

# Teaching Tips

A Forum for discussion and tips for  
advancing teaching and learning at Mona

December 2017

Volume 10 Number 4

### Special points of interest:

- The Teaching Tips Newsletter is a publication of the Centre for Excellence in Teaching and Learning (CETL) at the UWI, Mona.
- The newsletter is published three times during each semester and a summer edition. It provides tips for improving teaching and learning in higher education and is available online (<http://myspot.mona.uwi.edu/cetl>) as well as in the office of the CETL.
- If you need additional teaching tips on specific classroom practices please contact us.

## Using YouTube in your Teaching



In today's higher education classroom, many students expect information to be presented in a flashy and entertaining way. Students are known to remember course content from exceptionally exciting or picturesque videos. It might be the music associated with the video that causes great connection, engaging students and in the process, advancing learning. Therefore, videos are an important educational resource that we should use. YouTube and other social media platforms have been used in teaching and learning at all levels of the educational system. It is an amazing video repository having great versatility in the classroom. In fact, it has benefited from prolific growth over the last 12 years since it was founded in 2005. There are over one billion YouTube users across the globe. It is a space for finding, watching and sharing videos.

The ubiquity of smart phones has created opportunities for anyone having one to create a video and upload it to YouTube. It is also possible to share these videos on various social media networks. Further, it is possible to embed them into blogs, websites and virtual learning environments. It is also possible to edit the videos using the YouTube Video Editor.

YouTube offers immense help in encouraging and supporting students in their learning especially in these contemporary times when students are more attached to digital technologies. It is fairly well known that YouTube has footage on many subjects. However, several challenges are presented as one seeks to use YouTube meaningfully in the classroom. Despite having a great video repository of educational content that is of immense value, it is also filled with garbage, much ideologically problematic content, films that are unseemly and therefore, much time and effort must be expended in selecting the correct YouTube video for class or for teaching and learning in higher education.

### Selecting Your YouTube Video



- In searching for a YouTube video, limit your search to respected sources. Most established newspapers, museums, libraries, radio stations, and institutions have specific channels on YouTube where their content is located. Just search by the name of the institution/organization on YouTube (say, the Teaching Channel), and that institution's/organization's channel will pop up. From there, you can search exclusively within the Teaching Channel's content.
- In selecting YouTube videos, look for those that are short but contain substantive information. A good ball point that might be borne in mind is to choose videos of under 10 minutes in length. Short videos enable you to discuss what you have just shown and make linkages to the larger lesson or topic under consideration.
- There are many uploads of entire documentaries, movies, shows and other creative acts and you will have to determine if you can devote one class or two classes to the entire documentary or to that source.



# Using **YouTube** in your Teaching

- Select videos that are more than just a replacement of one talking head for another. Use a video to change the pace of the class, not replicate it. Ensure that you use the video to generate greater levels of interaction.
- It is important to completely review the video before deciding to use it in your class. There are many inappropriate/bad videos, and these might be detected in many instances immediately as you start to watch them. In fact, an inappropriate or bad video usually announces itself immediately and unfortunately, it never usually gets better as you proceed. Few videos that start bad become good, on the other hand, quite a few good ones go bad.
- Check out the teachers' channel on YouTube. This is an exciting resource you will want to have. The tutorial on how to use YouTube in your classroom will offer insights for those who need them on some of the best approaches to using YouTube in your classroom. You can also join YouTube Teachers' Community and sign up for their e-newsletter. Further, both teachers and students are able to upload videos here or create a playlist from videos that have been already uploaded.
- The YouTube educational channel might also be one you want to visit. It offers a wide range of educational videos and users with various academic areas of interest in higher education will find it extremely useful.

## Using the clip selected

- When a clip is selected for class or for assignment, provide information or guidance on how it might be used.
- A good activity might be to ask students to make notes on three major points or details that were observed while watching the YouTube video. Students might discuss these in groups and then share with the larger class.
- Use innovative techniques to get many students involved in the discussion. The message must never be conveyed that watching videos in the class amount to a commercial break in which students can tune out their minds.
- After you have used a clip, ask your students for feedback on what they saw.

## **YouTube** and your PowerPoint Presentations

You can insert a YouTube video in your PowerPoint presentation, simply copy and paste the URL of the clip selected into your slide, hit the space bar and the link will become "live." Once Internet is available in your classroom, you can click on the link within the slide and it will connect to the Internet. The same thing can be accomplished in a Word document. The URL can be pasted into the Word document, hit the space bar and this will become a live link which can then be projected.

## Downloading and storing your **YouTube** video

The desire to download YouTube videos for use in the classroom, especially where internet might not be readily available or where connectivity might be problematic is huge. YouTube has provided a terms of use protocol and users should not download unless there is a download link. This has been done in order to protect the intellectual property rights of the creator of the video. However, YouTube also offers Creative Commons-licensed videos and these are downloadable. It is also possible to modify or edit these using the YouTube Video Editor.

You might not be able to download and save a YouTube video directly. Once permission has been secured or is available for you to download, there are various ways by which this might be accomplished. If you use Firefox, then you are able to download using the free Download Helper extension. This will allow you to download most videos and convert them to several formats. If you add the word save to the URL before youtube, the URL saveyoutube.com will load with a Save YouTube toolbar. This will allow you to download the file. Several websites will allow you to download videos, including Zamzar, YouTube Robot, and KeepVid. You will want to convert the video to a playback format that will serve your interests well. Some playback formats that might be of interest are mp4, FLV, HD, AVI, MPEG, 3GP, iPhone, PSP, mp3 and GIF. These can be stored on your laptop or some other device and you can access your video at any time even if it was removed from the site.

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