

The Rise of Shared Online Video, the Fall of Traditional Learning




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What happens when shared online video exists for all course lectures?


- Students learn on own...
- Students, parents, and politicians will question the purpose of the school or universities...
- Students create own degrees...

What happens when shared online video exists for all course lectures?

- Instructors will be replaced...
- Instructors band together to create their own programs and universities...
- Instructor role changes...what is an instructor?

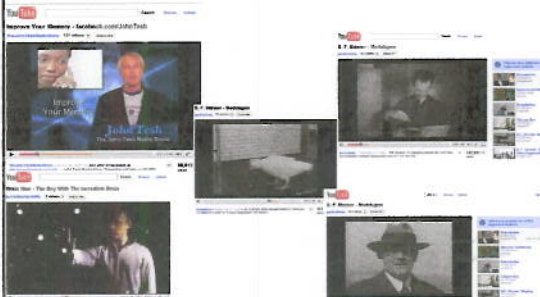
Bonk (2008)

"Clearly, YouTube technology is something in which students in higher education settings in the United States are highly familiar. It is a tool of the culture. And it is one that instructors from K-12 to higher education to corporate training need to begin experimenting with in their classes."



Broadcast Yourself

Learning and Memory Videos



Khan Academy

<http://www.khanacademy.org/>



Observing Expertise Online (e.g., Psychiatric Interviews, E-Reading First Ohio)

Department: [Psychiatry](#)
Academics: Prof. Michael Gil, Dr. Brian Fitzmaurice, Katie Armstrong

Psychiatric Interviews
The Interview

12. "Thinking my anxiety disorder was just a little bit worse than I thought it was."
13. "I'm not sure if I'm overreacting, but I'm not sure if I'm underreacting either."
14. "I'm not sure if I'm overreacting, but I'm not sure if I'm underreacting either."
15. "I'm not sure if I'm overreacting, but I'm not sure if I'm underreacting either."

Tour a Museum (e.g., British Museum, Smithsonian, Louvre)

Tour the U.S. Capital

U.S. Capitol Virtual Tour: A "Capitol Experience"

[Back Our Room](#) | [Tour Room](#) | [Unpublished Title](#) | [Virtual Tour Home](#)

The Old Senate Chamber

The Senate met in this chamber from 1810 until 1859. During its residence in the Williams, Henry Clay, and John C. Calhoun Severly debated the issues of an officers of war-time, Breckinridge Henry, Lincoln and Charles Sumner.

After the Senate moved to its present location, the room was occupied by the an independent appearance of 1850-59 in use for one session's bicentennial. A

Historic Events in the Old Senate Chamber

- [Missouri Compromise Debate, 1820](#)
- [Webster-Hayne Debate, 1836](#)
- [The Senate Convenes a President, 1833 and 1837](#)
- [The Compromise of 1850](#)
- [The Crisis of Senate Charles Sumner, 1856](#)

Old Senate Chamber Artwork

- [United States Senate Chamber, by Thomas Dewey](#)

Virtual Archaeology (e.g., ARCHAVE from Brown University)

What happens when shared online video exists for all course lectures?

- Schools and universities will be replaced...
- Schools and universities realize that content is no longer king...
- Schools and universities find that supplemental material wrapped around that content will be king...

"Connected" YouTube Video from Abilene Christian University

**Elliott Masie, Learning Trends,
March 2, 2010**

"The introduction of video into almost every aspect of our learning and work tasks is profound and "disrupting." As designers, we must experiment with these formats – looking for evidence and appropriate use cases and examples of when not to use video."

**Elliott Masie, Learning Trends,
March 2, 2010**

"Raising bandwidth, lowered equipment costs, ease of editing and growing expectations of learners will make video a profound component of our learning efforts going forward. "

**Elliott Masie, Learning Trends,
March 2, 2010**

- Video "YouTube" story segments
- Video Podcasts
- Video Reports – Webcam Captures
- Produced Video for Learning Modules
- Skype (with video)
- Webinar Video Elements
- High Definition Video Conferencing (up to 4 Megs)

**Elliott Masie, Learning Trends,
March 2, 2010**

- Telepresence Video (Beyond 6 megs)
- Flipcam and iPhone Video Clips
- Webchat Video
- Video Capture of Seminars and Classrooms
- Video Keynotes Live and Asynchronously.
- Video Guests in Workshops and Conferences
- Video Coaching

YouTube Growth

Randy Pausch's last lecture

April 2008

~2 millions

October 2008

~7.5 millions

April 2010

~11.4 millions

January 2008

~79 million viewers watched more than 3 billion user-posted videos on YouTube
(Yen, 2008)

Professor Celebrity YouTube Videos (Michael Wesch, millions of views)



YouTube Attracts Attention

http://www.usatoday.com/tech/products/2008-10-23-youtube-tv-episodes_N.htm

TALKING TECH

YouTube tosses 10-minute limit to show full TV episodes

By **Jordan Hoffner**, YouTube Director

Jefferson Graham talks to YouTube Director Jordan Hoffner and product manager Hunter Walk about the...

"New" YouTube (Graham, 2008)

- **Content**
 - Most (if not all) unlicensed content → gone
 - Approved material
 - CBS, HBO, Showtime, Sony Television, Lionsgate
- **New rules**
 - No more 10-minute video limit (for professionals)
 - Full-length television episodes
 - Test – CBS-owned shows
 - *Star Trek, MacGyver, and Beverly Hills, 90210*

YouTube and Lawsuits

- **Unauthorized clips**
 - Viacom (owners of Paramount Pictures, MTV, Comedy Central)
 - \$1 billion copyright infringement lawsuit
 - Has yet to go to trial
- **YouTube unauthorized clip system**
 - Started in 2007
 - Two choices
 - Have the material taken down
 - Let YouTube place ads on the clip, and split the revenue
 - 90% select the revenue option

YouTube Revenue Streams

- **Google paid \$1.7 billion for YouTube (2006)**
- **Advertisers**
 - Reluctant to spend big \$\$ on YouTube
 - Prefer targeted ad approach
 - People come for specific shows
 - E.g., Hulu and ABC.com
- **Pre-rolls**
 - Ads that run before the video clip
 - Madison Avenue favors pre-rolls
 - YouTube favors click ads
 - Exception → *Star Trek, MacGyver, and Beverly Hills, 90210* TV episodes

Top 10 video sites

How YouTube stacks up to the competition by number of video streams, as of September:

YouTube	5.3 billion
Yahoo	264,266
Fox Interactive ¹	242,444
MSN	164,776
Nickelodeon	162,971
Hulu	142,261
ESPN	127,794
CNN	117,708
MTV	97,207
Disney	87,193

1 - Includes MySpace. Source: Nielsen Online

USA Today (October 29, 2008)

http://www.usatoday.com/money/media/2008-10-28-hulu-online-video-sharing_N.htm

Hulu's sharing tools, TV shows help it win online video fans

WHAT'S HOT ON HULU

THE HULA MOVIE (and it's still online video site's most downloaded movie yet)

IF YOU WANT TO BE OFF THE HULU (commercials, and only one other video)

FRIGIDAL STUDIOS

The Birth of Hulu

- NBC Universal & Fox parent News Corp. project
- Response to unauthorized clips on YouTube
- Silicon Valley start-up
 - San Bruno, CA
 - Office above a pizza parlor
 - Today
 - Los Angeles (a west side office park)
 - Two teams – LA and Beijing

Hulu's Traffic Figures

- Launched in 2007
- Today – the 6th-most-viewed online video channel (Nielsen Online)
- More popular than established sites
 - E.g., Veoh, Joost, and Fancast
- Video streams
 - 107 million streams (August 2008)
 - 150 million streams (September 2008)

More on the Success of Hulu (according to Hulu CEO Jason Kilar)

- Simple to use
- Sharper audio and video than YouTube
- Focus on customer service
 - Search results → chronological order
- Hulu's success
 - A surprise to NBC and Fox
 - Anticipated spending \$\$ for marketing
 - Not needed
 - Word of mouth only

Which of these video sharing sites do you use?

1. BBC News Video and Audio
2. CNN.com Video
3. MSNBC.com
4. Google Video, Yahoo Video
5. Current TV
6. Fora TV
7. MIT World
8. YouTube, YouTube Edu
9. TeacherTube
10. Link TV, Explore, Global Pulse, Latin Pulse
11. Howcast, Big Think, WonderHowTo, Explo.TV, NASA TV, ClipChef, TV Lesson, BookTV, Edutopia videos, MonkeySee, doFlick, the Research Channel, iVideosong



Video Resources and Portals

http://mypage.iu.edu/~cjbok/youtube_videos.htm

- BBC News: Video and Audio: http://news.bbc.co.uk/2/hi/video_and_audio/default.stm
- BBC News: Video and News: <http://news.bbc.co.uk/>
- BBC Video Nation: <http://www.bbc.co.uk/videonation/>
- BigThink: <http://bigthink.com/>
- CNN.com Video (see also Interactive News and News Documentaries): <http://www.cnn.com/video/>
- CurrentTV (see also Interactive News and News Documentaries): <http://www.current.tv/>
- Global Nomads Group: <http://www.gng.org/>
- Google Video: <http://video.google.com/>
- MIT World: <http://mitworld.mit.edu/index.php>
- MSNBC Video (see link to videos): <http://www.msnbc.msn.com/>
- Nomadsland: <http://www.nomadsland.com/>
- SciVee: <http://www.scivee.tv/>
- TeacherTube: <http://www.teachertube.com/>
- Yahoo! Video: <http://video.search.yahoo.com/>
- YouTube: <http://www.youtube.com/index>

BBC News and Video



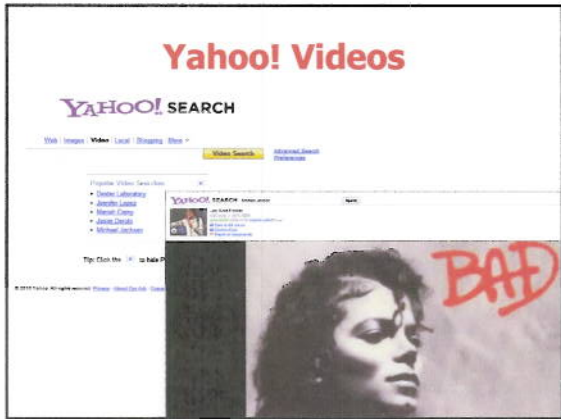
msnbc tv



Yahoo! Video



Yahoo! Videos



Google Videos

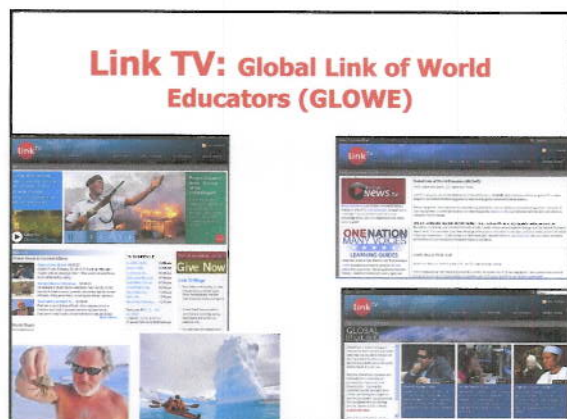


CNN Video



NASA TV





Explore Series

- **explore's** growing library consists of more than 250 original films and 30,000 photographs from around the world. We showcase our work at film festivals, on over 100 public broadcast and cable channels, and on numerous online destinations including **explore.org**, Snag Films, Hulu and TakePart.

Explore Series

"At explore we are archivists," explains founder Charles Annenberg Weingarten. "We strive to create films that allow the viewer to join us on our journey as we go on location and experience what unfolds. It's like the viewers are traveling with the team."

Explore Series

"explore features a wide range of topics—from animal rights, health and human services, and poverty to the environment, education, and spirituality. Delivered in short, digestible bites, explore films appeal to viewers of all ages, from children learning about other cultures for the first time to adults looking for a fresh perspective on the world around them."

Explore Series

"explore films include: a woman in Mumbai who has dedicated her life to rescuing young women from prostitution, a priest in Los Angeles who helps gang members reintegrate into society, a project to protect wild mountain gorillas in Rwanda, and an environmental university in Costa Rica that focuses on sustainable development."

Explo.TV



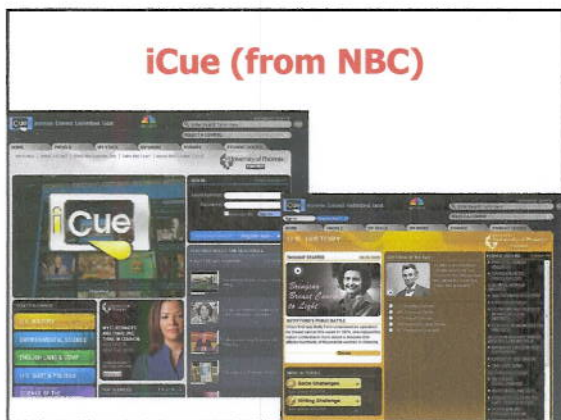
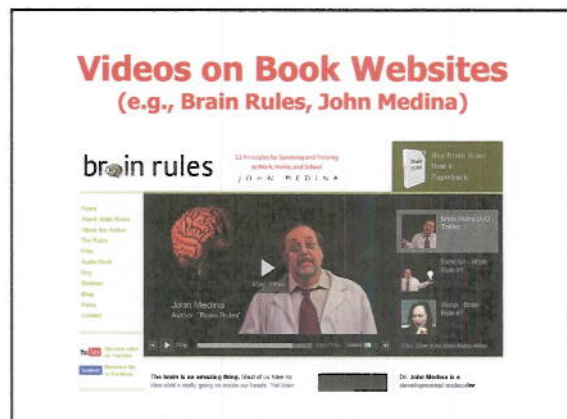
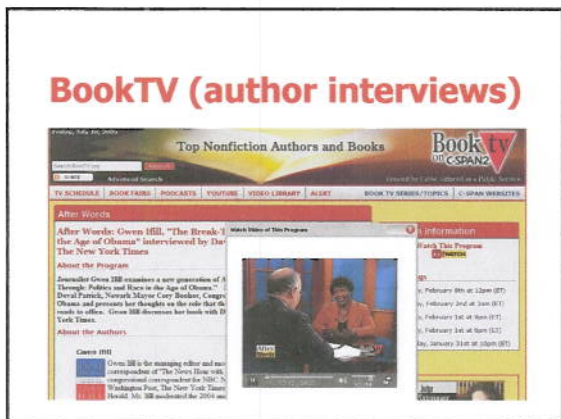
US Antactica Webcam



Real Explorer or Teacher Interaction Jean Pennycook (Geographical blogging)

http://www.penguinscience.com/clim_change_ms.php





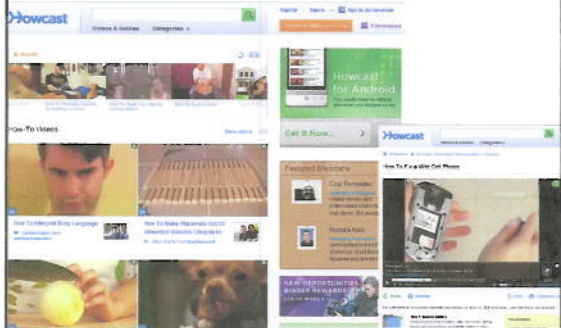
TED Conference (Technology, Entertainment, and Design)



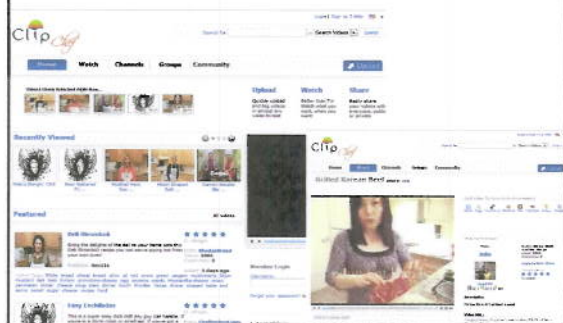
WonderHowTo



Howcast



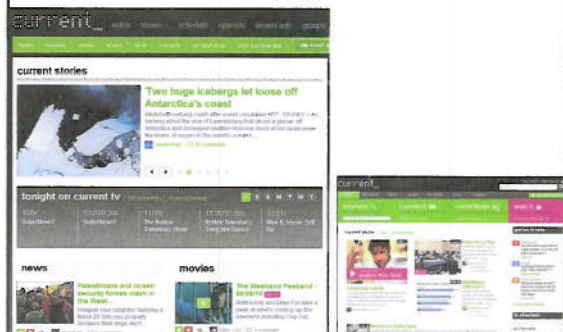
ClipChef



TV Lesson (expert videos)



Current TV



Current TV: Individual Produced Videos (Pods)
 (e.g., African School Dream in CurrentTV)
http://current.com/items/77146082_african_school_dream

Nomadsland

Blip.tv videos in Creative Commons

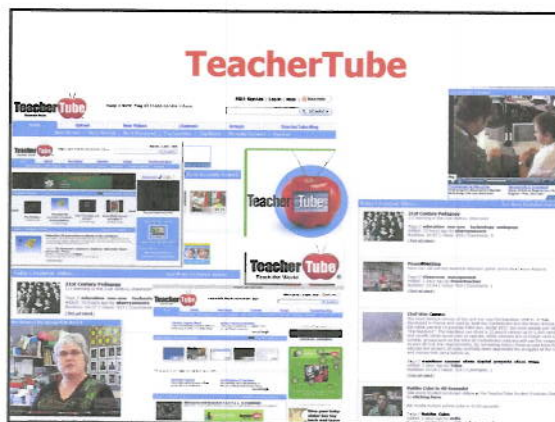
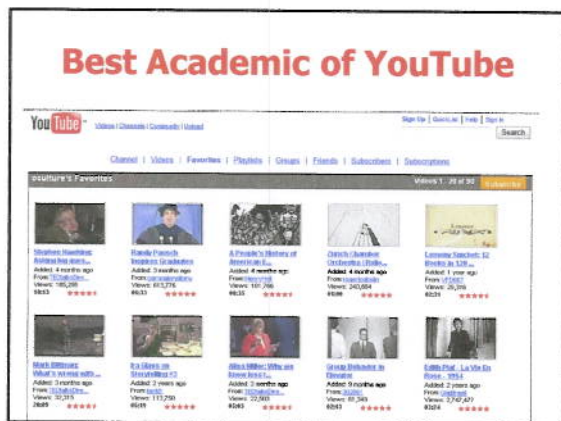
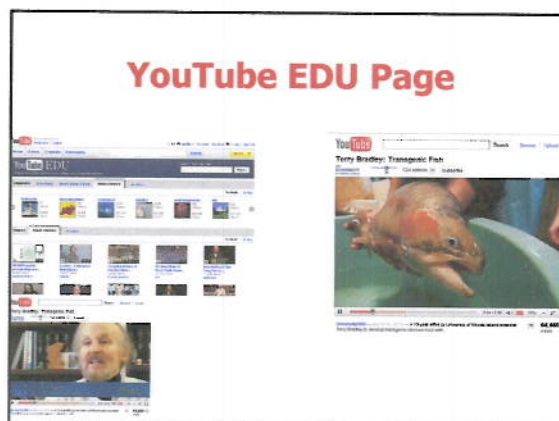
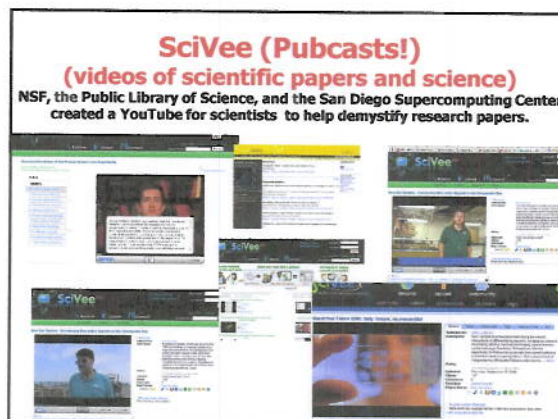
Open Up a Ustream Channel
 (You Ustreamed my Ustream: Now that's a Twitter of an Idea)

Monkey See: Shared Online Video Demonstrations

iVideosong
 August 25, 2008, USA Today

Learn guitar from rock gods on

Music recording artist **John Oates** of the band **Hall & Oates** breaks down his technique on the '70s hit **She's Gone** in his iVideosong entry.
 Music recording artist **Graham Nash** takes viewers through **Teach Your Children**, a song he wrote for Crosby, Stills, Nash & Young's **Deja Vu** album in 1970.



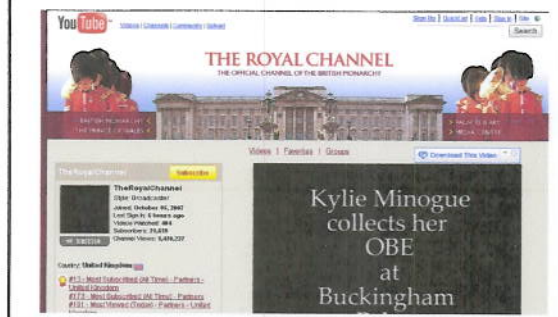
TeacherTube

- **Functionality of YouTube**
- **Specific mandate to keep content "safe"**
- **~20,000 videos (Downes, 2008)**
- **Selected videos = 500,000+ views**
 - E.g., Pay Attention = 1,300,000+ views (February 27, 2010)
- **"Celebrities"**
 - Mrs. Burk - "the rapping math teacher"
 - Mrs. Burk Perimeter Rap = 650,000+ views (February 27, 2010)

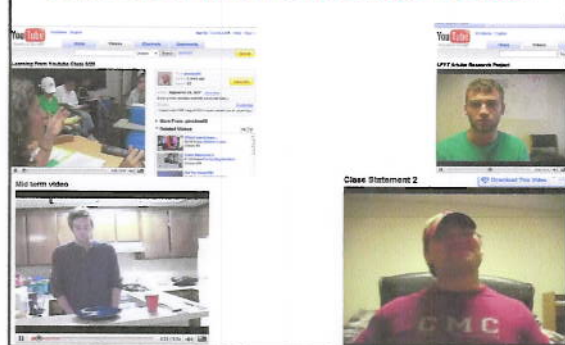
University Shared Online Video Sites



The Royal Channel in YouTube



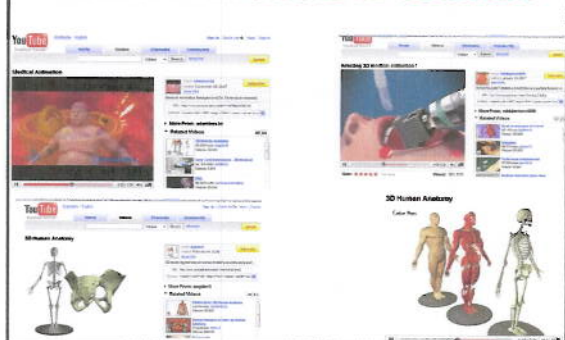
Students Produce YouTube Videos



YouTube as Class



Medical Animations in YouTube



Video Streamed and Webcast Lectures

Video Instructor Course Intros

Adventure Learning

Videos of the Periodic Table

Webcasts to Augment Publication Dissemination

Videostreamed Conference Presentations


Global Nomads Group

<http://www.gng.org/home.html>



A collage of images illustrating the Global Nomads Group. It includes a screenshot of the group's website, several small video feeds showing people in various settings, and images of individuals using mobile phones and tablets.

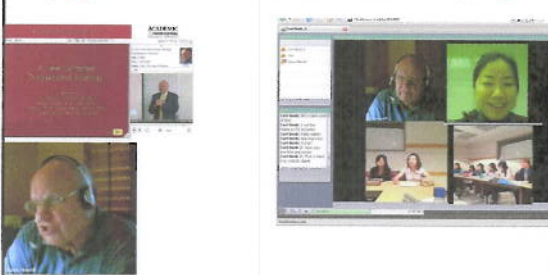
Vodcast for Medical Training



A collage of images related to medical training. It features an ultrasound image, a person holding a mobile device, a person's abdomen being examined, and a person using a mobile device. The text "Vodcast for Medical Training" is prominently displayed at the top.

Synchronous & Async Events

(e.g., Breeze + Video + Online Forum + e-Papers)



A collage of images showing online forums, video feeds, and e-papers. The text "Synchronous & Async Events" and "(e.g., Breeze + Video + Online Forum + e-Papers)" is prominently displayed at the top.

Synchronous Session with Guest Expert



A collage of images showing a synchronous session with a guest expert. It includes video feeds of participants, text overlays, and a presentation slide. The text "Synchronous Session with Guest Expert" is prominently displayed at the top.

Videostreamed Lectures

(Professor Marian Diamond, Biology)

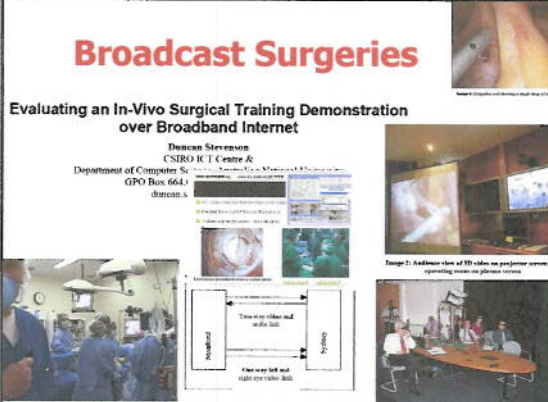


A collage of images showing videostreamed lectures. It includes a Berkeley website, a video feed of Professor Marian Diamond, and a presentation slide. The text "Videostreamed Lectures" and "(Professor Marian Diamond, Biology)" is prominently displayed at the top.

Broadcast Surgeries

Evaluating an In-Vivo Surgical Training Demonstration over Broadband Internet

Duncan Stevenson
CSIRO ICT Centre R
Department of Computer Science
GPO Box 664
dustan.s



A collage of images showing broadcast surgeries. It includes a surgical procedure, a video feed, a diagram of a system, and a presentation slide. The text "Broadcast Surgeries" and "Evaluating an In-Vivo Surgical Training Demonstration over Broadband Internet" is prominently displayed at the top.

Videoconferencing and Telepresence

Video on iPhone

OpenCourseWare Video Browser (New Ways to Find Lectures)

TECHNOLOGY

Sony Shows Off Paper-Thin, Bendable Video Display

7 weeks, Tue, 10/20/07

Associated Press

TOYO — In the race for ever-thinner displays for TVs, cell phones and other gadgets, Sony may have developed one to beat them all — a device that displays the heads like paper while showing full-color video.

Sony Corp. (SNE) released clips of the new 2.5-inch display Friday.

It is a hand-dominant, a display that is 0.5 millimeters, or 0.02 inch, thin. The display shows color images of a broadcast stadium scene.

AP Photo

• Click here for PC Platform and browser

• Click here for PC Platform and browser

Although this panel TV is getting thinner, a display that's 40 times thinner means a breakthrough.

Sony said it may yet to decide on commercial products using the technology.

Research on YouTube and Use to Anchor Instruction

The purpose of this survey research was to understand to what extent adult users share, watch, create, comment on, and subscribe to YouTube videos.

YouTube
Broadcast Yourself

YouTube
Subscribe & Download

Recruitment and Survey

Findings - Education

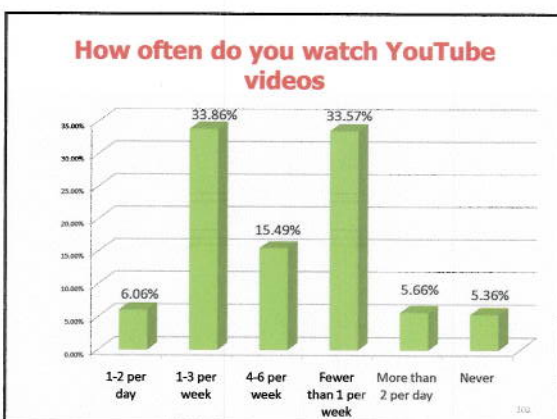
Reasons cited for watching YouTube videos

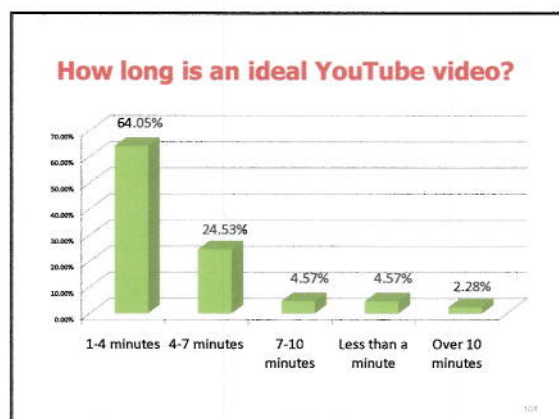
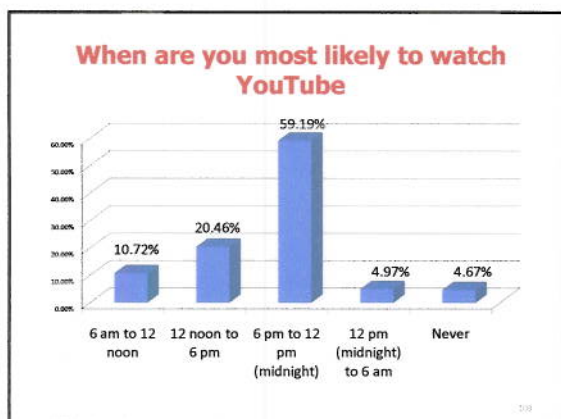
Education	Masters and above	College and less
Need for knowledge	56%	46%
Recommend by others	53%	46%
Research	49%	33%
Potential of video	32%	21%
Experimentation	32%	23%
Fun	55%	62%
Boredom	17%	27%
Viewing favorite video	16%	26%


Findings - Age

Reasons cited for watching YouTube videos

Age	Over 35	Less than 34
Need for knowledge	56%	46%
Recommend by others	53%	45%
Research	48%	35%
Controversial topic	32%	24%
Experimentation	33%	21%
Fun	53%	66%
Relaxation	36%	44%
Boredom	13%	34%
Viewing favorite video	17%	24%
Class requirement	10%	23%





- ### Findings...
- **Length:** Videos of 1-4 minutes are ideal.
 - **Content:** Those that are humorous, informative, current, interesting, and engaging are preferred by learners.
 - **Such viewing tends to take place at night; typically, between 6 pm and midnight.**
 - **Motivation:** varied by age and education
- 

Findings - Education

Reasons cited for creating YouTube videos

Education	Masters and above	College and less
Experimentation	55%	42%
Sharing knowledge	48%	37%
Sharing information	41%	33%
Research	41%	19%
Educating a small class	39%	20%
Potential of videos	34%	21%
Making global contribution	29%	22%
Educating people of the planet	27%	16%
Building resumes	14%	8%
Boredom	8%	12%

Findings - Age

Reasons cited for creating YouTube videos

Age	Over 35	Less than 34
Experimentation	54%	43%
Sharing knowledge	47%	39%
Research	35%	27%
Educating a small class	36%	25%
Making global contribution	28%	22%
Educating people of the planet	25%	18%
Fun	43%	59%
Classroom requirement	10%	23%
Impressing others	9%	20%
Boredom	6%	14%

Social Aspects of YouTube

Tool use	Percentage
Shared a video with others	77%
Added a video to your favorite	46%
Commented on a video	30%
Posted a video response	22%
Created a video	18%
Subscribed to a channel	17%
Flagged a video as inappropriate	6%

More Findings...

- The majority of students have watched and shared them.
- Reasons to create varied by age and education
- Most people do not create or comment on YouTube videos
- Not a social-networking site

Advice and Guidelines

1. When using shared online videos, consider the learning theory or approach makes them more powerful than other media.
2. Assign students to reflect on why or how you used them.



Advice and Guidelines

3. Length of video for activities should be less than 10 minutes and preferably under 4 minutes.
4. Students tend to watch videos between 6 pm and midnight.



Advice and Guidelines

5. Students are much more likely to watch and share videos than create them.
6. Considering offering online video creation as an option—can foster student creativity.



Advice and Guidelines

7. Instead of finding all course videos, offer the student the chance to find and show 1-2 free online videos.
8. Watch and approve all videos before selecting.



Bonk (2008)

"What is perhaps most important is for instructors to begin to reflect on the power of such online video technology, to experiment on their use, and to share their results. Anchored instruction is now a tool we all can use in nearly any lesson to make it come alive."



Ten Anchors and Enders: Student and Instructor Centered



1. Online Video Anchoring

Online videos are used as an anchor or advance organizer of a class lecture.



2. Online Video Ender

Online videos are used after discussion and activities as a class "ender" or capstone event.

THE
END

3. Course Resource Provider Handouts

Students find videos and show them in class and discussion unfolds. Students assigned as the cool resource providers for the week are asked to create a handout for the videos and other course resources selected.



4. Anchor Creators

Students create their own YouTube videos to illustrate course concepts.



Bonk (2008)

"There are many uses for YouTube and other videos for learning—some will use them as anchors and others as enders. Whatever the use, we have just seen the start. In coming years, shared online video content may entail more than one-third of the content of courses in higher education. This is not insignificant."



NOE

Who can use shared online video?

**TOP
10
LIST**



Audiences and Uses of Shared Online Video

1. Instructors: start or end a class with online video as an anchor for student discussion and debate, while asking students to reflect on concepts embedded in the videos that relate to course content.

Audiences and Uses of Shared Online Video

2. Formal Learners: find and present online videos to show to the class that demonstrate concepts, provide an historical context for learning material, or integrate multiple topics as well as those that they simply find inspiring within a field of study.

Audiences and Uses of Shared Online Video

3. Informal Learners: browse and watch instructional video sites for situation specific needs and personal interests, including business and finance, healthcare, cooking, crafts and hobbies, sports and fitness, relationships, parenting, travel, technology, and so on.

Audiences and Uses of Shared Online Video

4. Curriculum Developers: embed critical video snippets or complete lectures at key points in a course for learner reflection.

Audiences and Uses of Shared Online Video

5. Librarians: create videos to demonstrate how to use technology resources and tools to access information as well as call attention to any changes in materials, networks, procedures, and operations.

Audiences and Uses of Shared Online Video

6. Executives, Administrators, and Consultants: open or close meetings using short online videos to foster debate or reflection on recent problems, strategic plans, or upcoming events.

Audiences and Uses of Shared Online Video

7. Training Managers: make available a series of videos that employees can watch on-demand when the need arises; especially short, instructional ones that are adapted to hectic schedules and pressing demands.

Audiences and Uses of Shared Online Video

8. Conference Directors and Keynote Speakers: post complete or short summary videos of invited talks and keynote speeches prior to or after a workshop, conference, institute, or summit as a means of sharing and reflecting upon that event.

Audiences and Uses of Shared Online Video

9. Bloggers: point to online videos that exemplify a recent issue or emerging trend linking to their blog reflections or extending well beyond them.

Audiences and Uses of Shared Online Video

10. Podcasters: embed links to shared online videos that relate to a particular podcast session or set of online audio files.

Audiences and Uses of Shared Online Video

11. Global Educators, Consultants, and Heads of Non-Profit Agencies: post videos that exemplify a mission statement or stated goals as well as recent societal issues and problems as a means of attracting attention and dialogue.

Audiences and Uses of Shared Online Video

12. Government Agencies and Politicians: post online videos that relate to proposed or newly adopted policies, activities, and events.

Audiences and Uses of Shared Online Video

13. Retirees: watch online videos to learn new skills and competencies or explore personal hobbies and interests.

Audiences and Uses of Shared Online Video

14. Unemployed: search for and access videos that can add new skills, fine-tune existing ones, or arouse new career interests altogether as well as share what has been found with others in the same situation.

Bonk (2008)

This is just a small sample of possibilities that each of us now has to learn with shared online video. Seems nearly everyone can find educational uses for shared online video. The potential is immense. Access is increasing. Better evaluation methods and indexing schemes are needed. The time has ripe to put these millions of free videos to work. It may be up to you!



Slides at: TrainingShare.com
 Papers: PublicationShare.com
 Book: <http://worldisopen.com/>
 The World is Open.

