

YouTube 101

Lesson Plan

Lesson Objectives

At the end of the class, the student will:

* Be able to find and watch videos on YouTube.
* Know what a subscription is and how to use it.
* Know what a playlist is and how to manage it.
* Know how to upload a video.

Lesson Prep Work

(30 min, at a minimum, prior to student arrival)

* get in early to test for technology failure, because it will happen :-)
* pre-sign into accounts
* pre-save the videos from J:\Classes\YouTube 101 to the desktop of each computer
* print handouts

Lesson Prerequisites

* Computer Basics: Getting Started
* Computer Basics: Internet
* Comfort using an email account

Lesson Outline

The lesson is completed in one [90-minute] class session.

*(5 min) Introduction*

* Introduce instructor, students.
  + Ask students: “Who has used YouTube before? What have you used it to do?”
* Let students know it’s okay to take phone calls, but ask them to put their phone on vibrate and answer calls outside the classroom.
* Inform students that they can sit back and watch if the class is too advanced.
* Inform students they can go to the bathroom, they don’t need permission.
* State/show order in which class will happen. Explain scope of class.

*(80) Activities*

(10) Getting Started

* Disclaimers
  + Your classroom instructor doesn’t control what other people post on the internet. Sometimes people can be offensive, and unfortunately, you will at some point come across that. Hopefully we won’t see it in today’s class, but I can’t swear that we won’t.
  + There is a lot of amazing content on YouTube, so why is it free for you to access? YouTube can post ads at the beginnings of videos
* Vocabulary
  + *Streaming V. Downloading*
    - Streaming means you access content all online. You never own the content and it will never be stored on your device.
    - Downloading means taking a copy of content from the internet and storing it on your device. This content will be available on or offline.
    - All YouTube content is accessed by streaming, never downloading. It’s kinda like watching TV through someone else’s living room window.
  + *Copyright*
    - Be aware of intellectual property. Just because you have a digital copy of a movie does not mean you have the right to upload it for public consumption.
    - Content on YouTube is not designed for download because it is the intellectual property of the person who uploaded it.
    - This also means that you may not find exactly what you are looking for. If you wanted to see the original music video to Def Leppard, Pour Some Sugar On Me, you might not find it. That content is copyrighted and anyone who posts it without permission will have their content taken down ASAP.
* To create an account or not to create an account
  + *You can choose to create an account for YouTube or not.*
    - If you have a gmail account, you already have a YouTube account.
    - If you do not want to create an account, you can still access YouTube content by searching afresh every time you visit the site.
  + *Benefits of an account.*
    - Playlists
      * Create playlists of content you would like to watch. Want to listen to the entire Dresden Dolls album? Create a playlist of their songs and hit play. You can do other things on the computer while it is playing.
    - Watchlist
      * Mark a video as something you’d like to watch later.
    - Watch History
      * Keep track of videos you have already viewed.
    - Uploading Content
      * Add content to YouTube for other users to enjoy.
    - Subscriptions
      * If you find a user regularly posts content you enjoy, you can get a subscription to make it easier to find new content from them in the future. When you subscribe to a playlist, your YouTube homepage will be populated with the latest videos from that user.

(15) Watch a Video

* Search for videos you want
  + *Discussion*
    - Ask students: What do you think YouTube is primarily used for?
      * Watch videos. What types of videos?
        + Music videos.
        + TV shows.
        + Instructional videos.
        + VLogs.
  + *Activity: Find a music video*
    - Click in the search bar at the top of the page by the YouTube logo.
    - Type in a favorite musician or song – if you struggle, use Guy on a Buffalo.
    - Press Enter.
      * Explain that each thumbnail is a different song.
    - Click on the thumbnail or blue link to play a single song.
    - Point out the suggested videos to the right of the video playing.
      * Click on one of the videos to show that you can start watching it.
  + *Comprehension Check*: *Students look for another music video.*
    - Instructor walks around the room to assist students who fall behind.
    - *Teacher’s Tip: People may ask about downloading videos. Repeat the information about copyright and let them know that it is illegal to obtain free copies of an artist’s work without their permission.*
* Adjust the resolution
  + *Discussion*
    - Ask students: What issues might come up that you would want to take care of?
      * If the students don’t answer, the main problem we have is bandwidth. What they will experience is videos that stop and start and need a lot of refreshing time.
      * Resolution essentially boils down to the clarity of the image on your screen. If you select a high resolution, the video takes more bandwidth. If there are a lot of people using the internet, you don’t have as much bandwidth to work with. By lowering the resolution, you don’t take as much bandwidth, so your videos will play better!
      * Adjusting the resolution can help with videos that halt and jerk while playing.
  + *Activity:* *choose a resolution, make it full screen.*
    - Find a video.
    - Click on the resolution
    - Lower the resolution to 360 or 240.
    - Point out that the image is grainier, but that it plays smoother.
  + *Comprehension Check: start a new video, choose a resolution, make it full screen.*
    - Ask students: What would you do if you had good bandwidth and you wanted to watch a video with nicer quality?
      * Increase the resolution.

(15) Playlists

* + *Discussion*
    - Ask students: What if you want to watch a series of videos on the same subject?
      * You can use the suggested videos to keep watching.
      * You can perform the same search every time to get different videos.
      * You can use other people’s playlists.
      * You can create your own playlist (if you have created an account).
    - What is a playlist?
      * A playlist is a group of videos that a YouTube user has compiled together. Usually they have a similar theme (e.g. they are by the same artist.).
    - How are playlists used?
      * If you find that wonderful Def Leppard video you wanted to watch and you’d like to see the rest of the *Hysteria* album, try selecting the playlist to get similar songs or artist.
  + Watch Someone Else’s Playlist
    - *Activity:* *Watch someone else’s playlist*
      * Search for a musician you really like – I’m going to use Queen.
      * Find a video you like and play it.
      * Under the video, it tells you the user who uploaded it. Click on the user’s name.
      * Their YouTube homepage will start with a list of playlists for that user. Sometimes they will be listed as playlists, sometimes as “recently uploaded” or other titles. Click on the play button to play a list.
      * You start watching the first video in the playlist. Fast forward to almost the end.
      * Point out that the next video starts playing immediately after the last.
    - *Comprehension Check: Watch another playlist.*
      * Instructor walks around the room to assist students who get stuck.
  + Create Your Own Playlist
    - *Activity:* *Create your own playlist*
      * Ask students: “This is great, if you want to watch other people’s content. How many people want to create their own playlists?”
        + Reminder: you MUST have a YouTube (or gmail) account to create a playlist.
      * Find a video you want to add to a playlist – I am going to perform a search for vicious cats.
      * Select a video.
      * Under the video you will have a series of tabs you can choose from. Select the Add To tab.
      * You can add the video to an already created playlist or create a new playlist and start with this video. I am going to create a new playlist and call it CATS!
      * Find the playlist in the playlists section of your account. Click on Playlists in the left most navigation column of the screen.
      * Click on the playlist to start playing the videos in it.
    - *Comprehension Check: create another playlist and add a video to it.*
      * Instructor walks around the room to assist students who fall behind.
  + Edit a playlist
    - *Activity:*  *Edit a Playlist – Rename*
      * Click on Playlists from the menu on the left side of the screen.
      * Click on Manage at the top of the screen, just under the YouTube search bar. You will see a list of all the playlists you have.
      * Click on Edit next to your Word Tutorials playlist.
      * Click in the naming bar at the top of the screen to rename the playlist. Call it Word Learner’s Guides.
      * When you are done editing, click on Save in the blue bar at the top of the screen. You will then be looking at the playlist videos instead of at the editing page for them.
      * Click the YouTube logo in the upper left corner of the screen to go back home.
    - *Comprehension Check: Find the playlist and verify the name change.*
      * Click on playlists in the left column menu.
      * Verify that you have your Word Learner’s Guides playlist.
      * Click on the YouTube logo to go to the home page.
    - *Activity: Edit a Playlist –Reorder videos*
      * Ask students: “Where do we go to access our playlists?”
      * Click on Playlists in the left sidebar menu.
      * Click on Manage at the top of the screen, just under the YouTube search bar.
      * Click on Edit next to your Word Tutorials playlist.
      * Click in the checkbox next to the second video you added to this playlist.
      * Click on the Actions button at the top of your playlists.
      * Click on Move to Top.
      * Point out that this is now the first video in the playlist.
    - *Comprehension Check: Reorder the videos in the CATS! playlist.*
    - *Comprehension Check: Point out other options.*
      * Ask students: “Looking at what we’ve already done, what do you think we would do to delete a video from a playlist?”
        + Click in the checkbox next to the second video you added to this playlist.
        + Click on the Actions button at the top of your playlists.
        + Click on Remove from Playlist.
      * Ask students: “Looking at our other options on the screen, how would we delete the playlist entirely?”
        + Click on the Delete Playlist button in the gray area to the right.
      * Point out the Public v. Private options for playlists. Ask students: “Why would you want a playlist to be private?”

(15) Subscriptions

* + *Discussion*
    - What is a subscription?
      * If students don’t answer, ask “What does a magazine subscription entail??”
      * It brings regular content to you so you don’t have to seek it out on your own. YouTube subscriptions work the same way. When you subscribe to a channel, new videos the owner of that channel posts will automatically populate your YouTube homepage. That way you can see content you are interested in easily, rather than spending your time searching for it.
    - Reminder: you MUST have a YouTube (or gmail) account to use subscriptions.
  + *Activity:* *Subscribe to a channel – I am going to use ViHart (Doodling in Math Class).*
    - Find a video you like. I am going to perform a search for Doodling in Math Class.
    - Click on the red subscribe button at the bottom of the video.
    - Point out that the channel shows up in the subscriptions list on the left column of the screen.
  + *Activity: Check on your subscriptions (both on the YouTube home screen and in your subscriptions feed).*
    - Go back to your home page at youtube.com.
    - Scroll down until you see a video from the person you just subscribed to.
    - Click on My Subscriptions in the left hand column.
    - Point out that there are videos from all the people you have subscribed to. The videos appear in the order your subscribed channels posted content. If you don’t see a video from a particular person right away, don’t worry. They probably just haven’t posted in a little while.
  + *Activity: Students look for channels to add.*
    - Instructor walks around the room to assist people who get stuck.
  + *Activity:*  Unsubscribe to a channel.
    - It will happen. You will subscribe to something that starts only posting annoying videos. You don’t want to have stupid stuff permeate your awesome queue! Let’s unsubscribe.
    - Go to any of the videos of the last channel you just subscribed to.
    - Click on “Unsubscribe” under the video.

(25) Upload videos

* Upload a video
  + *Explanation*
    - Ask students: “Why can you upload content to YouTube, but not download it?”
      * Copyright. It is assumed that videos you upload are videos you made.
      * NEVER upload copyrighted content.
      * If you don’t know if something is copyrighted, don’t upload it.
      * FACTOID!: Did you know that if a song or movie is playing in the background of your video, it could get taken down by YouTube? This is because you have committed copyright infringement. Be careful about what is happening in the background of videos so you don’t lose your content.
    - YouTube will only recognize a few file formats.
      * The most common accepted formats are: .mov, .mpeg4, .avi, .wmv, .3gp, .flv
      * Videos can be made in a variety of file formats, but YouTube will only recognize some of them. If you make a video in a format YouTube doesn’t recognize, you can use a file converter to make it work. I can’t cover that in this class, but be aware that you might need to check your file formats.
  + *Activity: Upload a Video to YouTube.*
    - Click on the Upload button next to the search bar on YouTube.com. The Upload button will be next to the search bar, no matter what portion of YouTube you are looking at.
    - Point out the buttons on the right side of the video placeholder. Patrons can record a new video to post directly to YouTube if they have a webcam from here as well as upload videos they have taken in the past.
    - Click in the field to bring up your file explorer dialog box.
    - Use the dialog box to find the video saved to the desktop.
    - After the video uploads, you will have a screen with settings options. You can tag your video to make it easier for YouTube users to find, put it in a category of videos, retitle it and so on. If you would like to make further changes, check out the Advanced Settings tab just below the thumbnail of your video at the top of the screen.
    - Click on save to have the video posted to YouTube and made public.
  + *Comprehension Check:* Upload a second video.
    - Repeat the upload process with the second video on the desktop.
* Manage Your Uploaded Content
  + *Rhetorical*
    - Now that we have some content uploaded, wouldn’t it be nice if we could edit the videos a little bit?
  + *Activity: Manage Uploaded Content*
    - The Upload button next to the search bar is actually 2 buttons: the actual upload button and the arrow beside the upload button. If you click on the arrow instead of the Upload button, you have the option to access your uploaded content.
    - Select Dashboard from the dropdown list that appears from the arrow button.
    - The Dashboard gives you overall statistic of the videos you have posted to your account. If you are trying to reach a wide community, this will tell you quickly how well you are doing.
    - Point out that the other options offered from the dropdown arrow are still accessible from the left sidebar navigation at this point.
    - Select Video Manager from the left sidebar navigation to manage your videos. You should now see a list of all the videos you have uploaded (if you have ever uploaded any).
    - Point out that in order to effect any change to a video, you have to select the video first. To select a video, click in the square beside the video thumbnail. As soon as you click in the square, your actions buttons at the top of the screen go from grayed out to active. Click in the square beside one of the videos we have just uploaded.
    - Click on the Actions button at the top of the screen.
      * Students can delete the video here if they don’t want it on their account after class.
      * Students can also choose to make their videos public or private.
      * Click off of the Actions button to make the list go away.
    - Click on the Edit button next to the thumbnail of one of the videos.
      * Here we are looking at info and settings for this particular video. There are tabs across the top that allow us to edit different aspects of the video.
      * Click on Enhancements.
        + Trim - we can crop out the beginning or end of the video.
        + Autofix – automatically edits videos to make them look better. Corrections include color correction and image stabilization. The only problem is, every time you edit video, you slightly corrupt the image, so the quality isn’t as good.

*(5) Conclusion*

* Go over handout, review material, emphasize contact info & further resources on handout.
* Any questions? Final comments?
* Remind patrons to practice; assign take-home-practice - remind them they can ask for help
* Remind to take survey.