

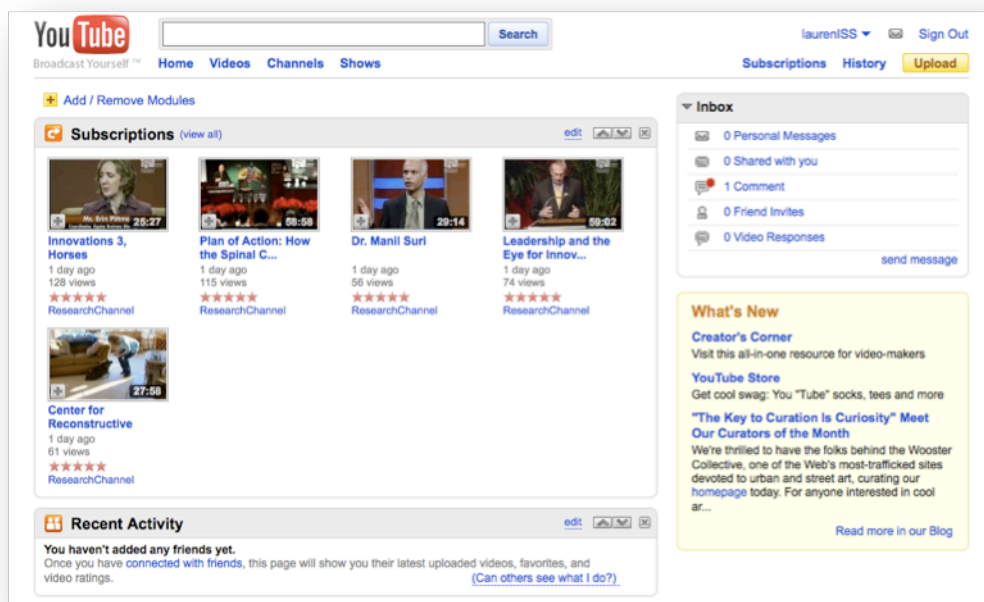


Why YouTube?

- **Access:** Your message can be reached from anywhere with an internet-capable computer or smart phone. It can also be embedded into webpages and blogs for further dissemination.
- **Communication and Collaboration:** Videos have the potential to be seen by millions. In fact, YouTube gets one billion site views *every single week*. Those viewers can then respond to your message via comments or video replies of their own, creating a visual conversation. You can also invite others to add their own annotations to videos that you have posted, as well as create groups to foster discussion.
- **Effective:** People, especially students, respond better in many instances to visual information.
- **Easy:** All you have to do is upload your content and customize your channels and preferences. There's no worry about technical details and there are no fees; YouTube is free to use.

What Do You Need?

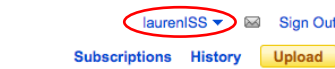
- A computer with internet access and a browser
- A YouTube account
- Content to upload



Workshop materials can be downloaded at:
<http://drop.io/issyoutube>

Your Account

Click on the dropdown link with your username on the top right corner of the window and click on “Account.”



First, you will see your account overview:

[My Account](#) ▾ / [Account Settings](#)

Overview

Overview

[Profile Setup](#)

[Customize Homepage](#)

[Playback Setup](#)

[Email Options](#)


[Privacy](#)

[Sharing](#)

[Blog Setup](#)

[Mobile Setup](#)

[Manage Account](#)



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Videos Watched: 53
Videos Uploaded: 2
Video Views: 44
Favorites: 0

Channel Type:
Channel Views: 6
Subscribers: 0

[Insight](#)
[Edit Channel](#)

My Videos	My Network	More
Uploaded Videos	Inbox	Groups
Favorites	Address Book	Active Sharing
Playlists	Video Comments	Edit Channel
Subscriptions	Video Responses	Custom Video Players
QuickList		Change Password
History		
Purchases		

▾ **QuickLinks to Partner and Ad Programs**

AdSense Account Settings
Manage your Google AdSense account.

Authorized Sites
Manage third-party access to your YouTube account.

Promote your Video with Promoted Videos NEW!
Create and manage video and channel promotions on YouTube. Your promotion can appear alongside natural search results when people search for similar content.

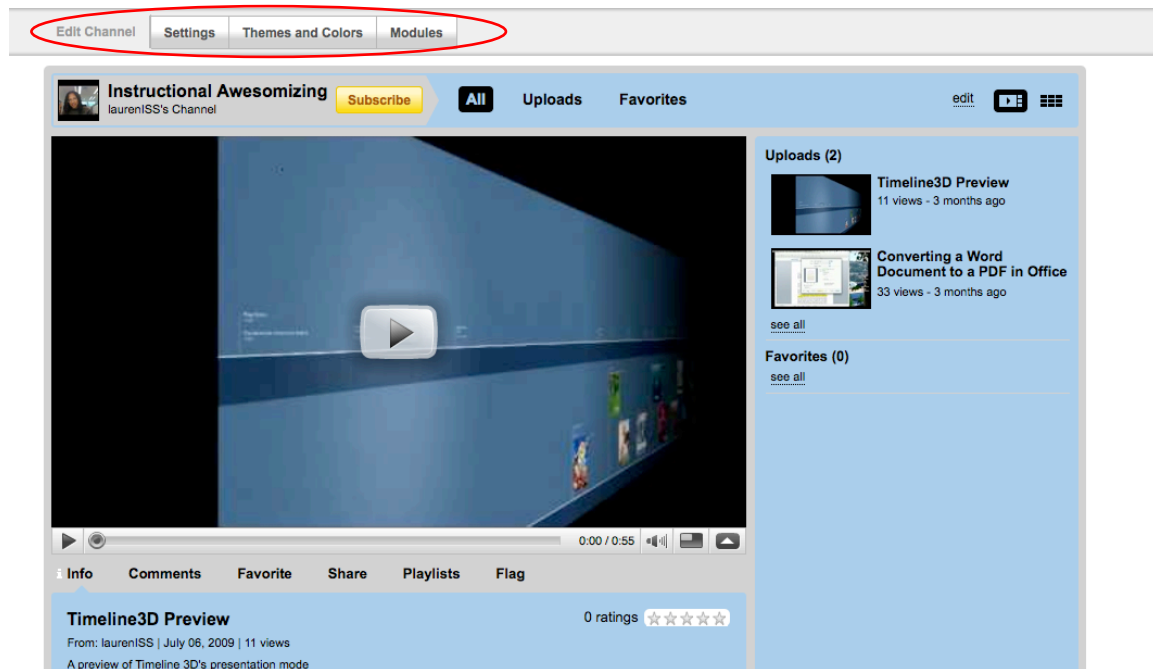
On this page, you can see your uploaded videos, favorites, playlists, subscriptions, etc, as well as get to your message inbox. You can also see your statistics: how many videos watched, uploaded, viewed, etc. You can also edit:

- Your profile (description, website, location, etc)
- Your YouTube homepage (a series of modules you can add or remove, such as latest from subscriptions, recommended videos, inbox, etc)
- Email options (address, frequency)
- Privacy
- Sharing (whether to enable the Activity feed or not, and what to include)
- Blog Set Up (link your blog to your YouTube account and publish videos to it directly from the watch page)
- Account (passwords, delete account)
- Your personal channel

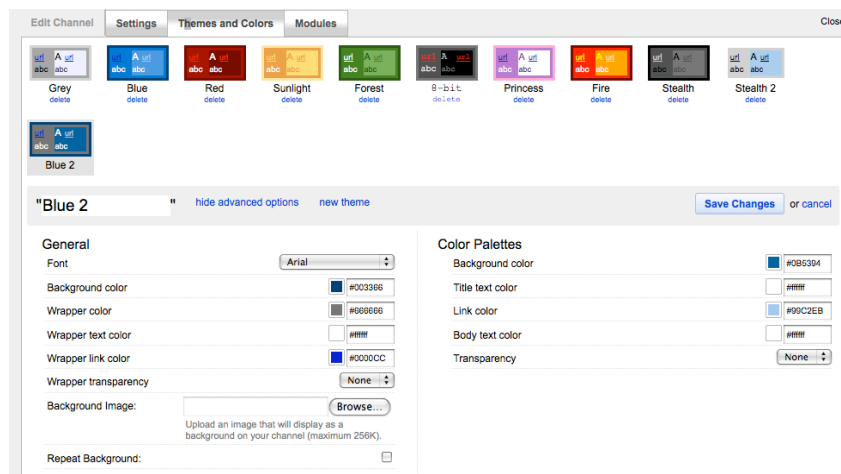
What's a Channel?

Every YouTube account has its own channel. The channel is what other users see when they click on your account name or go to your account's URL (<http://youtube.com/user/youraccountname>).

It is your public face on YouTube and you can customize it as you please.



You can edit your channel's settings (title and keywords), theme, colors and modules (such as comments, recent activity, friends, subscriptions, etc).



Favorites, Playlists, Quicklists and Subscriptions

Favorites

- Your "Favorites" are your favorite videos that you can add to a list and keep track of from within your own account and channel. To add a video to your list of favorites, visit the watch page of the video you'd like to favorite and click the link below the

video labeled "Favorite".



- To keep track of all your favorites, simply visit your Account page and click on the Favorites link from within the "My Videos" section.

Playlists

- Your playlist is a collection of videos that can be watched, shared and embedded. It's sort of like your Favorites list, but you can create as many playlists as you like.

Create/Edit Playlist (* indicates required field)

* **Playlist Name:**

Video Log: Use this playlist as the Video Log on my Profile page

* **Description:**

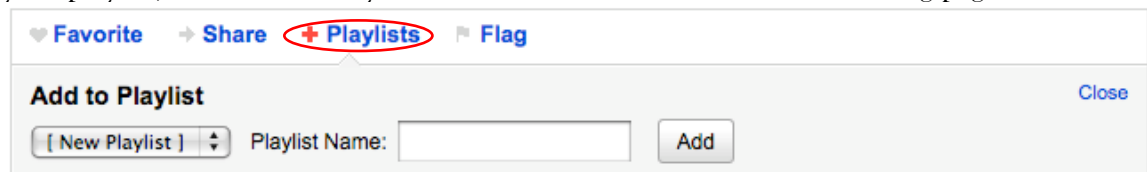
Tags:

Enter one or more tags, separated by spaces.
Tags are keywords used to describe your video so it can be easily found by other users. For example, if you have a surfing video, you might tag it: `surfing beach waves`.

* **Privacy:** Public
Public playlists will display in the Playlist section your Profile page, and will also appear in Search results.
 Private
Private playlists are only visible to you and those with whom you choose to share them.

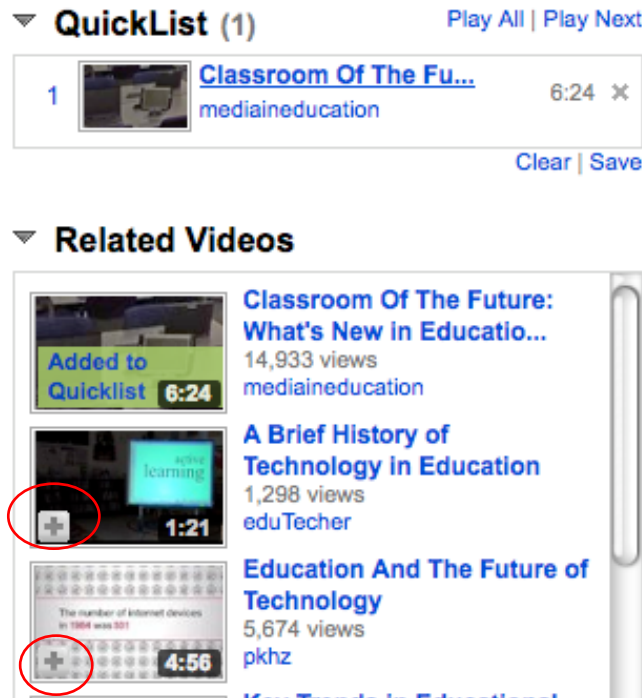
Embedding: Allow external sites to embed this playlist

- You or your viewers then have the option of watching through the entire playlist, or choosing individual videos within it. To add a video (yours or someone else's) to your playlist, click on the Playlist link underneath the video on its viewing page.



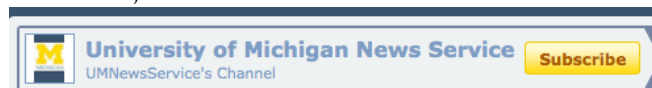
Quicklists

- The Quicklist is a way of bookmarking videos that you want to watch but don't want to watch *right now*. To add a video to your Quicklist, just click the plus sign icon located on the video.

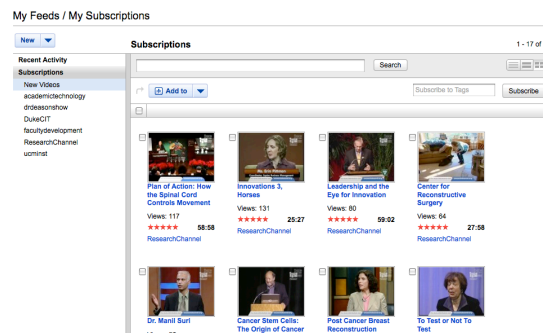


Subscriptions

- You can subscribe to videos from a particular user. This means that any new videos posted by those users will be added automatically into your Subscriptions list.
- To subscribe to a channel, click the “Subscribe” link next to the channel’s title.

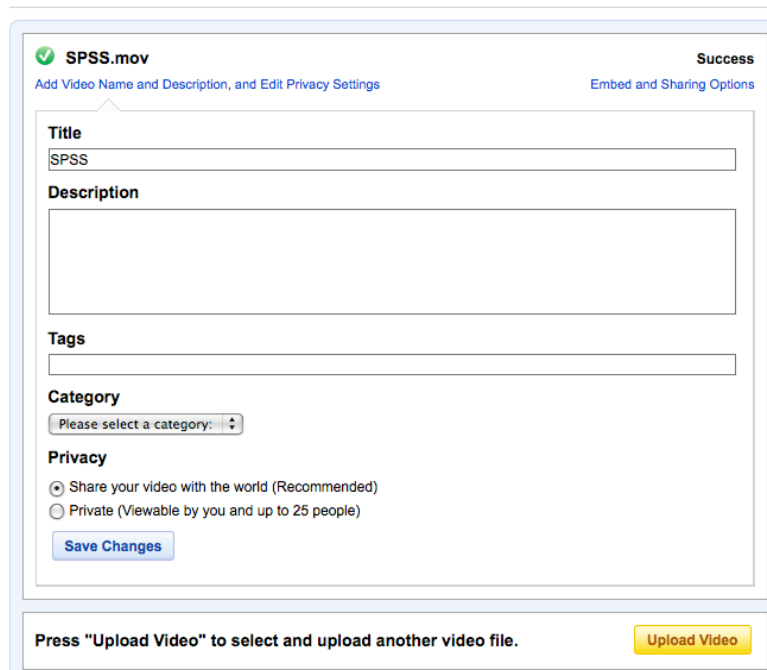


- To view and manage your subscription list, click at the “Subscriptions” link at the top of your homepage, or go into your Account.



Uploading Videos

Click on the yellow “Upload” link on the top right corner of the page and then the “Upload Video” link on the next. Find the video you would like to upload in the dialog box that pops up and click “Select.” Once the video has uploaded, fill in the Title, Description, Tags and other information for the video and then click “Save Changes.”



The screenshot shows the YouTube video upload settings interface. At the top left, there is a green checkmark and the filename "SPSS.mov". To the right, the word "Success" is displayed. Below the filename, there are two links: "Add Video Name and Description, and Edit Privacy Settings" and "Embed and Sharing Options". The main form area contains several sections: "Title" with a text input field containing "SPSS"; "Description" with a large empty text area; "Tags" with a text input field; "Category" with a dropdown menu showing "Please select a category:"; and "Privacy" with two radio button options: "Share your video with the world (Recommended)" (which is selected) and "Private (Viewable by you and up to 25 people)". A "Save Changes" button is located below the privacy options. At the bottom of the form, there is a message: "Press 'Upload Video' to select and upload another video file." and a yellow "Upload Video" button.

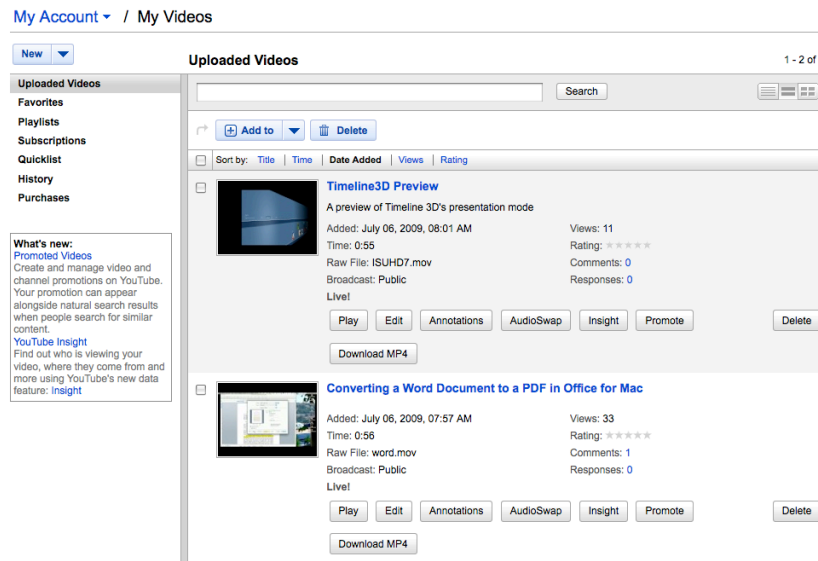
You can also record straight into YouTube using the Record from Webcam link and tapping into your computer's webcam.

Video Requirements and Limitations

- Up to 2GB in size
- Up to 10 minutes long
- Accepted formats:
 - Windows Media Video (.WMV)
 - .3GP (cell phones)
 - .AVI (windows)
 - .MOV (mac)
 - MP4 (ipod/psp)
 - .MPEG
 - .FLV (adobe flash)
 - MKV (h.264)

Once your video is uploaded, it will appear in your Uploaded Videos list. Keep in mind that depending on the size of your video, it will take a short while to finish processing. You will not be able to view or link to the video until it is processed.

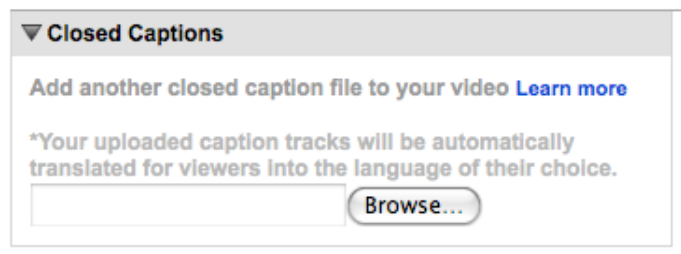
However, you can go ahead and upload another video right away, if you choose. You can also edit the video's information while you are waiting for processing to finish.



Annotating and Captioning Videos

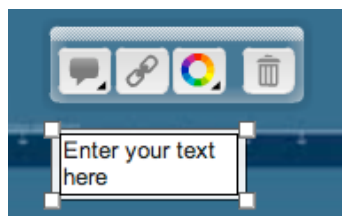
Click on the “Annotations” link underneath an Uploaded video file.

YouTube will allow you to add a Closed Captioning file to your video. The tracks in the file will be automatically translated for your viewers into the language of their choice.

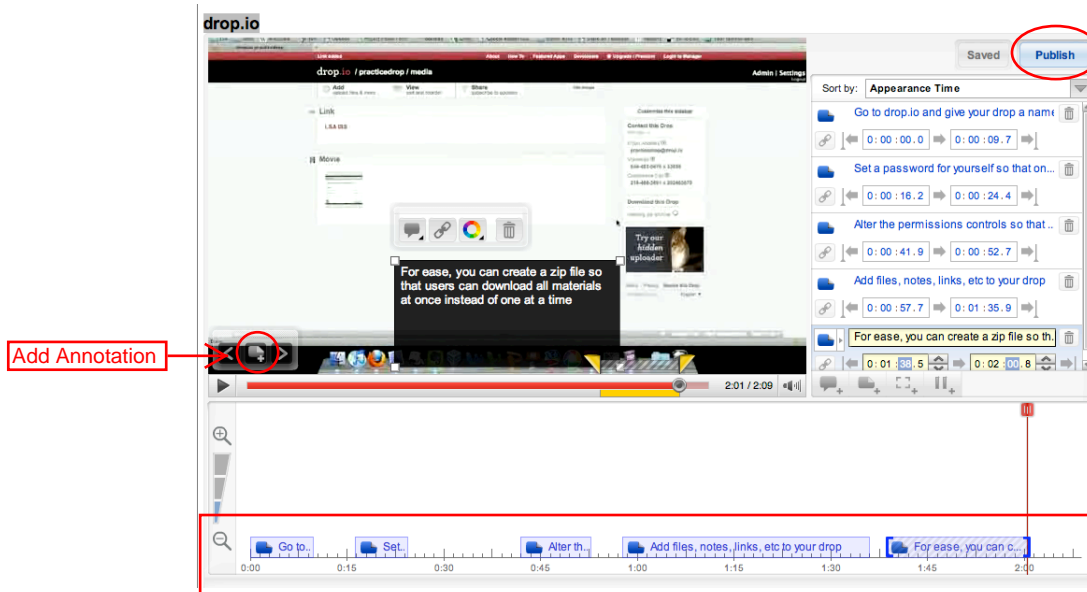


It will also allow you to add your own annotations to your videos with the Annotations tool. This is a Flash interface that allows you to “stick” notes of various types into your videos (although the notes can be turned off by individual viewers if they choose).

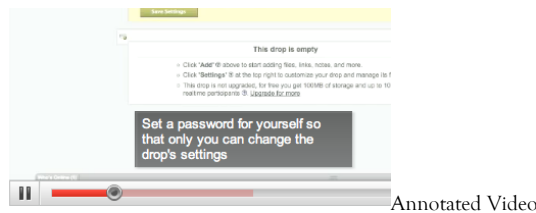
To add an annotation, click the plus icon on the video while it plays. Then choose the format of annotation you'd like—speech bubble, box, spotlight or pause button.



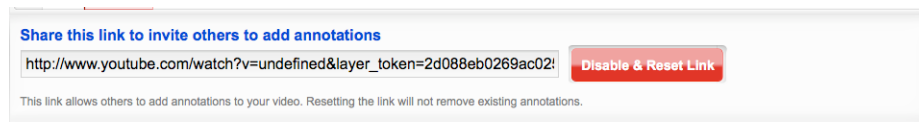
You can enter in text and links, and change the color from a limited amount of choices. You can see your annotations along the timeline at the bottom, and shorten or extend the time an annotation stays on the screen by grabbing and pulling on the end. You can also see the list of annotations and their timestamp on the right.



When you are happy with your annotations, click “Publish.”



Want to invite others to add annotations of their own? Send them the link below the annotations window and they will have access to add notes of their own. When you no longer want to make that option available, just click the button to disable the link.



Creating Groups

Groups are a good way to allow multiple people to discuss and post multiple videos. You can create and manage multiple groups and each group can contain multiple topics.

In your Account Overview, click on “Groups” and then “Create a Group.” Fill out the information pertaining to the group you would like to create and click “Create Group.”

My Account ▾ / Create a Group

Group Name: LearningYouTube

Tags: instructional, technology

Enter one or more tags, separated by spaces. Tags are keywords used to describe your group so it can be easily found by other users. For example, if you have a group for surfers, you might tag it: sur:f:ing, beach, waves.

Description: Learning about YouTube

Choose a unique group name URL: http://www.youtube.com/channel/issyoutube

Enter 3-18 characters with no spaces (such as "skateboarding"), that will become part of your group's web address. Please note, the group name URL you pick is permanent and can't be changed.

Group Category:

- Autos & Vehicles
- News & Politics
- Comedy
- Nonprofits & Activism
- Education
- People & Blogs
- Entertainment
- Pets & Animals
- Film & Animation
- Science & Technology
- Gaming
- Sports
- Howto & Style
- Travel & Events
- Music

Privacy:

- Public, anyone can join.
- Protected, requires founder approval to join.
- Private, by founder invite only, only members can view group details.

Video Uploads:

- Post videos immediately.
- Founder approval required before video is available.
- Only Founder can add new videos.

Forum Postings:

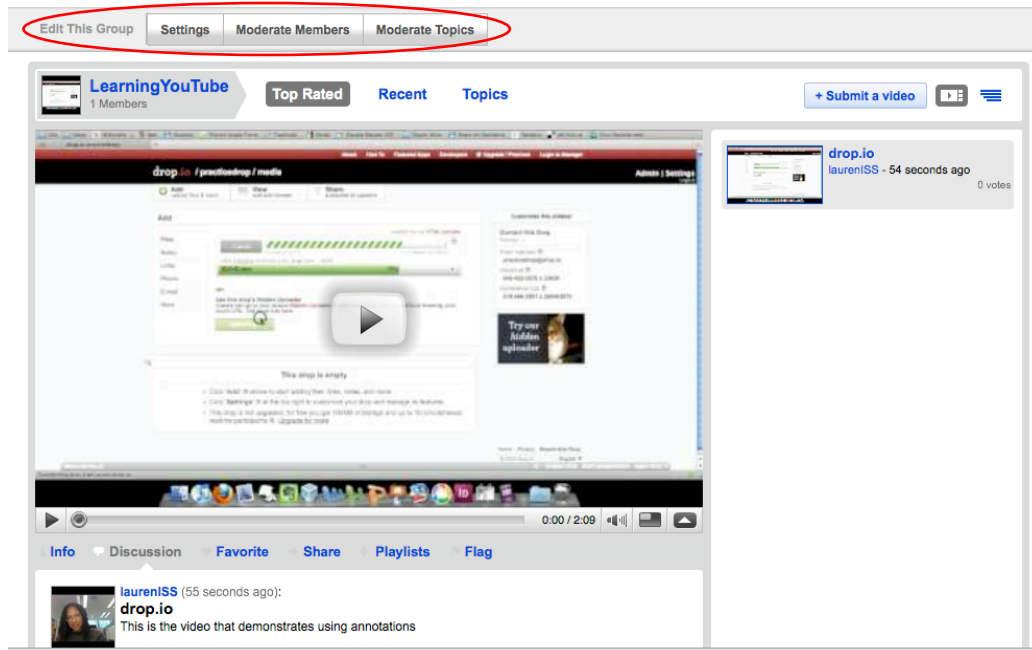
- Post topics immediately.
- Founder approval required before topic is available.
- Only Founder can create a new topic.

Group Icon:

- Automatically set group icon to last uploaded video.
- Let owner pick the video as group icon.

Create Group

Once the group has been created, you can edit the settings, invite and moderate members, create and moderate topics, videos and comments.



What can I do to learn more?

- Read the YouTube Help Guide and Handbook
- Contact ISS!
issinstruction@umich.edu
G333 Mason Hall
615-0099
<http://bit.ly/LSAISS>
- Visit YouTube EDU

<http://www.youtube.com/education>
- Look at what various universities are doing:
<http://www.youtube.com/user/UM>
<http://www.youtube.com/user/StanfordUniversity>
<http://www.youtube.com/user/iu>
<http://www.youtube.com/user/usc>
- Browse Educause's resources on YouTube:
<http://www.educause.edu/Resources/Browse/YouTube/28619>
- **Practice: all technology gets easier with familiarity.**

Questions? Contact Me!

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