who are blind or have low vision (B/LV). Educating employers is essential because most lack knowledge about blindness and low vision.

- Employer attitudes and lack of knowledge have been recognized as barriers to employment for B/LV job seekers. Previous NRTC research has shown that an in-person meeting between an employer and a rehabilitation professional can improve employer knowledge, attitudes, and intent to hire.
- Given the popularity of videos and their ease of use, researchers wanted to learn if viewing an interactive video about blindness and low vision could result in similar improvements. This fact sheet shares key findings from a research study about the effectiveness of this interactive video.

### The Interactive Video

Video education offers several benefits over in-person meetings with rehabilitation professionals, including broad reach, convenience, reduced labor for professionals, and anonymity for employers to ask sensitive questions.

Researchers created the interactive video, *Questions About Vision Loss* (QAVL), based on feedback from B/LV people and rehabilitation professionals who work with employers about the questions they most often receive. QAVL begins with an introduction that covers the most important points for employers to know about blindness and low vision. After the introduction, the video offers viewers the option to select questions within topics in three broad areas (employment-related, general B/LV, and curiosity). Short video segments of B/LV people provide answers to the 41 questions offered in QAVL. (For more information about the topics and questions viewers were most interested in, see our fact sheet titled [QAVL: What Inquiring Minds Most Want to Know](#).)

Researchers tested the effectiveness of QAVL with two experimental studies.

### Study 1

Future hiring managers - students in upper-level human resources management college courses - participated in Study 1; they were randomly assigned to one of three groups:

- Group 1: Full QAVL participants had access to questions in all three topic areas.
- Group 2: Limited QAVL participants were able to access questions in only the employment-related and general topic areas.
- Group 3: Control group participants watched an unrelated interactive video.

For participants in both QAVL groups, viewing the video improved knowledge and attitudes about B/LV and intent to hire people with B/LV compared to the control group. Improvements were similar for the two QAVL groups, so the option to view curiosity questions did not interfere with the positive effects. Improvements based on viewing QAVL were retained three months later.

## Study 2

Professionals who were involved in making hiring decisions for their employer participated in Study 2; they were randomly assigned to two groups:

- Group 1: QAVL participants had access to questions in all three topic areas.
- Group 2: Control group participants watched an unrelated interactive video about neurodivergence in the workplace.

For professionals in the QAVL group, viewing the video improved knowledge, attitudes, and intent to hire people with B/LV compared to the control group.

## Findings Summary

These experimental studies provided solid evidence that viewing QAVL has positive effects on knowledge, attitudes, and intent to hire people with B/LV. The convenience and benefits of an interactive video format make QAVL a promising resource for helping to educate employers and promote the hiring of people with B/LV.

## Uses of QAVL

In addition to serving as a resource for professionals who work with employers to help people with B/LV secure employment, QAVL could potentially benefit a wide range of individuals and professionals. People new to the blindness rehabilitation field or who work in public-facing service positions, such as healthcare professionals, may benefit from viewing QAVL.

## Learn More

To learn more about the research behind this fact sheet, see the following article:

McDonnall, M. C., Antonelli, K., & Marett, E. G. (2025). [Improving knowledge and attitudes via an interactive video: A randomized controlled trial](#). *Rehabilitation Psychology*. doi: 10.1037/rep0000622

For more information about the QAVL research project, visit the [project overview page](#). To access QAVL, visit <https://www.blind.msstate.edu/questions-about-vl>



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