

POWER OF VIDEOS IN CIVIL CASES

Three reasons why using videos in civil cases just makes good sense



By Brian White

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Something is happening. We are becoming a visually mediated society. For many, an understanding of the world is being accomplished, not through reading words, but by reading images.



Videos Create Strong Visceral Responses



Human brains experience moving images in much the same way they experience real life – which is exactly why people become so emotionally involved with well-produced movies. As someone’s brain processes a film, there is often a deep physical response to what he or she sees. Watching and relating to human struggles is simply part of what makes us human.

This is why people become swept up in videos that demonstrate a plaintiff’s emotional struggles after his or her life is altered by an unexpected and preventable act. They can see the plaintiff’s daily life now, and hear him or her directly share stories about life’s challenges after the accident or other unfortunate event. This connects people together in a way that no other evidence can.



Click thumbnail to watch video

In legal settings, of course, these videos need to be unbiased and objective, not sensationalized. They must be carefully crafted to withstand impeachment while still resonating emotionally with viewers. Creating a video that walks this tightrope isn’t easy, but it is an excellent way to provide living proof of someone’s struggles. Video allows you to take the victim’s life story, one that – in text form – is lying flat on a piece of paper, and project it into full-color, 3-D real life.



PEOPLE RETAIN STORIES FROM VIDEOS

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Studies show that people retain 10 percent of what they hear, 20 percent of what they read and 80 percent of what they see and do – and, because people become physically and emotionally engaged with the moving images, compelling evidence presented in video form continues to resonate with people (including judges and juries if you reach that point!) much more effectively than evidence that is spoken or presented in text form.

A University of Iowa study showed that auditory memory is not as powerful as memories of sounds, images and objects. And, the more that time elapses, the more auditory memory lags behind other kinds. Conversely, MIT and Harvard researchers discovered that, if something can go into “visual long-term memory,” it may not be wiped out from memory at all.



Click thumbnail to watch video

Video is powerful. Extremely powerful.

Opposing Counsel More Likely to Use Video, So . . .

“The opportunities inherent in video evidence cannot be overlooked . . . Today, juries expect video to be presented to them in every case.” (Bureau of Justice Assistance)

When video was rarely used as evidence in legal matters, attorneys who didn't have video evidence weren't at a disadvantage. Today, though, video evidence is commonly used, even anticipated. In fact, video evidence is now involved in about 80 percent of criminal cases – and it just makes sense that the same is happening in civil ones.



Lanier & Burroughs, LLC
Catastrophic Injury Case

Settlement Documentary
Project Profile

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Attorneys who don't harness the power of video in civil cases – for litigation, arbitration and/or mediation – are at a significant disadvantage. Because video evidence is so compelling and memorable, when you effectively use it, opposing counsel can be more quickly convinced of the strength of your case. This can compel them to settle sooner and motivate them to pay your client more, saving time and increasing money.

Video Strategies for Civil Cases

MediaZeus specializes in legal video strategies – from brainstorming how to present stories in the most powerful way to helping attorneys create captivating videos and more. Thank you for signing up to receive emails to help you save time and money as you share your client's story in the most compelling way possible.

Questions or comments?

Email us at video@mediazeus.com



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