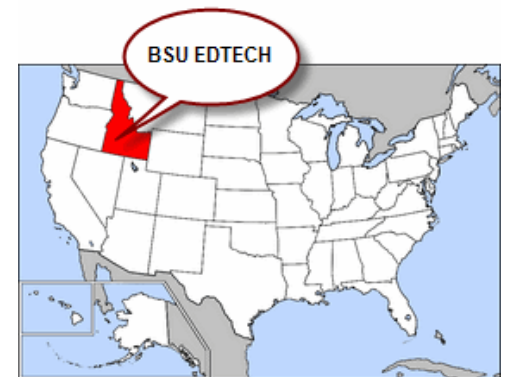




Some Things Never Change: Tenacious Challenges of Teaching a YouTube Course for Educators



Chareen Snelson, Ed.D.
Associate Professor and Associate Chair
Boise State University
Department of Educational Technology





Overview

- The YouTube for Educators Course
- Tenacious Challenges
 - Misunderstandings about copyright
 - Dealing with YouTube blockages
 - Video quality
- Steps Ahead

YouTube for Educators



- Online course
- Graduate level
- Started 2008
- EDTECH elective
- Over 200 students have taken the course

Curriculum

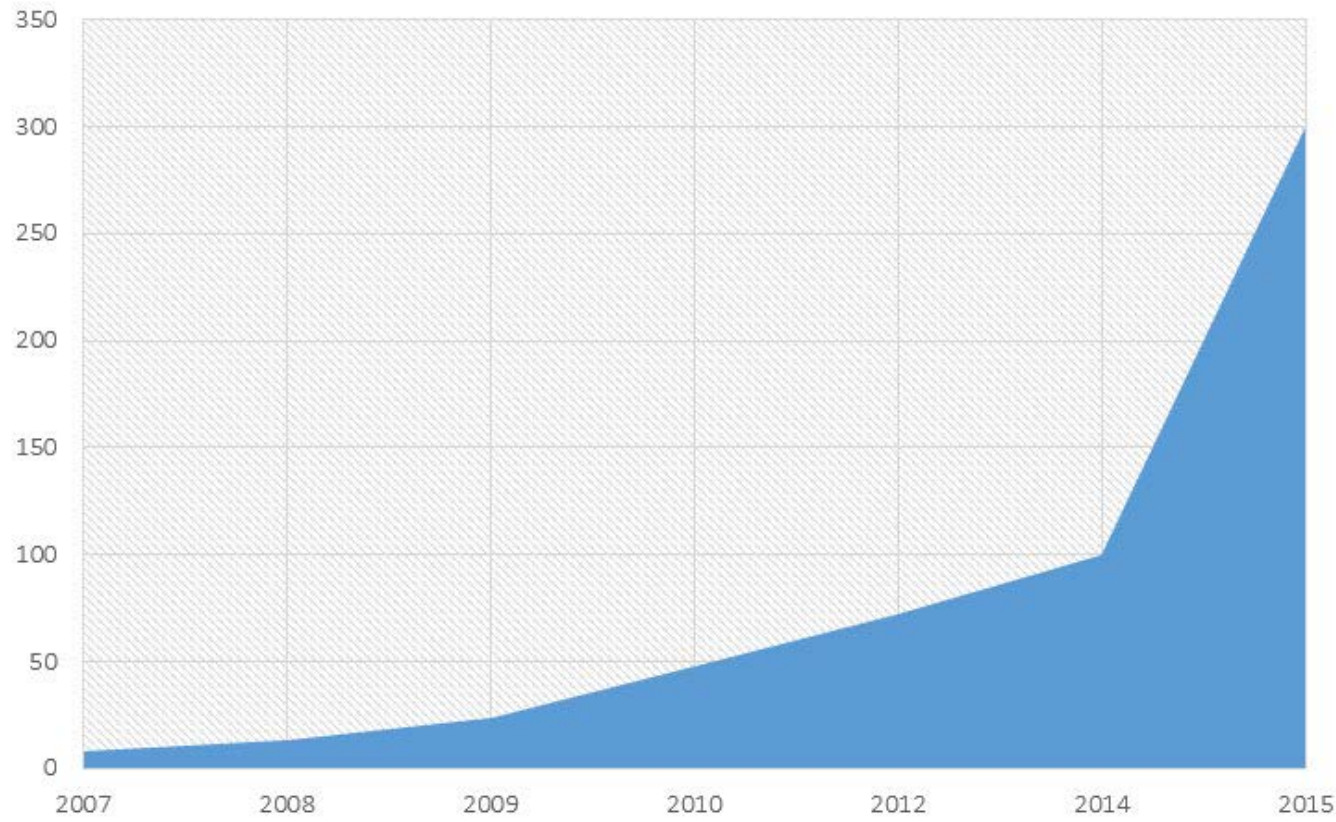
- YouTube as a Tool
 - Video curation
 - Accessibility
 - Interactivity
 - Content
 - Media literacy
- Video creation
 - Video recording
 - Video editing

The screenshot displays the YouTube channel page for Chareen Snelson. The channel has 1,045 subscribers and 337,870 views. The main video is a 'Channel Trailer: Video Editing Tutorials' with 600 views, described as a compilation of clips from her video editing tutorials. Below the main video are two rows of video thumbnails under the heading 'Adobe Premiere Elements Tutorials'. The first row includes videos like 'Customize How You Launch Adobe Premiere Elements...', 'Manually Change Project Presets in Adobe Premiere...', 'Import Media into Your Adobe Premiere Elements 11 Proj...', 'Arrange Media on the Timeline in Adobe Premiere...', 'Timeline Views, Tools, and Menus in Adobe Premiere...', and 'Split a Project'. The second row includes 'Animate a Color Effect in Adobe Premiere Elements...', 'Timeline Views, Tools, and Menus in Adobe Premiere...', 'Arrange Media on the Timeline in Adobe Premiere...', 'Freeze Frame an Image to Create a Title Slide in Adobe...', 'Isolate a Color on Video in Adobe Premiere Elements...', and 'Import Premiere...



YouTube Upload Stats

Hours of Video Uploaded to YouTube Every Minute



Tenacious Problem #1

- Copyright confusion
 - Educational use
 - Fair use
 - YouTube downloads
 - Country specific issues with copyright
 - Misinformation
- Content ID Problems
 - Inaccurate content ownership claims

This video contains content from NBC Universal, who has blocked it on copyright grounds.

Sorry about that.



Tenacious Problem #2

- YouTube Blockages
- Schools may
 - Block all of YouTube
 - Allow limited access
 - Allow complete access
- Entire countries also block YouTube
 - Impacts online international students





Tenacious Problem #3

- Video Quality
- Existing YouTube videos have variable quality
- Production quality among teacher-generated video can also vary

Online Video Rubric

Use this rubric to evaluate the quality of videos from YouTube or other online sources.

	Excellent	Average	Poor
Accuracy	The video contains accurate and verifiable information.	The video contains information that is generally accurate, but may be hard to verify or a matter of opinion.	The information in the video is clearly inaccurate.
Credibility	The video comes from a highly credible source that can be easily identified.	The video seems to be credible, but the source is a bit unclear.	The video is of dubious origin, has a clear or unfair bias, or seems to be selling something.
Visual Quality	Visual elements are clear, stable (no camera shake) and easy to see throughout.	Visual elements are generally clear, stable, and easy to see, although slight problems might be present.	Visual elements are fuzzy, have a lot of camera shake, or are generally difficult to see throughout.
Sound Quality	Audio is clear and at sufficient volume. Voice narration (if present) is easy to hear and understand.	Audio may have slight problems with volume or may contain slight noises such as humming, clicking, or sputtering.	Audio is muffled and has substantial problems such as noise, low volume, or unclear voice narration.
Media Assets	Images, audio, and video segments are used effectively to convey information.	Images, audio, and video segments are used fairly well to convey information.	Images, audio, and video segments are used ineffectively to convey information.

<https://sites.google.com/site/vmlexamples/online-video-rubric>

Steps Ahead

- More research needed to understand
 - Persistence of copyright confusion
 - Issues and solutions related to school YouTube blocks
 - Best practice in video design strategies for educators
- Opportunity for collaboration



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Chareen Snelson, Ed.D.

Email csnelson@boisestate.edu

THANK YOU