The Classroom vs YouTube: What Works and What Does Not

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Professor vs YouTuber

Homework is due on Monday!!

Like and Subscribe!!
Professor vs YouTuber

• Limited Scale
• Massive Reach
Discrete Math (Full Course: Sets, Logic, Proofs, Probability, Graph Theory, etc)

A one-semester course on Discrete Math taught by Dr. Trefor Bazett. Covers Logical Statements, Logical Operations, Truth Tables, Sets, Functions, Relations, Proof Methods such as Contrapositive...
Professor vs YouTuber

- Limited Scale
- Depth

- Massive Reach
- Shallow
Professor vs YouTuber

- Limited Scale
- Depth
- Multilateral

- Massive Reach
- Shallow
- Unilateral
Professor vs YouTuber

- Limited Scale
- Depth
- Multilateral
- Lots of control

- Massive Reach
- Shallow
- Unilateral
- Little control
Who watches math YouTube?

**Age and gender**
Views - Last 28 days

- Female: 23.6%
- Male: 76.4%

- 13–17 years: 3.1%
- 18–24 years: 48.9%
- 25–34 years: 28.2%
- 35–44 years: 10.0%
- 45–54 years: 5.6%
- 55–64 years: 2.3%
- 65+ years: 1.9%

SEE MORE
### Top geographies

<table>
<thead>
<tr>
<th>Country</th>
<th>Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>26.4%</td>
</tr>
<tr>
<td>India</td>
<td>15.9%</td>
</tr>
<tr>
<td>Canada</td>
<td>6.6%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>3.5%</td>
</tr>
<tr>
<td>Philippines</td>
<td>3.0%</td>
</tr>
</tbody>
</table>

*Views · Last 28 days*
What the YouTube algorithm cares about:

- Click Through Rate (CTR)
- Titles
- Thumbnails
What the YouTube algorithm cares about:

- Click Through Rate (CTR)
- Titles
- Thumbnails
- Average View Duration (AVD)
- Hooks
59% of viewers are still watching at around the 0:30 mark, which is typical. Learn more by comparing to your other videos. Go to channel analytics.
What the YouTube algorithm cares about:

- Click Through Rate (CTR)
  - Titles
  - Thumbnails
- Average View Duration (AVD)
  - Hooks
  - Engaging
  - Useful
Attention Economy
Edutainment
Search vs Browse
Tips for being “engaging”:

- Engaging ≠ Energetic
- Engaging ≠ Production Quality
- Engaging ≠ Fancy Animations
Tips for being “engaging”:

- Personable
- Stories
- Interesting questions
- Show don’t tell
- Pacing
- Cognitive Load
Limitations of YouTube:

- No questions/answers
- Extremely passive
- Individual, no collaboration
- Limited scaffolding/direction
- No practice
Big Idea:

Use class time to leverage what YouTube CAN’T do.
How I use videos in my classes:

- **Flipped Class:**
  - Foundational knowledge before class in video modules
  - Active Learning in class

- **Review Modules** for prerequisite content

- **OER Differential Equations Textbook**
Getting started in social media:

• Why do you want this?
• “Winners take all”, long tail
• Develop a niche
• Search first
THANK YOU!!

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Tech behind the scenes:

bit.ly/trefortech