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?

- 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."

Learning and Memory Videos

Khan Academy
http://www.khanacademy.org/
Observing Expertise Online
(e.g., Psychiatric Interviews, E-Reading First Ohio)

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

Tour the U.S. Capital
(e.g., ARCHIVE from Brown University)

Virtual Archaeology
(e.g., ARCHIVE 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 tp 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 (Yoo, 2008)

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


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

"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 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:

<table>
<thead>
<tr>
<th>Site</th>
<th>Streams</th>
</tr>
</thead>
<tbody>
<tr>
<td>Youtube</td>
<td>5.3 billion</td>
</tr>
<tr>
<td>Yahoo</td>
<td>364.2 billion</td>
</tr>
<tr>
<td>Fox Interactive</td>
<td>243.4 billion</td>
</tr>
<tr>
<td>MSN</td>
<td>164.7 billion</td>
</tr>
<tr>
<td>Nickelodeon</td>
<td>162 billion</td>
</tr>
<tr>
<td>Hulu</td>
<td>142 billion</td>
</tr>
<tr>
<td>ESPN</td>
<td>127 billion</td>
</tr>
<tr>
<td>CNN</td>
<td>117 billion</td>
</tr>
<tr>
<td>MTV</td>
<td>97 billion</td>
</tr>
<tr>
<td>Disney</td>
<td>71 billion</td>
</tr>
</tbody>
</table>

1 - includes MySpace. Source: Nielsen Online

USA Today (October 29, 2008)

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

Hub's sharing tools, TV shows help it win online video fans
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. Fark TV
7. MIT World
8. YouTube, YouTube Edu
9. TeacherTube
10. Link TV, Explore, Global Pulse, Latin Pulse
11. Howcast, BigThink, WonderHowTo, Expio.TV, NASA TV, ClipChamp, TV Land, BookTV, Edutopia videos, MonkeySee, doFlick, the Research Channel, VideoEgg

Video Resources and Portals

http://mpwoage.annu.edu/~rcvb/bank/youtube_videos.htm

- BBC News: Video and Audio: http://www.bbc.co.uk/iplayer/video_and_audio/default.stm
- BBC Video Nation: http://www.bbc.co.uk/videoation/
- 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.currenttv.tv
- Global Nomads Group: http://www.gng.org/
- Google Video: http://video.google.com/
- MSNBC Video (see link to videos): http://www.msnbc.msn.com/
- Nomadicd: http://www.nomadicd.com/
- SciVerse: http://www.sciverse.tv/
- TeacherTube: http://www.teachertube.com/
- Yahoo Video: http://video.search.yahoo.com/
- YouTube: http://www.youtube.com/index

BBC News and Video
Explore Series (Annenberg)

- 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."

US Antactica Webcam

Real Explorer or Teacher Interaction
Jean Pennycook (Geographical blogging)
http://www.penguinscience.com/clim_change_ms.php
Edutopia

Big Think (short topical videos from famous people)

BookTV (author interviews)

Videos on Book Websites (e.g., Brain Rules, John Medina)

iCue (from NBC)

MIT World
Current TV: Individual Produced Videos (Pods) (e.g., African School Dream in CurrentTV)
http://current.com/items/77146682_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

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.
doFlick Demo Videos

SciVee (Pubcasts!)
(videos of scientific papers and science)
NSF, the Public Library of Science, and the San Diego Supercomputer Center created a YouTube for scientists to help disseminate research papers.

Online Research Channels
(Research Channel, UChannel)

YouTube EDU Page

Best Academic of YouTube

TeacherTube
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

Vodcast for Medical Training

Synchronous & Async Events
(e.g., Breeze + Video + Online Forum + e-Papers)

Synchronous Session with Guest Expert

Videostreamed Lectures
(Professor Marian Diamond, Biology)

Broadcast Surgeries
Evaluating an In-Vivo Surgical Training Demonstration over Broadband Internet
Videoconferencing and Telepresence

Video on iPhone

OpenCourseWare Video Browser
(New Ways to Find Lectures)

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.
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

<table>
<thead>
<tr>
<th>Education</th>
<th>Less than 34</th>
<th>Over 35</th>
<th>College and less</th>
</tr>
</thead>
<tbody>
<tr>
<td>Experimentation</td>
<td>54%</td>
<td>43%</td>
<td>61%</td>
</tr>
<tr>
<td>Sharing Knowledge</td>
<td>47%</td>
<td>33%</td>
<td>41%</td>
</tr>
<tr>
<td>Research</td>
<td>32%</td>
<td>27%</td>
<td>47%</td>
</tr>
<tr>
<td>Educating a small class</td>
<td>36%</td>
<td>25%</td>
<td>29%</td>
</tr>
<tr>
<td>Making global contribution</td>
<td>26%</td>
<td>22%</td>
<td>16%</td>
</tr>
<tr>
<td>Educating people of the planet</td>
<td>24%</td>
<td>18%</td>
<td>35%</td>
</tr>
</tbody>
</table>


Findings - Age

Reasons cited for creating YouTube videos

<table>
<thead>
<tr>
<th>Age</th>
<th>Less than 34</th>
<th>Over 35</th>
<th>College and less</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pin</td>
<td>43%</td>
<td>59%</td>
<td></td>
</tr>
<tr>
<td>Classroom requirement</td>
<td>16%</td>
<td>22%</td>
<td></td>
</tr>
<tr>
<td>Impressing others</td>
<td>9%</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>Random</td>
<td>6%</td>
<td>14%</td>
<td></td>
</tr>
</tbody>
</table>

Social Aspects of YouTube

<table>
<thead>
<tr>
<th>Final use</th>
<th>Less than 34</th>
<th>Over 35</th>
<th>College and less</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shared a video with others</td>
<td>77%</td>
<td>46%</td>
<td></td>
</tr>
<tr>
<td>Added a video to your favorite</td>
<td>46%</td>
<td>30%</td>
<td></td>
</tr>
<tr>
<td>Commented on a video</td>
<td>47%</td>
<td>21%</td>
<td></td>
</tr>
<tr>
<td>Posted a video response</td>
<td>22%</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>Created a video</td>
<td>18%</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Subscribed to a channel</td>
<td>15%</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>Flagged a video as inappropriate</td>
<td>6%</td>
<td>6%</td>
<td></td>
</tr>
</tbody>
</table>
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."

4/26/2010
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.

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."
Who can use shared online video?

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.
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.

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.

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.

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

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

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.

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.