

interactivity by posing self-assessment questions for which answers and explanations are provided by hovering the pointer over a highlighted area using the spotlight annotation.

### Evaluation and feedback

The use of YouTube can encourage learners to reflect on the material in an environment in which they are accustomed to. YouTube Analytics lets the channel owner monitor the performance of the channel and videos with up-to-date metrics and reports. It is a powerful evaluation tool that provides continuous feedback in which the channel owner can filter the reports by content, geography and date.

### Concluding remarks

YouTube popularity should encourage educators to use it as a platform in teaching the Net Generation. The design and creation of videos requires extra time and effort by the faculty; however, capturing and editing tools are cheap and user-friendly. Educators need not worry that they might be superseded by YouTube videos with their interactive potentials because technological tools cannot completely replace classroom interactive teaching. Videos can release educators by reducing lecturing load and improving the quality of instruction. Establishing a YouTube Channel can offer a new forum for scholars to communicate and additional opportunities for educational research.

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