

## Tips for Using YouTube in Medical Education

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### Abstract

The role of online social networks in our everyday life has become crucial and undeniable. YouTube is a mainstay in online social networks. Created in 2005, YouTube is the third most visited Web site on the internet. Its educational value has been exemplified by the establishment of YouTube Education. Given the relative easiness of producing and uploading videos on YouTube and its free content, it has become a pool of a huge quantity of educational videos in different specialties uploaded by students and teachers. This paper aims to provide hints on effective usage of YouTube in medical education by evaluating an already existing video in order to recommend it to your students and by highlighting how to create and optimize your educational videos.

### Introduction

Videos play an important role in supporting classroom teaching, self-directed learning, revision, and continuous medical education. The role of multimedia including videos in medical education has long been documented and has been reported to be more efficient in reducing classroom time and improving examination performance in many instances <sup>(1-5)</sup>. Students show interest in the subject and their learning is increased when instruction is integrated with multimedia tools <sup>(6-7)</sup>.

Internet resources have become an integral part of everyday life, and undoubtedly, the media influences the way students learn and teachers teach <sup>(8)</sup>. The future generation of medical professionals who grew up in an environment sophisticated with information technology has been called 'digital natives' <sup>(9)</sup>.

This 'Net Generation' has aptitudes, attitudes, expectations, and learning styles reflecting the environment in which they were raised <sup>(10-11)</sup>.

This environment is decidedly different from

that which existed when faculty were growing up. Thus, medical educators must find ways of engaging students more critically and creatively. The more recent use of web applications facilitates sharing through social networks like YouTube (YouTube, LLC., San Bruno, CA), Facebook<sup>®</sup> (Facebook. Palo Alto, CA), and Twitter<sup>™</sup> (Twitter, Inc., San Francisco, CA). The use of social networks in an educationally relevant context can change the way students learn and communicate, as well as improve interactions between faculty and students <sup>(12-13)</sup>. The growth of such online resources and the advances in Web 2.0 technology are changing the information landscape and impacting teaching and learning.

It has been shown that social networking creates a blended, social constructive learning environment that encourages collaboration, conversation and sharing. Many social networks offer platforms that can be tailored by the individual learner <sup>(14-17)</sup>.