
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

A close-up photograph of a camera lens, showing the front element and the surrounding metal housing. The lens is slightly out of focus, and the background is a soft, bokeh effect of purple and blue lights. The text "What are effective videos?" is overlaid on the bottom left of the image in a white, bold font.

What are effective videos?

Preventing overload

Length

Manageable chunks

Clear audio

Limited text

Preventing overload

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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)***

Survey questions

Physical impression

Emotional tone

Background/context

Voice speed and clarity

Easy to understand

Is on-screen text helpful?

Interesting: Want to continue?

Example clip: Ronnie

'T' Pronunciation

"D" ① • Between ... sounds
ability, computer, heater, better, matter, university.

• Between a ... or R → bott

* ② After ... = interv
wanted, de ... enter,

* ③ + ...
senten ...

* ④ + ...
fat ...

sit, pot

engVid

LEARN ENGLISH

Pause (k)

0:00 / 13:43

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

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