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Video and the Web Part 2: Sharing and Social Networking

By Annette Lamb and Larry Johnson

From videos taken on a cell phone to high quality independent films, it seems that anyone with a camera has become a videographer. Although watching videos of wedding goers doing the chicken dance may be fun, there are many more educational applications of video sharing.

What's video sharing?

In recent years, video-sharing sites have emerged as a popular source of online-video. Sometimes called video hosting services, participants upload and store video clips on a remote web server. Most services then allow anyone to view, link to, or embed these videos into their own website or blog. Some services allow you to choose who can see your videos.

In June 2007, Wikipedia listed over seventy "video sharing websites." These websites house predominately free, user-generated video clips. Vimeo is an example of an easy-to-use video-sharing site that works well for sharing family videos and class projects. You'll find many others that contain advertising such as blip.tv, Daily Motion, Kewego, lulu.tv, and Revver. Our Media provides space for people to share copyright-cleared video footage.

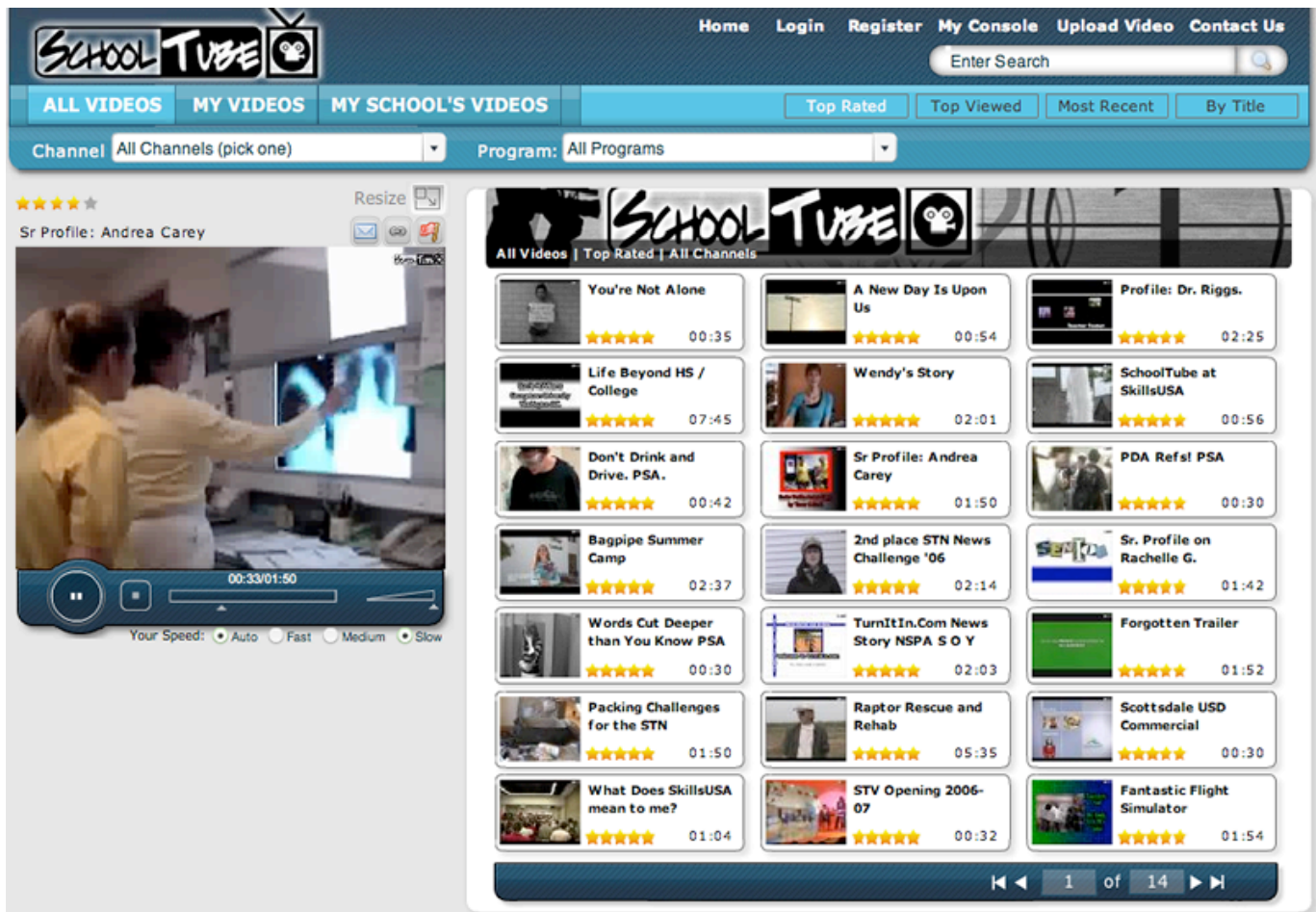
What's a video sharing, social network?

Some sites simply provide a place to upload and download video clips, while others are entire social networks incorporating options for user profiles, video ratings, a list of favorites, tagging, and comments. They may also provide options for emailing links to videos, as well as, embedding the videos in a website or blog. The most popular example is a site known as YouTube. This video-enhanced, social network contains thousands of videos. Keep in mind that YouTube was not designed for young people. While you can find some great examples of student productions, a majority of the content is for adults. For Google users, the Google Video program is a nice option for sharing videos.

A growing number of these networks are emerging for educators including SchoolTube and TeacherTube. Even if your school filters YouTube, you may be able to convince administrators to unblock these educational websites.

SchoolTube is an online community where students, educators, and industry members work together to foster video production and web publishing in a safe environment. Organized by subject and topic area channels, it's easy to locate quality, student-produced videos. The website provides a way to organize and rate favorite videos. Each program is moderated or teacher approved for viewing. The project uses the Student Television Network Code of Ethics to maintain high standards focusing on the important role of student journalists in teaching and learning. The code states that young people should seek truth and report it, minimize harm, act independently, and be accountable. The website sponsors contests to promote student video production.

INSERT FIGURE – SCHOOLTUBE



TeacherTube looks a lot like YouTube. The front page lists the newest entries and provides a way to search for videos. You can watch find videos on topics such as Making Bar and Circle Graphs in Excel, Essay Writing or Black Holes. It also contains channels focusing on specific grades levels and subject areas. For example, you might like to see all the videos in World Languages or Math. Discussion groups can be established for teacher groups, schools, or others. Young people can upload their projects and teachers can share their educational materials.

With all video sharing sites, it's important that teacher and student video producers and users read the terms of use for the site and be aware of the intellectual property rights for user submitted video clips and programs. Also, check to see how inappropriate videos are flagged or filtered.

How do I access video on the Web?

Web-based videos can be downloaded to your computer or streamed directly from the Web. Think about what will work best for your classroom. There are pros and cons of each approach. Streaming doesn't take hard drive space on your server, but it takes lots of bandwidth and can slow down your network. Downloading requires storage space and time to copy the file onto your computer.

Digital video is captured and delivered in a variety of file formats; there are literally dozens of file types used to handle video programming. In order to view a video file, a matching media or video player must be installed on the computer. You may also need to download extensions for your Web browser. The videos may play directly in your browser or in a separate window.

These commonly used video file formats can be played on both the Mac and Windows operating systems (Some are also supported on Linux systems):

MOV and QT (QuickTime). This Apple-developed video file format can be displayed within your web browser or in a separate window. Some versions of QuickTime movies are streamed (played and downloaded at the same time), while others are downloaded. It depends how they were saved.

MPG (Moving Picture Experts Group). This file type is downloaded to your computer as a small-size, high quality file. The MPEG format for audio and video has evolved and now incorporates MPEG-1, MPEG-2, MPEG-3, and MPEG-4 'lossy' compression algorithms. These files can be played using the QuickTime Player as well as a Windows Media Player.

RAM or RM (Real Media). This media file format can be set up to download or stream. Streamed video begins playing as the video file continues to download. On slow connections the playback-viewing process may pause occasionally as the stream catches up, so they may not have the smooth flow of some other video files. Streamed files are only temporarily played through the computer, therefore an Internet connection is needed for viewing. Downloaded files may be played over and over again because they are housed on the desktop.

WMA and WMV (Windows Media). These video files are compressed with the Windows Media Audio (.wma) and Windows Media Video (.wmv) codec. There's also a newer file type known as WMV HD for high definition video.

SWF (Adobe Flash Animation). This format is often identified as a video format. Flash files are sometimes video or contain large portions of video content. However some SWF files are primarily multimedia and/or animation that can incorporate text and both vector and raster graphics.

An increasing number of people are storing files in the OGG multimedia container. This open source format uses Ogg Theora for video compression. Users can download the free MPlayer.

What if I want to download a streaming video from the Web?

Before you decide whether you'll stream or download videos, consider the producer's intention and the copyright implications. Although there are software packages that allow you to capture and download streaming video, the producer may want you to view the video through a web page that is supported by advertisers. In many cases, the advertising pays for the storage space. Before you grab and download the video, think about the copyright implications and your use of the video.

While most video sharing websites do not provide an option to download videos, a few hosting services such as Eyespot support a download option. There are dozens of tools to enable downloads from other video host sites. Well-known examples are Web-based tools like

SaveTube, GetTube for Mac OSX users, and the popular ZamZar file format conversion site. GetTube can download video or audio files from YouTube, DailyMotion, and Kewego sites. You can also get add-ons for your Web browser. For example, VideoDownloader allows you to download videos from most services in Firefox. There are also free desktop applications like VDownloader and KeepV Flash Converter that can convert videos from flv to avi, mov, mp4 or 3gp formats.

Are online video editors available?

You may be familiar with software packages such as Adobe Premiere, Apple iMovie, or Microsoft Windows MovieMaker for video editing. However a growing number of online tools are available for basic video editing. Eyespot and Yahoo's Jumpcut.com are two examples. Each service is slightly different. At Jumpcut you can upload your own digital video clips and photographs, then create a movie from your raw footage, incorporate still images using the online editor, remix your video with clips pulled from existing movies at the site, and share your production with a group or make it 'public' to all viewers. The editing allows trimming of the beginning and end of video clips, reordering of clips on a timeline, and the adding of music and photographs. Jumpcut's online editing also supports adding transitions and other effects to a video production. Eyespot's editing does not offer as many special effects, but it does allow editing and mixing. Unlike Jumpcut, Eyespot facilitates the download of videos from the site to your desktop. The downside to using Eyespot is that file sizes of stored videos are limited to 25MB.

INSERT FIGURE - JUMPCUT

Signed in as **eduscapes**: [Help](#) | [Sign Out](#)

Home My Page Explore Groups Create Upload

Title in this movie:

The Coyote Adventure

+ New Title Change Title Remove

Clip Audio Titles Effects Actions Add

oldcoyote (3.82 sec)

Delete Duplicate Slice Undo Redo Tips Preview Save Exit Publish

Provide students with some practice with the video editing process using the My Pop Studio website. This website gives young people a behind-the-scenes look at television and the editing process.

What if my students and teachers want to share video?

From television clips to music videos, you can find many examples of people who have not thought about the copyright implications of video sharing. Although these videos are often identified and withdrawn, others continue to be shared leading some students to think it's okay to ignore the law. An essential element of any video sharing project is a discussion with teachers and students about ethics.

Many young people are carrying their cameras everywhere. On-the-spot teens have recorded wonderful acts of kindness and the devastating impact of natural disasters. However they've also recorded embarrassing footage of friends and dangerous dares or pranks. It's important to talk with students about the appropriate use of cameras and video, the consequences of getting caught up in a moment, and the importance of gaining permission before posting video.

As you plan video projects that might be shared with the global audience, determine whether you'll be able to legally share these works on the web. In his online article "New Copyright Law

for Distance Education: The Meaning and Importance of the TEACH Act,” Crews (2003) describes what you need to know when sharing educational content online.

As you design videos for use on the web, examine the Fair Use Guidelines for Educational Multimedia website, then think about the copyright issues. Do you have the rights to the music you’re playing in the background of your video? When your theatre department purchased the rights to do the annual school play, did they also get permission to record and distribute it? Do you have permission to use the still photographs or video clips you’re integrating into the project? It’s not enough to simply credit sources. You need to get permission for copyrighted materials.

The TeacherTube website provides a page of “Copyright Tips”. They focus on respecting the rights of artists and creators, along with providing some guiding principles for using copyrighted materials.

How do I design effective video sharing projects?

Video-rich projects are a wonderful way for the library media specialist to collaborate with classroom teachers. Begin by exploring video sharing websites to identify good examples of student projects. For quality, student-produced videos, seek out ongoing video projects such as the Apple Student Gallery and the Digital Kids Club from Adobe. Another option is to search the video social networks such as YouTube using words such as “library orientation,” “book reviews,” and “summer reading” to find projects.

Talk with students about the different genres of video including public service announcements, promotional videos, and documentaries. Identify the key elements of successful videos in each category. Use state media fair award winners and school websites for examples in each category. For instance, Mabry Middle School posts their best videos each year as part of their annual film contest and festival. The Sacramento Educational Cable Consortium (SECCTV) sponsors a student digital video project and posts informative video segments on their website.

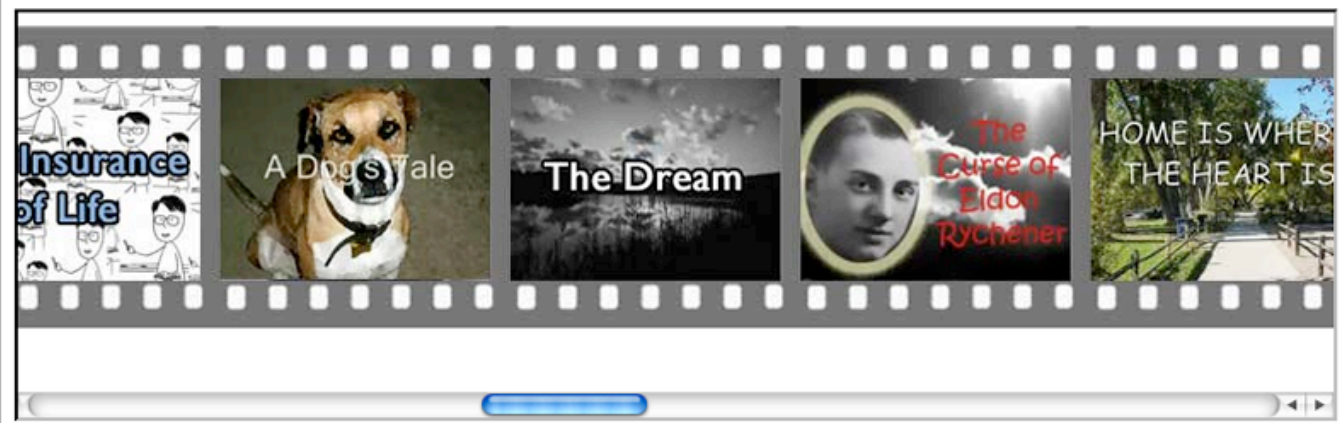
When possible, design authentic projects that involve students in designing a project for a real-world audience. Consider collaborating with another school for a global perspective. Although the possibilities are endless, the following five projects will get you started.

Digital Storytelling. From historical re-enactments to personal life stories, ask students to share their understandings through storytelling. For instance, the School Shoebox Stories website from BBC tells the stories of favorite objects. To learn how to create your own digital storytelling tales, explore Bernajean Porter’s DigiTales website. Her StoryKeeper’s Gallery contains dozens of high-quality examples, as well as ideas for creating and evaluating projects.

INSERT FIGURE – DIGITALES

Living Memories

Each digital story uses a personal or family experience to develop a living memory with a moral, an a-ha awareness, or a specific lesson learned. CLICK images for more information and to view the digital story.



Learning Objects. A safety guide for the Chemistry classroom, a geometry tutorial, and step-by-step instructions for art projects are just a few of the possible projects that involve students in creating learning experiences for others. For more ideas, go to Springfield Township High School's Video Blog for short learning object videos created by high school students.

Promotions. Create movie trailers for your favorite books. Joyce Valenza, a media specialist at Springfield Township High School posted student-produced trailers promoting reading list books at the school library website.

Public Service Announcements. Provide students with opportunities to share their knowledge of social issues through the creation of PSAs. For example, students in Vancouver, Washington shared their Want to Stop Smoking? Public service announcements on their ESD112 Prevention Center website. The Ad Council website contains lots of great professionally produced examples.

INSERT FIGURE – AD COUNCIL

Ad Council PSA Gallery Close

TV PSA's Radio PSA's

On exhibit today in the PSA Gallery are TV and Radio ads from several of our campaigns. Pick your favorite!
Watch them all, rate them all, and check back to see which candidate wins this election!

Image	Title	Rating	Total Votes
	Hamster Adoption	4.9	5288
	Hog Commandos Energy Efficiency	4.5	1170
	Light Saber Father Involvement	4.5	1226
	Signs Early Childhood Development	2.5	1549

Re-enactments. Whether recreating a dinner party from Colonial Times or imagining life in Ancient China, students enjoy dressing up and re-enacting historical events. Use websites such as Colonial Williamsburg to video examples showing re-enactors at work.

Share your videos online. Consider submitting your projects to state or national media festivals such as the International Student Media Festival or the National Student Television Awards.

Website Resources

Ad Council <http://www.adcouncil.org/>

Adobe Digital Kids Club <http://www.adobe.com/education/digkids/showcases/>

Apple Student Gallery

<http://edcommunity.apple.com/gallery/student/collection.php?collectionID=1>

Blip.tv <http://blip.tv>

Colonial Williamsburg <http://www.history.org/Media/videos.cfm>

Daily Motion <http://www.dailymotion.com/us>

DigiTales <http://www.digitales.us/>

ESD112: Prevention Center <http://www.esd112.org/prevention/quit.html>

Eyepot <http://eyepot.com/>

GetTube <http://web.mac.com/simonvrel/iWeb/software/v.1.0.html>

Google Video <http://video.google.com/>

International Student Media Festival <http://www.ismf.net/>

Jumpcut.com from Yahoo <http://www.jumpcut.com/>

KeepV Flash Converter <http://keepv.com/>

Kewego <http://www.kewego.com/>

LuLu.tv <http://lulu.tv>

Mabry Middle School Film Festival
http://mabryonline.org/archives/2007/04/2007_film_festi.html

My Pop Studio <http://www.mypopstudio.com/>

National Student Television Awards <http://www.nationalstudent.tv/>

Our Media <http://www.ourmedia.org/>

Revver <http://one.revver.com/>

SaveTube <http://www.savetube.com/>

SchoolTube <http://schooltube.com/>

School Shoebox Stories from BBC
<http://www.bbc.co.uk/wales/digitalstorytelling/sites/schoolshoebox/index.shtml>

SECCTV http://www.secctv.org/video_gallery.html

Springfield Township Video Blog <http://springfieldvideo.edublogs.org/>

Springfield Township High School Virtual Library Movie Trailers
<http://www.sdst.org/shs/library/movietrailers.html>

TeacherTube <http://teachertube.com/>

VDownloader <http://www.softpedia.com/progDownload/VDownloader-Download-51327.html>

Vimeo <http://vimeo.com/>

YouTube <http://youtube.com/>

ZamZar <http://www.zamzar.com/>

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List of Video Sharing Websites. Accessed June 2007 at http://en.wikipedia.org/wiki/List_of_video_sharing_websites

Teacher Tube. Copyright Tips. Accessed June 2007 at <http://www.teachertube.com/copyrighttips.php>