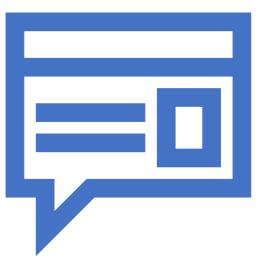
## Videos: What can teachers learn from YouTubers?

#### **Neil Cowie**

## Why are videos important?





#### No F2F

#### **Emergency use**

#### Help students learn

- Adjust speed
- Rewind
- Pause
- Subtitles
- View multiple times
- Before and after a lesson

#### Build class community

Less isolated

Engaging

Personal



#### Length

Manageable chunks

Clear audio

# What can we learn from ....



### Research question

What features of YouTube videos do students find engaging?

The Study

- 1. 6 YouTube clips
- 2. Online survey (n=69)
- 3. Interviews (n=7)

#### Physical impression

**Emotional tone** 

Background/context

Survey questions

Voice speed and clarity

Easy to understand

Is on-screen text helpful?

Interesting: Want to continue?

#### Example clip: Ronnie



#### Example clip: Keenyn



Why did you like the video?

\*Clear

\*Appropriate speed

**Not boring** 

Direct

Humorous

**Attractive** 

Why did you not like the video?

\*Boring

\*Too slow

Not focused

Scary

Rude

#### Interview results

## Authenticity Passion

Clearly structured Pushed

Appropriate on-screen text

### Neil Cowie ncowie2012@gmail.com