The Rise of Shared Online Video, the Fall of Traditional Learning
Dr. Curtis J. Bonk, cjbonk@indiana.edu
Professor, Indiana University

Music Videos of Content
History for Music Lovers, Washington Post
The French Revolution ("Bad Romance" by Lady Gaga)
Trojan Way ("Tainted Love" by Soft Cell)
Charlemagne ("Call Me" by Blondie)

CNN Hereos, List of Top 10 Heroes
CNN, December 11, 2011

Unbroken: A World War II Story of Survival, Resilience, and Redemption (Louis Zamperini)

Video is Popular in Korea
Video is Popular in Japan

(Images of people using video technology)

Video is Popular in the UK
(Videos of the Periodic Table, Univ of Nottingham)

(Images of a periodic table and people using video technology)

Top Smartphone Apps to Improve Teaching, Research, and Your Life
By Jeffrey A. Young, January 2, 2011, Chronicle of HR
http://chronicle.com/article/Smartphones-on-Campus-the127287/

Peter H. Abrahams, a professor of clinical anatomy at the U. of Warwick, helped create an app called Aspects of Anatomy. It includes 38 short films of Dr. Abrahams guiding viewers through anatomical models of human organs. Here he points to a model of the bronchial tree.

Video is Popular in the United States
Videos: Unleashing Technology to Personalize Learning, Education Week, October 5, 2010

Top 10 YouTube Videos Posted by Colleges, and What They Mean
Rachel Wiseman, July 5, 2011
April 2011
Teaching, Learning, and Sharing: How Today’s Higher Education Faculty Use Social Media,
Moran, M., Seaman, J., & Tinti-Kane, H., Pearson Learning Solutions and Babson Survey Research Group

Figure 1: Faculty personal social media use at least weekly by year

Figure 2: Faculty class use of social media by academic department

Figure 3: Faculty class use of social media by academic degree

Figure 4: Faculty class use of social media by academic rank

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June 16, 2011
Social Networking Sites and Our Lives, Pew Internet and American Life Project

Age distribution by social networking site platform
% of social networking site users on each site who are in each age group, for the top three
social networking sites, plus a breakdown of Facebook age groups, by site.

<table>
<thead>
<tr>
<th>Site</th>
<th>18-29</th>
<th>30-49</th>
<th>50-64</th>
<th>65+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>50%</td>
<td>30%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>MySpace</td>
<td>30%</td>
<td>40%</td>
<td>30%</td>
<td>10%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>20%</td>
<td>50%</td>
<td>30%</td>
<td>10%</td>
</tr>
<tr>
<td>Twitter</td>
<td>40%</td>
<td>50%</td>
<td>10%</td>
<td>10%</td>
</tr>
</tbody>
</table>
June 16, 2011
Social Networking Sites and Our Lives, Pew Internet and American Life Project

Age distribution of social networking site users in 2008 and 2010

<table>
<thead>
<tr>
<th>Age Group</th>
<th>2008</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>12%</td>
<td>22%</td>
</tr>
<tr>
<td>25-34</td>
<td>22%</td>
<td>25%</td>
</tr>
<tr>
<td>35-44</td>
<td>18%</td>
<td>16%</td>
</tr>
<tr>
<td>45-54</td>
<td>13%</td>
<td>12%</td>
</tr>
<tr>
<td>55-64</td>
<td>9%</td>
<td>8%</td>
</tr>
<tr>
<td>65+</td>
<td>2%</td>
<td>2%</td>
</tr>
</tbody>
</table>

July 26, 2011

Visit to online video-sharing sites increasing most in rural areas

<table>
<thead>
<tr>
<th>Area Type</th>
<th>Increase in Visits to Online Video-Sharing Sites</th>
</tr>
</thead>
<tbody>
<tr>
<td>Urban</td>
<td>20%</td>
</tr>
<tr>
<td>Suburban</td>
<td>15%</td>
</tr>
<tr>
<td>Rural</td>
<td>30%</td>
</tr>
</tbody>
</table>

July 26, 2011

African-Americans and Hispanics are more likely than whites to visit video-sharing sites.

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Visits to Online Video-Sharing Sites</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>25%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>30%</td>
</tr>
<tr>
<td>African-American</td>
<td>35%</td>
</tr>
</tbody>
</table>

December 10, 2010:
Mobile Music; Virtual Bands, Choirs, Singers, etc. IBand Rocks Tunes on iPads and iPhones; PadGagget.
March 10, 2011: iPad 2 is even better than the original, USA Today, Edward C. Baig
April 21, 2011: Apple iPad 2 stars in vacation videos, Jefferson Graham

August 18, 2011
HowStuffWorks, IPhone App, USA Today, Marc Saltzman

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."

Bonk (in press)
"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."

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

YouTube Growth
Randy Pausch's last lecture

April 2008 ~2 millions
October 2008 ~7.5 millions
September 25, 2011 ~13.8 millions

January 2008
~79 million viewers watched more than 3 billion user-posted videos on YouTube
(Yes, 2008)
**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 Megas)

**E-Learn October 20, 2011, Hawaii and Indiana**

**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

**LearningTalks – a series of short, free, video interviews on learning. The MASIE Center.**
http://www.learning2010.com/Video/6memorialkups.htm

**Elliott Masie, John Lithgow**
http://www.learning2011.com/
Why Use Video?
1. Importance of shared online video: educational psychologists such as David Ausubel (1978) argued that knowledge was hierarchically organized.
2. New learning concepts and ideas to be subsumed under or anchored within prior learning experiences.

Why Use Video?
3. Ausubel suggested that new info is going to be meaningful if it is anchored (i.e., attached or related) to what learners already know and understand.
4. Advance Organizers: Provide a context, richer learning, can be replayed for key concepts, bring students to the real world, discussion, reflection, common experience, and deep thinking.

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. MTT World
8. YouTube, YouTube Edu
9. TeacherTube
10. Link TV, Explore, Global Pulse, Latin Pulse
11. Howcast, Big Think, WonderHowTo, Explo.TV, NASA TV, ClipChat, TV Lesson, BookTV, Eduvija videos, MonkeySea, dotHicks, the Research Channel, Videosong

Video Sharing Websites

CNN Video and MSNBC
http://www.cnn.com/video/)
Seeds for Empowerment in Argentina, August 2011
http://www.youtube.com/watch?v=Hd3J1F4s6Zq

Student YouTube Products
http://www.youtube.com/watch?v=2zvSRyPzoQ
http://www.youtube.com/watch?v=x3Fyi4kN2E
http://www.youtube.com/watch?v=6D1awpa5wP0

Interactive YouTube Products
(R685, Spring 2011)

But is this a revolution?

Ten Anchors and Enders:
Instructor Centered

How long is an ideal YouTube video?

<table>
<thead>
<tr>
<th>Duration</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-4 minutes</td>
<td>64.05%</td>
</tr>
<tr>
<td>4-7 minutes</td>
<td>24.85%</td>
</tr>
<tr>
<td>7-10 minutes</td>
<td>4.57%</td>
</tr>
<tr>
<td>Less than a minute</td>
<td>4.57%</td>
</tr>
<tr>
<td>Over 10 minutes</td>
<td>2.28%</td>
</tr>
</tbody>
</table>
1. Online Video Anchoring

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

Anchored Instruction (find anchoring event (YouTube, CNN, BBC, TeacherTube, CurrentTV))

- In a synchronous lecture interrupt it with a summary video (could be a movie clip) explaining a key principle or concept.
- Refer back to that video during lecture.
- Debrief on effectiveness of it.

2. Online Video Ender

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

3. Anchoring and Ending

One or more online videos are used to start discussion as well as others at the end of the class to draw a sense of closure to that discussion.

4. Online Class Previews and Discussions

The instructor(s) finds videos and then posts them to the course management system for students to watch prior to or after class. If students participate in an online discussion based on such videos, the instructor should be clear about the length of post (e.g., two paragraphs) and how many comments of peers to respond to.
5. Anchor with Discussion
The instructor(s) finds videos and shows them in class and students discuss them in small groups with certain assigned tasks.

6. Pause and Reflect
The instructor(s) plays a portion of a YouTube video and pauses for reflections and then continues playing the video which is followed by still more class reflection.

7. Key Concept Reflections
Instructor shows the YouTube video and asks students to reflect on concepts embedded in it. He may replay the video 1-2 more times while prompting the class for certain key concepts. He might ask students to say "pause" when they see a concept from a particular chapter or unit displayed.

8. Video Anchor, Lecture, and Test (VALT)
Instructor(s) might show 1-2 YouTube videos at the start of a class and then lectures on topics related to concepts in those videos. When done lecturing, the instructor might show the same YouTube videos and ask for student reflection papers or discussion of what concepts are displayed in them. Such an activity might be embedded in a course quiz or examination.

9. On-Demand Conceptual Anchoring and Review
Instructor pauses a class activity or discussion at any moment and shows a YouTube videos related to a concept, theory, or idea being presented or discussed.
10. Videoconferencing Anchors and Enders

YouTube videos might be shown in a videoconference or Web conference with other classes and then used to spur discussion and interaction across sites. Controversial videos might be purposefully chosen to foster such interaction.

Ten Anchors and Enders: Student Centered

1. 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.

2. Class Previews of Student Anchors

Have students (as cool resource providers) find videos and share with the class which previews them prior to the class meeting and discussion of them.

3. Collaborative Anchoring

A pair of students as well as the course instructor each find a few relevant videos for the week and then share what they have found with each other and decide which ones to use in class.

4. Student Anchor Demonstrations

Each student brings a video to class and presents and explains how each one is related to course concepts. A coinciding handout of videos and concepts is recommended.
5. Anchor Creators
Students create their own YouTube videos to illustrate course concepts.

6. Anchor Archives
An archive is created of videos from previous years and students are asked to update them.

7. Video Anchor Competitions
Students find relevant videos and send the list to the instructor(s) for viewing and selecting. The students whose videos are selected might receive special class recognition or bonus points.

8. Video Sharing and Ranking
Students might share YouTube videos across class sections or institutions and perhaps rate those posted by their peers.

9. Video Anchor Debates
Students are asked to find YouTube or other online video content on the pro and con sides of a key class issue and then use them in face-to-face or online discussions and debates.

10. Anchor Creator Interviews
Students find YouTube videos relevant to course concepts and email interview the creator about the purpose and potential uses of the video or perhaps request that the creator join the class in a synchronous chat.
Bonk (in press)

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!

Turn and Share 1-2 ideas you can use...

But 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.

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

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.

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.

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.
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. Considering offering online video creation as an option—can foster student creativity.

Advice and Guidelines

5. Instead of finding all course videos, offer the student the chance to find and show 1-2 free online videos.
6. Watch and approve all videos before selecting. And test for link rot.

Advice and Guidelines

7. Have back-up videos in case do not work or are taken down.
8. Have a guidesheet, job aid, or scaffold to help students evaluate the validity of sources (issues of credibility/authority, quality, design, etc.)

Final Thoughts

It is important for instructors to begin to reflect on the power of such online video technology, to experiment on their use, and to share their results.

Slides at: TrainingShare.com
Papers: PublicationShare.com
Book: http://worldisOpen.com/
Stand and Share Ideas
(Will Work, might work, won't work)