

4,100 videos on everything from arithmetic to physics, finance, medicine and history, the organization is receiving significant donations and grants ⁽³⁶⁾.

How to optimize your educational video?

In a traditional classroom setting, no instructor would like to find his lecture hall empty or his students dozing in their chairs. In the virtual world, methods to engage the viewers could be different from face-to-face instruction since the instructor is not accomplishing visual contact with the attendants.

Education content video creators need to employ certain strategies to optimize their videos for the education category and build up more audience. The educator can use supplemental or full lessons. The contents could be single or in series. In anatomy education, for example, a course-based channel is recommended in which it is important to utilize annotations, metadata, and playlists to help the viewer navigate through the videos in a system oriented or region oriented sequence.

Because anatomy is a morphological subject then it is of the utmost essential to use three dimensional materials such as cadaver, prosections, and models to support learning. The use of multiple approaches within the same video or in a series of videos is important for understanding the multiple aspects of anatomy including gross, cross sectional, applied and surface anatomy.

The metadata (and description in particular) is a great way to communicate and outline your channel content for the viewer. It will help your audience find the right videos as they search. It is also important to give an outline of the objectives of each video session so viewers know what to expect. If the videos are course-based, it should be clear as to how this video session fits into the series or playlist. If such an outline is not provided within the video itself, it can be given in the “about” information tab. Also include links to related videos and the sequence they must be watched with both in the “about” information tab and as annotations on the video itself. For

the latter purpose, you may use the annotation tab from the edit screen. Hints to the sequence can be included in the video title. These tips can help not only create but also repurpose existing educational materials for YouTube.

The use of supplemental subtitles is recommended to engage the viewer. It can also serve to learn difficult medical terminology. Subtitles can be also used to pose questions during the video session which may effectively engage the viewer.

Lecture-based videos can often be long. For these videos to become more consumable and accessible for the audience they need to be shortened. If not possible, then an abridged version of the video may guide interested viewers who can then commit to the full length version. However, viewers often find shorter videos more intelligible. As an example, Stanford University uploaded two versions of the 2005 Steve Jobs commencement speech - a full version included an introduction by the president, and the other video was edited to just feature the speech. The edited version has over 16.5 million views, whereas the full version has 1.5 million ⁽³⁵⁾. Long videos can be cut into shorter ones each addressing an objective or a group of objectives then the whole series is included in a playlist. Education channels can use the ‘start and end time’ features, allowing you to create playlists that feature specific time frames from videos within the playlist. Let’s take the heart anatomy as an example; if you create a video on the gross anatomy of the heart and another on the surface anatomy of the thorax then you can select the part related to surface anatomy of the heart instead of the whole video to include it in a playlist of heart anatomy together with the gross anatomy video.

Annotations can be extremely useful to build an interactive, curriculum experience for your viewers and to help them navigate to the previous and next videos in the lesson.

Create an interactive lesson for your viewers by annotating to specific time codes of video so that users can jump to a particular section. Annotations can be used for another way of