

### The Rise of Shared Online Video, the Fall of Traditional Learning

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### Video is Popular in Korea

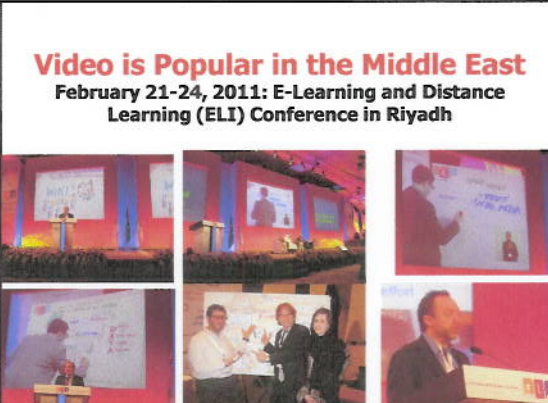


### Video is Popular in Japan



### Video is Popular in the Middle East

February 21-24, 2011: E-Learning and Distance Learning (ELI) Conference in Riyadh



### Video is Popular in the UK

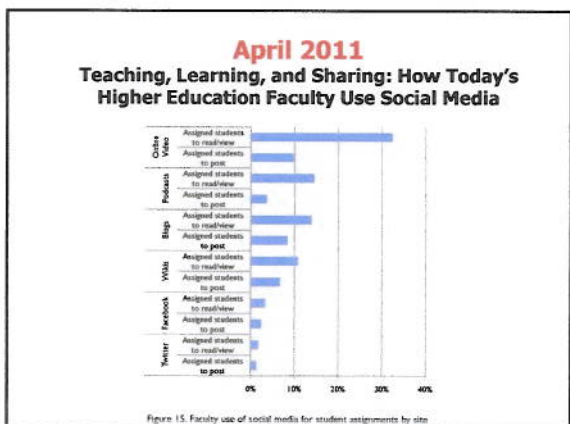
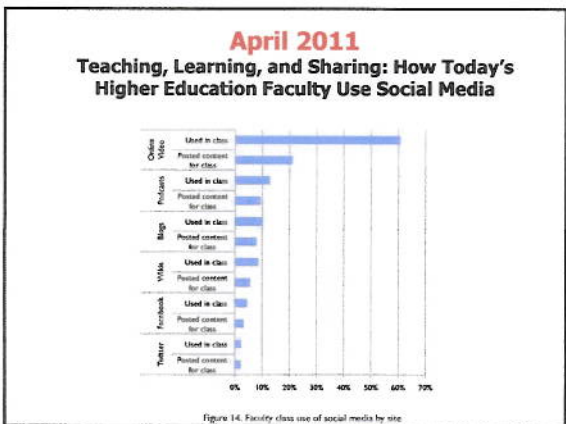
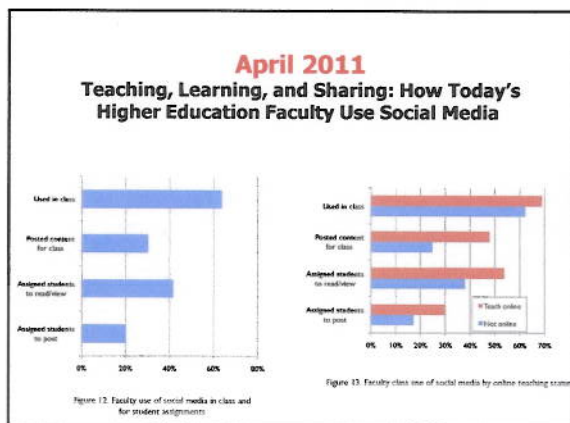
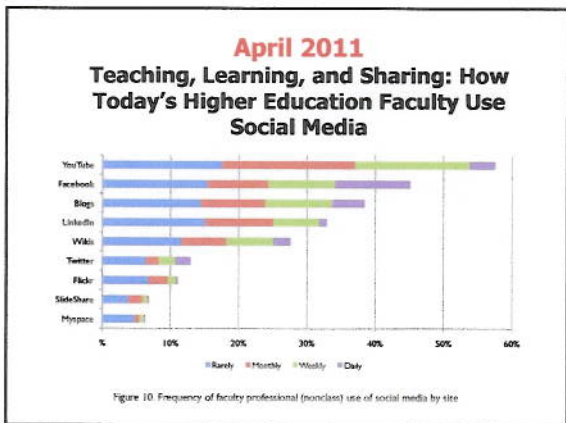
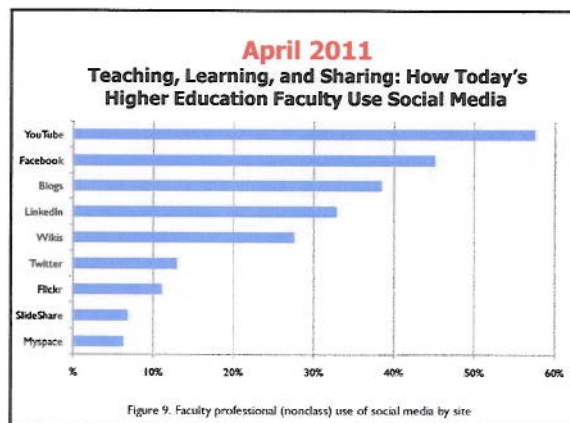
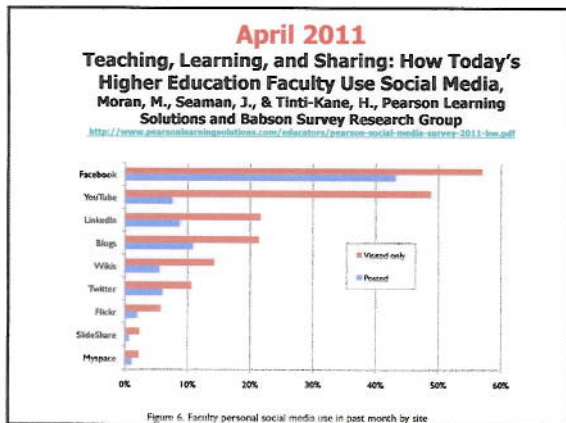
(Videos of the Periodic Table, Univ of Nottingham)

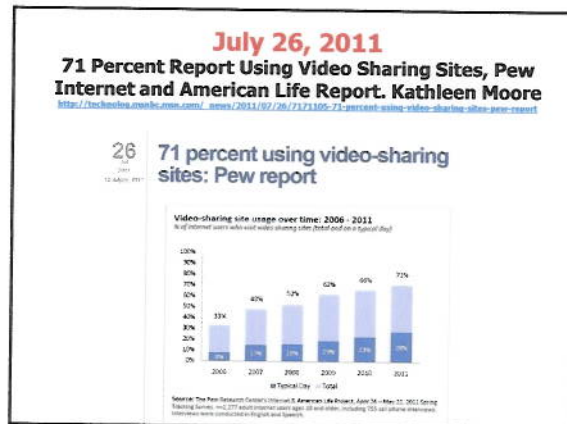
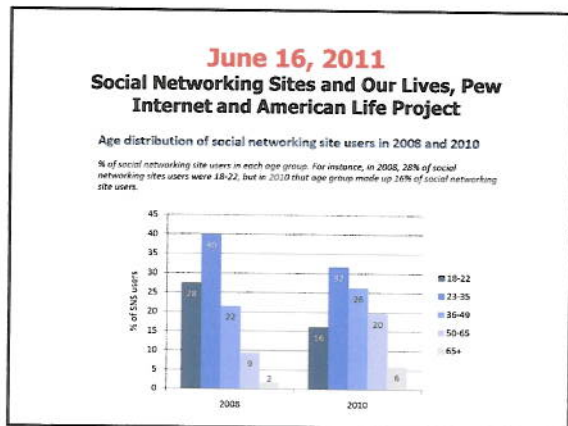
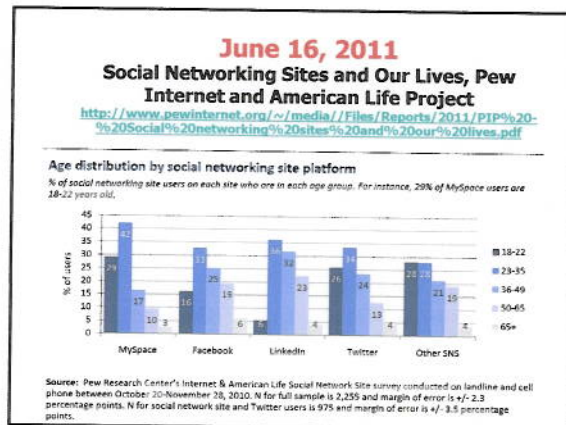
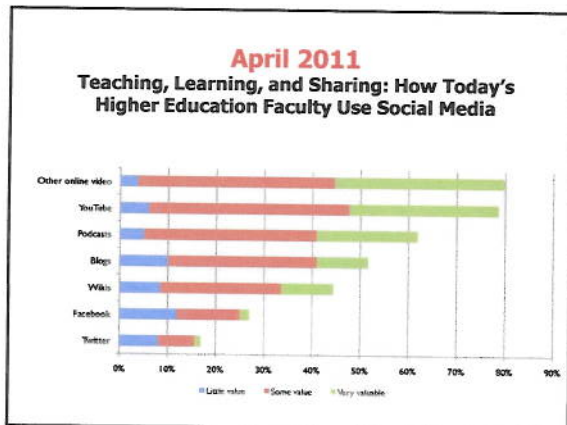
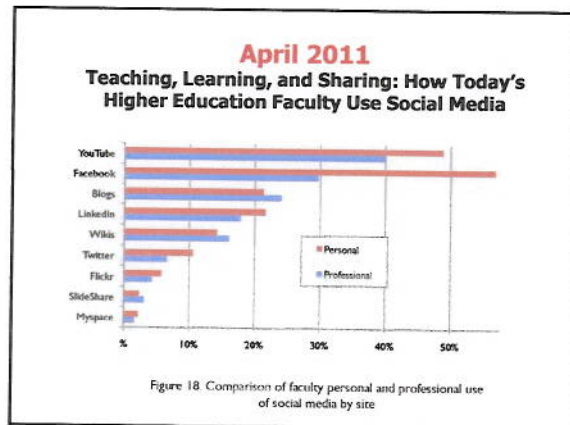
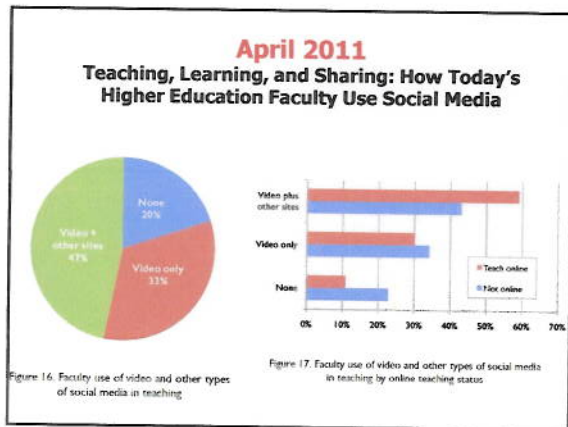


### Video is Popular in United States

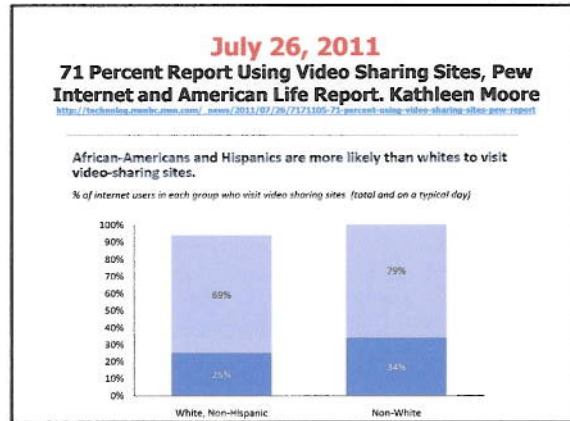
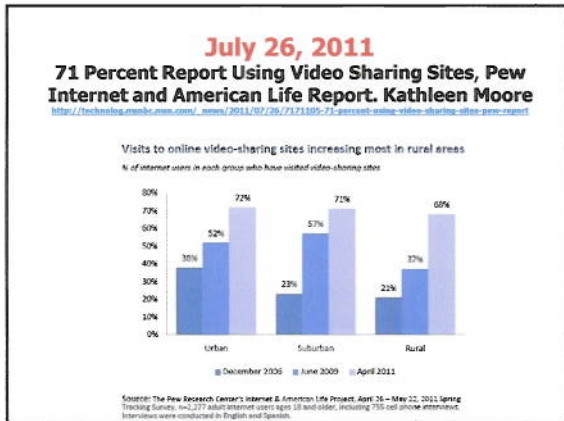
Videos: Unleashing Technology to Personalize Learning, Education Week, October 5, 2010  
<http://www.edweek.org/section/video-galleries/october05-event-edtech.html>











**Shared Online Video...  
 Let's Think Outside the Box!**  
 (For 99 Seconds—What has happened in the past year related to the use of video to teach?)

Innovate or die trying  
 Thinking outside the box is inside the scope of these companies' plans

**December 10, 2010:  
 Mobile Music; Virtual Bands, Choirs, Singers, etc.  
 iBand Rocks Tunes on iPads and iPhones;  
 PadGadget.**

**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**

**Facebook introduces video calling, Eric Stoller, July 6, 2011, Inside Higher Ed**  
[http://www.insidehighered.com/blogs/student\\_affairs\\_and\\_technology/facebook-introduces-video-calling](http://www.insidehighered.com/blogs/student_affairs_and_technology/facebook-introduces-video-calling)

**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 (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."**

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

**YouTube Growth**

Randy Pausch's last lecture

April 2008	October 2008	August 12, 2011
~2 millions	~7.5 millions	~13.6 millions

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



### Elliott Masie, Learning Trends, March 2, 2010

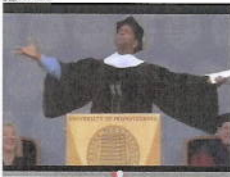
- Telepresence Video (Beyond 6 megs)
- Flipcam and iPhone Video Clips
- Webchat Video
- Video Capture of Seminars and Classrooms
- Video Keynotes Live and Asynchronously.
- Video Guests in Workshops and Conferences
- Video Coaching




### Top 10 YouTube Videos Posted by Colleges, and What They Mean Rachel Wiseman, July 5, 2011

[http://chronicle.com/blogs/video/campus/top-10-youtube-videos-posted-by-colleges-and-what-they-mean/32070?nl=af&utm\\_source=af&utm\\_medium=em](http://chronicle.com/blogs/video/campus/top-10-youtube-videos-posted-by-colleges-and-what-they-mean/32070?nl=af&utm_source=af&utm_medium=em)

1. 2011 Commencement Address by David Washington - University of Pennsylvania  
345,000 Views



2. Union Officer Delivers Dedicatory Commencement Address - Dartmouth  
Faculty: 2011000 Views



### LearningTalks - a series of short, free, video interviews on learning. The MASIE Center.

<http://www.learning2010.com/Videos/jonathankopp.htm>




### Elliot 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. YouTube videos can help in that regard. A key part of this effort is finding ways to link prior learning experiences to new concepts and ideas.



## Why Use Video?

5. **Advance Organizers: Provide a context, richer learning, can be replayed for key concepts, bring students to the real world, discussion, reflection, common experience, and the potential for higher order thinking skills.**



## Why Use Video?

6. **Dual coding theory (learning information verbally and visually is more richly stored): Alan Paivio.**
7. **Anchored instruction and macrocontexts: John Bransford and colleagues.**
8. **Multimedia theory: Richard Mayer.**



## 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. Fora TV
7. MIT World
8. YouTube, YouTube Edu
9. TeacherTube
10. Link TV, Explore, Global Pulse, Latin Pulse
11. Howcast, Big Think, WonderHowTo, Explor.TV, NASA TV, ClipChef, TV Lesson, BookTV, Edutopia videos, MonkeySee, doFlick, the Research Channel, iVideosong

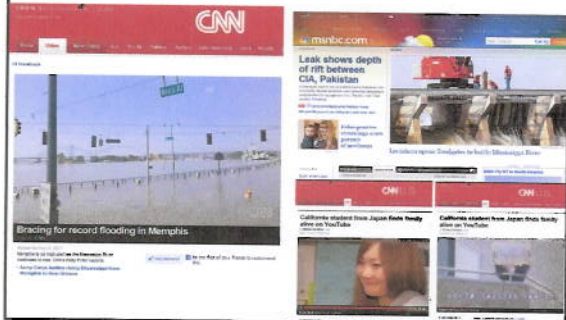


## Video Sharing Websites

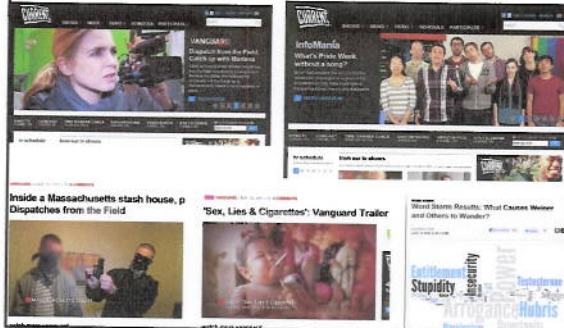


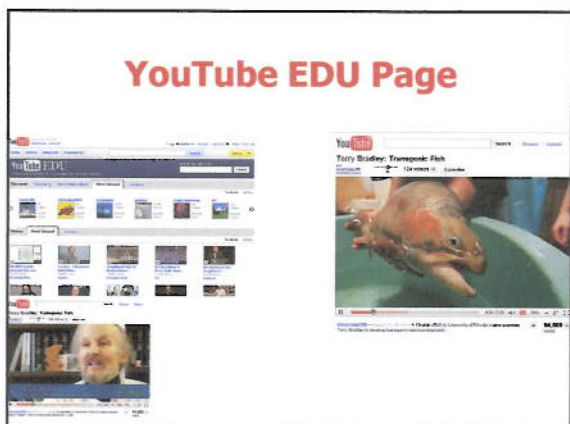
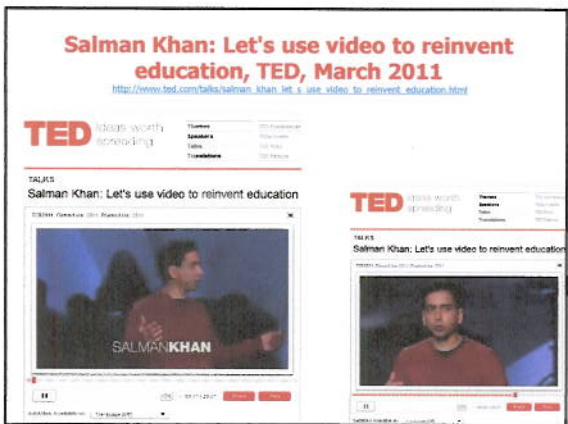
## CNN Video and MSNBC

<http://www.cnn.com/video/>

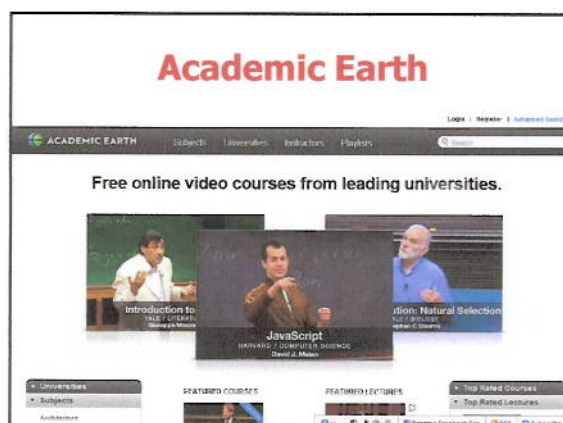
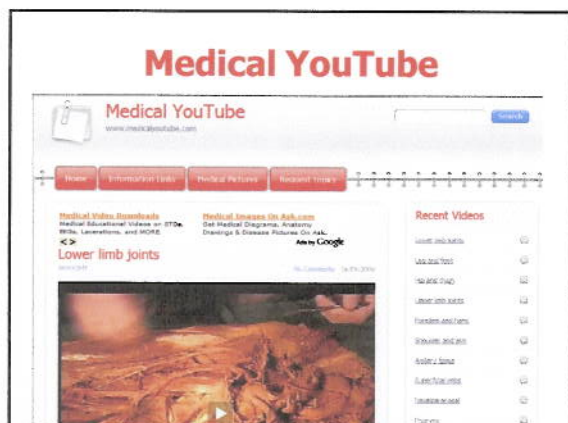


## Current TV









## Fora TV

The screenshot shows the Fora TV website interface. At the top, there's a search bar and navigation links. Below, a grid of video thumbnails is displayed, including one titled "Bing vs Google vs Wolfram" and another with "O'REILLY | tedmeth". The layout is clean and organized, typical of a video hosting platform.

## Michelle Rhee, Students First

[http://www.studentsfirst.org/pages/michelle-video?utm\\_medium=email&utm\\_source=studentsfirst&utm\\_campaign=20110806email&source=20110806email](http://www.studentsfirst.org/pages/michelle-video?utm_medium=email&utm_source=studentsfirst&utm_campaign=20110806email&source=20110806email)

The screenshot shows the Students First website. It features a prominent video player showing Michelle Rhee speaking at a podium. The website has a blue header with the "studentsfirst.org" logo and a navigation menu with links like "HOME", "ABOUT", "WHAT WE DO", "VIDEO", "BLOG", and "TAKE ACTION".

## Link TV (Television without Borders)

The screenshot shows the Link TV website. It features a grid of news articles and video thumbnails. The layout is designed to be visually appealing and easy to navigate, with clear headlines and images for each content item.

## Explore Series

The screenshot shows the Explore Series website. It features a grid of video thumbnails, including one with a person in a wheelchair and another with a panda. The website has a clean, modern design with a red and white color scheme.

## National Geographic

<http://video.nationalgeographic.com/video/player/national-geographic-channel/>

The screenshot shows the National Geographic website. It features a video player showing a scene with people. The website has a dark header with the "NATIONAL GEOGRAPHIC" logo and a navigation menu with links like "HOME", "PHOTOGRAPHY", "ANIMALS", "ENVIRONMENT", "TRAVEL", "ADVENTURE", "NATURE TV", "KIDS", and "VIDEO".

## Earthwatch

[http://www.earthwatch.org/newsandevents/documentaries/volunteer\\_videos/](http://www.earthwatch.org/newsandevents/documentaries/volunteer_videos/)

The screenshot shows the Earthwatch website. It features a video player showing a scene with elephants. The website has a blue header with the "EARTHWATCH" logo and a navigation menu with links like "HOME", "ABOUT US", "GET INVOLVED", "NEWS & EVENTS", and "EXPEDITIONS".



### University Shared Online Video Sites

This collage features three university-related video sites. On the left is the Harvard Business Publishing website, showing a video player and navigation options. In the center is the Stanford University website, featuring a prominent red banner with the university's name. On the right is the Vanderbilt University website, which includes a 'VUCAST' logo and a video player interface.

### NASA TV

The screenshot shows the NASA TV website interface. At the top, there is a navigation menu with links for HOME, NEWS, HISTORY, MULTIMEDIA, ABOUT NASA, and CONTACT. The main content area features a large video player in the center, a sidebar on the left with a 'Channels' list, and a sidebar on the right with 'What's On' and 'Other Viewing Options'. A search bar is located at the top right.

### BookTV (author interviews)

The screenshot displays the BookTV website, which is dedicated to author interviews. The main heading is 'Top Nonfiction Authors and Books'. Below this, there are several featured interviews, each with a video player and a brief description of the author and their work. The interface includes a search bar and navigation links.

### Online Research Channels (Research Channel, UChannel)

The screenshot shows the Research Channel website. The main heading is 'Think Forward. Think ResearchChannel'. The page features a central video player with a green globe icon and the text 'Adult Stem Cells and Regeneration'. To the right, there is a 'VIDEO LIBRARY' section with various video thumbnails and titles. The website has a clean, professional layout with a navigation menu at the top.

### WonderHowTo and Howcast

The screenshot displays the Howcast website, which provides a wide range of instructional videos. The main heading is 'WonderHowTo and Howcast'. The page features a grid of video thumbnails, each with a title and a brief description. The interface includes a search bar and navigation links.

### ClipChef

The screenshot shows the ClipChef website, which is a platform for sharing and watching video clips. The main heading is 'ClipChef'. The page features a grid of video thumbnails, each with a title and a brief description. The interface includes a search bar and navigation links.



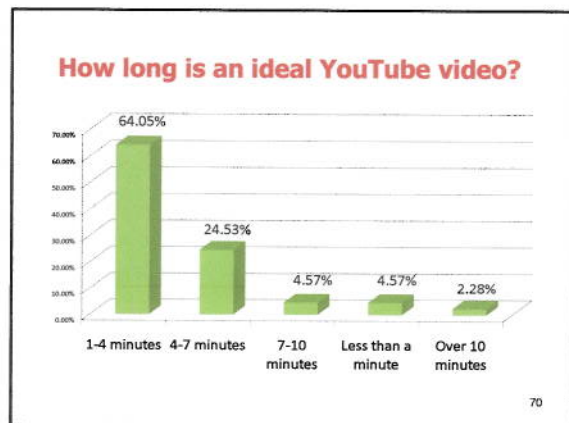
### Animation of Videos

(e.g., RSA Animate - Drive: The surprising truth about what motivates us)

<http://www.youtube.com/watch?v=u6XAPnuF1Jc>  
<http://comment.rsablogs.org.uk/videos/>

### But is this a revolution?

### Ten Anchors and Enders: Instructor Centered



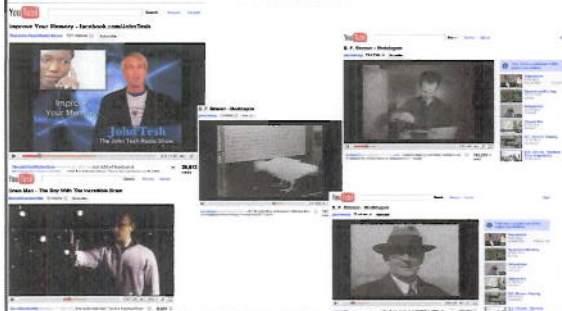
### 1. Online Video Anchoring

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.

## Learning and Memory Videos



## 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

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.



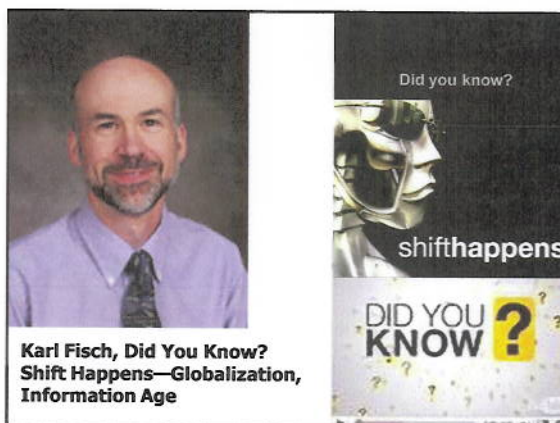
## 9. Video Anchor Debates

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.



Karl Fisch, Did You Know?  
Shift Happens—Globalization,  
Information Age

## 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!



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



## But who can use shared online video?

TOP  
**10**  
LIST



## 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.





### Audiences and Uses of Shared Online Video

**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.



### Audiences and Uses of Shared Online Video

**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.



### Audiences and Uses of Shared Online Video

**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.



### Audiences and Uses of Shared Online Video

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



### Audiences and Uses of Shared Online Video

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



### Audiences and Uses of Shared Online Video

**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.



## Audiences and Uses of Shared Online Video

- 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.



## 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.



### Advice and Guidelines

7. Test videos online (or, if FTF, in the room you will use) to check for link rot or video removal.
8. Have back-up videos in case do not work or are taken down.



### Advice and Guidelines

9. Have a guidesheet, job aid, or scaffold to help students evaluate the validity of sources (issues of credibility/authority, quality, design, etc.)



*Guidance*

### Advice and Guidelines

10. Many unconventional videos might be used to emphasize key points from class (e.g. old television programs or other non-educationally produced).



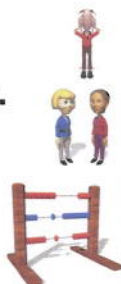
### Final Thoughts

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.



**Poll: How many ideas did you get from the second part of this talk?**

- a. None—you are an idiot.
- b. 1 (and it is a lonely #).
- c. 2 (it can be as bad as one).
- d. 3-5
- e. 6-10
- f. Higher than I can count!



Slides at: [TrainingShare.com](http://TrainingShare.com)  
Papers: [PublicationShare.com](http://PublicationShare.com)  
Book: <http://worldisopen.com/>

Stand and Share Ideas  
(Will Work, might work, won't work)

