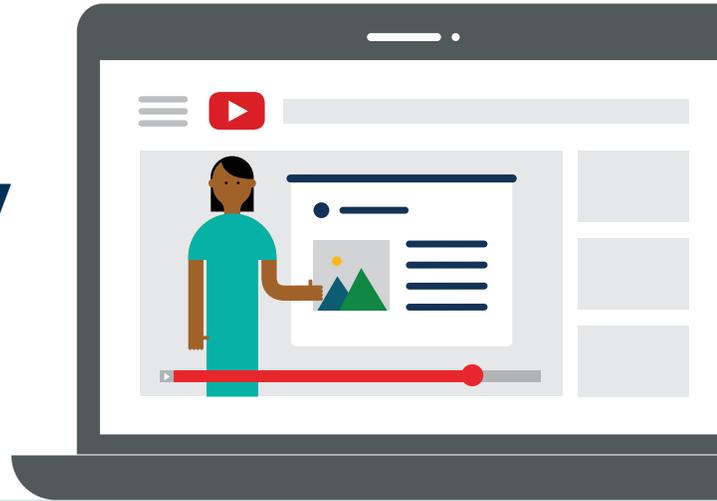


Just push play

15 ways to use YouTube in your course



With more than 1.5 billion users worldwide, [YouTube™](#) is one of the most popular social media channels/search engines.

On average, we consume a billion hours of content on YouTube per day (that's a lot of cat videos).

When it comes to Gen Z students,

47% spend 3 or more hours per day

on the video sharing service. In fact, 59% say that

YouTube is their top preferred method of learning.

YouTube's importance to Gen Z cannot be overstated.

In the following guide, we provide 15 ways to integrate YouTube into your course to help educate, engage, and challenge your students (and you as an educator).

- 1. Show your human side.** Get to know your students through video introductions at the beginning of the school year.
- 2. Flip the script (and your classroom).** Invite your students to watch class lectures beforehand and dedicate class time to hands-on learning.
- 3. Provide real-world context.** Don't just lecture about Greece (or whatever your area of expertise may be) — take students directly to the location to see the sites, experience the culture, and directly interact with other students across the globe.
- 4. Create playlists.** YouTube playlists dive deeper into the subject and provide an alternative context/voice. By creating playlists of relevant videos you allow students to pursue their interests without wasting their time searching for information (or finding potentially unsuitable content).

▼ [continued on page 2](#)

"We are teaching the YouTube generation. When they have a question, they don't necessarily go to the text, they go on YouTube. They're very visual learners, but they want information that's consumable in just a few minutes."

Karen Freberg
Associate Professor, University of Louisville



*"Videos are powerful, not because of what they say, but because of what they offer inside the classroom — **the chance to facilitate rather than tell.**"*

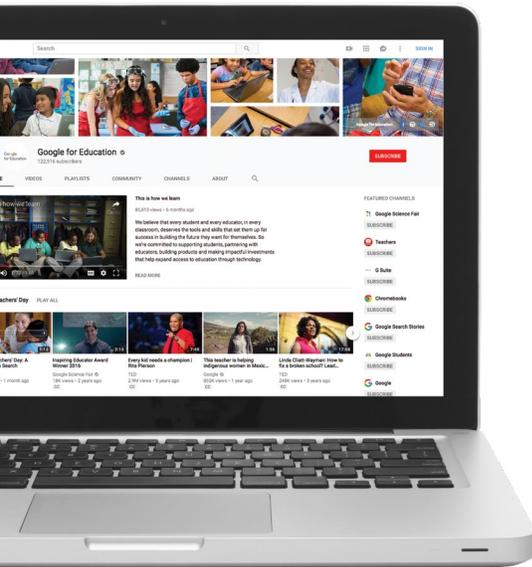
Keith Hughes
Adjunct Professor, Graduate School of Education,
University of Buffalo

Self-directed learning rules

70% of YouTube viewers use the platform to solve problems, and 86% regularly use YouTube to learn new information.

Hootsuite

- 5. A, B, or C?** Forget the typical quiz format. Develop video quizzes to accompany assigned videos for immediate feedback.
- 6. Raise your hand.** If students have questions, you've got the answers. Or, their classmates do! Recorded videos can be used to ask and answer class-related questions.
- 7. Beyond the textbook.** Video tutorials supplement class discussions by providing additional insights.
- 8. Record and replay.** Save time and effort by recording lectures now to use for future replay.
- 9. Live stream guest speakers.** Bring in guest speakers from around the world with YouTube's live stream feature. Students can ask questions and participate from anywhere, at anytime.
- 10. Live stream office hours.** A quick way to use video (and get students to show up for sessions) is to host virtual, live-streamed office hours.
- 11. Archive class discussions/projects.** This serves as a great resource for both current and future students.
- 12. Video flashcards.** Help students study and retain knowledge. Video flashcards allow them to pause and replay.
- 13. Exam reviews.** Post relevant exam materials on YouTube for students to review. If privacy is a concern, you can always set your channel to "private."
- 14. Vlog it.** Step up your blog game with a visual blog — a vlog. Record your thoughts and post away.
- 15. Do a gut check.** How is your teaching measuring up? Recorded lecture videos give you an opportunity to review and improve upon your style.



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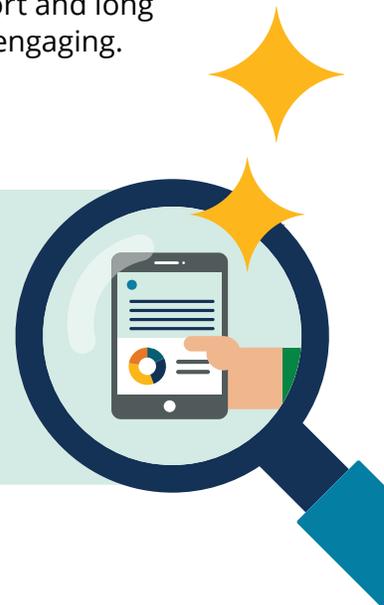
Start here

An important feature for educators is **Google for Education**. Here, students and teachers can access a broad range of educational videos, including lectures and speeches.

Why use YouTube in your classroom?

- ▶ **Students can learn at their own pace.** Students can review, rewind, pause, or replay content.
- ▶ **Gen Z are visual learners.** YouTube provides a visual and audio means of learning which contributes to better understanding and retention.
- ▶ **Learning can happen anywhere, at anytime.** As long as there's internet access, students are able to learn from YouTube.
- ▶ **It's shareable.** Easily share interesting finds with your class, and invite students to share amongst themselves.
- ▶ **It enhances the classroom experience.** Video serves as a channel to bring your topics alive.
- ▶ **Students are co-creators of content.** Students themselves can create original content and share their own expertise with viewers that range from your classroom to those around the world.
- ▶ **Expert content.** Cat videos aside, YouTube offers access to a wealth of expert resources.
- ▶ **It's free, and easy to use.** Setting up a YouTube channel is simple, and loading a video is as easy as a click of the mouse.
- ▶ **Videos live forever.** Let's be honest — papers get trashed.
- ▶ **It's easily consumable.** Find a balance of short and long durations of video content to make tuning in engaging.

Discover more ways digital learning can revolutionize the way your students learn >>



Dare to learn. Dare to change.

Digital learning removes limits and gives us the freedom to provide education anytime and anywhere, empowering us to overcome our most difficult challenges.