

skyrocketed for the reason of presence of videos of another category like music or social videos.

In addition to YouTube metrics, the educator can set own subjective quality assessment criteria including appropriateness of content to the educational level of your students, authenticity, fulfilment learning objectives, communication skills of the presenter, and audio-visual quality of the produced video. This is in view that some authors have indicated that YouTube indices of preference (views, likes, dislikes, or search page) are not crucial in determining the value of educational video content ^(26,32). Therefore, teaching institutions or professional societies should endeavour to identify and highlight good online teaching resources.

Reports of dissociation of YouTube provided video usage statistics and community engagement statistics with the relevance of the retrieved videos were published before YouTube launched "watch time". In October 2012, YouTube updated its suggested videos algorithm in order to focus on 'watch time.' Thus the new algorithm for suggesting videos includes prioritizing videos that lead to a longer overall viewing session over those that receive more clicks ⁽³³⁾. By this way it can better surface the videos that viewers actually watch, over those that they click on and then abandon ⁽³⁴⁾. Previous to this, smart video producers had noticed that YouTube would reward clicks more than actual views. Watch Time should thus become an important metric to promote videos on YouTube because it is a sensitive metric of those people who are watching well beyond the first click. However, this new metric has not yet been researched in relation to educational videos.

How to create your educational video?

In every minute, 72 hours of video are uploaded to YouTube worldwide ⁽¹⁹⁾; however, in the Arab region, which is number two spot in the world in YouTube video viewing, only one hour of YouTube video is uploaded per minute ⁽²⁰⁾. This is an indicator of the consumer tendency in the Arab region. It is at the same time an appeal to

begin producing videos from own teaching material.

YouTube's slogan "Broadcast Yourself" can be easily met by consulting free self-learning resources. The creator hub on YouTube site provides a lot of information about how to get started and create a video. More refined information about creating videos with educational content are provided in YouTube EDU Playbook Guide which can be downloaded for free. It also provides information about how to apply for and become part of YouTube EDU ⁽³⁵⁾.

Video capturing and editing methods that are suitable for producing educational videos are in many instances ubiquitous and user-friendly. Educational videos can fail if they go too high tech and if they go too low tech. Videos can be captured by video cameras or by using Camtasia Studio software (Techsmith Corporation, Michigan, USA), which is a computer screen capturing program in which it is also possible to record audio. In this way on-screen PowerPoint presentations can be captured as video. If a drawing pad with a stylus is also used, then writing, drawing illustrations or tracing certain features can be captured at the same time. As for mobile devices, Reflector (Squirrels LLC, USA) can airplay mirror the iPad, iPhone screen on a computer which can then be captured and produced using Camtasia Studio.

The captured videos can be edited by using simple software such as Windows Live Movie Maker (Microsoft Corporation, Redmond, WA), Camtasia Studio, and the editing tool of YouTube itself.

These simple methods of capturing and editing are in many places comparable to those that are used by Khan Academy in producing educational videos. Khan Academy is a not-for-profit educational organization started by Salman Khan in 2008. Its mission is to provide a free, world-class education to anyone, anywhere. It all started when, in 2004, Khan began remotely tutoring his cousin who had difficulties in math. Eventually, word got around and his videos were hosted on YouTube. Now, with a library of over