# What Actually Drives Views on Educational Instagram Reels? A Within-Account Analysis Of 300 Reels

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## Abstract

Creators of educational short-form video get a great deal of advice about hooks, video length, editing speed and comment prompts, mostly from successful creators describing their own experience. I tested some of that advice against data. I coded 300 educational Instagram Reels from 21 accounts (380 to 11.1 million followers) on more than 30 variables, including hook type, length, subtitles, calls to action, comment prompts and three 1–5 quality ratings, and recorded each Reel's views and comments. Because accounts differ so much, I compared Reels mainly within the same account. Which account posted a Reel explained 68% of the variation in views, and follower count alone accounted for about two thirds of that. Inside accounts, performance came in rare spikes: 9.7% of Reels reached at least ten times their own account's median views. No hook type, hook length, video length, editing pace, subtitle type or music choice was reliably linked to views. Comments grew more slowly than views (elasticity 0.82), and comment bait did not raise the comment rate; an explicit request to comment was the only prompt with a consistent signal (about 2.3 times, preliminary). In my own ratings, information density went with higher Education Value, and visual support, segmentation and fewer extraneous elements went with higher attention and execution ratings. I turn these results into practical takeaways for creators and list the experiments that would test them.

**Keywords:** Instagram Reels, Educational Short-Form Video, Social Media Engagement, Audience Behavior, Content Analysis, Digital Communication