



Curriculum: Understanding YouTube & Digital Citizenship

Lesson 1

Overview

We have devised an interactive curriculum aimed to support teachers of secondary students (approximately ages 13-17). The curriculum helps educate students on topics like:

- YouTube's policies
- How to report content on YouTube
- How to protect their privacy online
- How to be responsible YouTube community members
- How to be responsible digital citizens

We hope that students and educators gain useful skills and a holistic understanding about responsible digital citizenship, not only on YouTube, but in all online activity.

Lessons

Below is a list of lessons, and the recommended flow for delivery. Lessons are designed to fit within 50 minute classes, but can be adapted to fit your schedule:

1. **What makes YouTube different** - basic facts and figures (40 minutes) - [Teacher's Guide](#), Slides
2. Detecting Lies - (35 minutes) - [Teacher's Guide](#), Slides
3. Safety Mode - (5 minutes) - [Teacher's Guide](#), Slides
4. Online Reputation and Cyberbullying - (45 minutes) - [Teacher's Guide](#), Slides
5. Policy - The Community Guidelines (30 minutes) - [Teacher's Guide](#), Slides
6. Reporting content - Flagging (20 minutes) - [Teacher's Guide](#), Slides
7. Privacy part 1 - (40 minutes) - [Teacher's Guide](#), Slides
8. Privacy part 2 - (50 minutes) - [Teacher's Guide](#), Slides
9. Copyright - (40 mins) - [Teacher's Guide](#), Slides
10. Additional resources/Appendix including parent resources - [Teacher's Guide](#), Slides

You can download [the full Teacher's Guide here](#).



Lesson 1: What makes YouTube unique

Time

40 minutes

Lesson objective

Understand the environment and scale of YouTube

Standards/competencies

Facts, information and videos outlining YouTube as a platform for content creation and sharing and the scale of operation. You will also explore some kick-off issues relating to students' online behaviour.

Materials/preparation

Videos loaded

Projector

Link to YouTube Press Page

Approach

Start by talking the students through the various lessons that they will be completing in the coming weeks. The focus of the Curriculum is to make students knowledgeable and confident when engaging online, whether on YouTube or on other platforms. Throughout the lessons, they will be obtain information and tools and will participate in group activities and discussions to help them understand the principles behind each of the lessons.

Starter- 7 minutes

Show YouTube clips from multiple of the following categories, which demonstrates the range of media that is available online.

Instructional

- <http://www.youtube.com/watch?v=l0a0p8ygfQM>

Inspirational

- <http://www.youtube.com/watch?v=LsOo3jzkhYA>

Social/political

- <http://www.youtube.com/watch?v=geyAFbSDPVk>

Entertainment

- <http://www.youtube.com/watch?v=R55e-uHQna0>

Explain there is a range of content online. Ask students what different videos may be used for.

Instruction- 7 minutes

Explain that the next few days/weeks/hours you'll be covering information on how to use YouTube to be engaged, inspired, and to learn & how to ensure you're using it as a good digital citizen.

Today you'll do two things:

- Get an understanding of how students use YouTube today
- Get students reflecting on how to use it responsibly

Ask students to answer the following questions by a show of hands or through class discussion.

- *Who here uses YouTube regularly?*
- *Who uses YouTube for social networking?*
- *What are your favorite YouTube videos? Why?*
- *What is the most common use for YouTube? e.g. music videos, tutorials*

Before delving into the 'serious' stuff, we think it's beneficial to develop an understanding of the scale and make-up of YouTube (and maybe a chance to look at some fun videos too!).

YouTube allows billions of people to discover, watch and share originally-created videos. YouTube provides a forum for people to connect, inform, and inspire others across the globe.

Please check out the YouTube timeline video on page 3. This video was released in May 2012.

Activity- 8 minutes

Now, go to page 4. Read through the trivia questions and go to the following link: <http://www.youtube.com/t/press>. The class can either answer the questions as a group or if IT resources allow, can break off into groups and write down their answers.

Answers

1. Founded in 2005, making it 7 years old in 2012.
2. Over 800m visitors to the site each month.
3. The first video ever uploaded was Me At the Zoo! Please see link to the video if you want to take a look. This is what we call UGC footage or user-generated content and is the backbone of YouTube as a video-sharing platform. Everyone can be a content creator!
4. Highest viewed video ever is 'Baby' - Justin Bieber (over 2 billion views!) and for user-generated content, it is Charlie Bit my Finger
5. The community on YouTube represents our community of users. The content on YouTube is created by the community, for the community. We have developed an innovative community-based model to notify us of potential violations of our Community Guidelines. For us, there is no better or more

- comprehensive group.
6. You have to be 13 to have a YouTube account.

Additional information

- YouTube is the largest online video sharing platform in the world and the second most popular search engine in the U.S. after Google. Google acquired YouTube in 2006.
- Over 72 hours of content are uploaded onto YouTube every MINUTE. YouTube has over 4 billion views every day! This is an updated number from May 2012, the previous number was 60 hours per minute.
- 70% of YouTube traffic comes from outside of the U.S.
- More than half the videos on YouTube have been rated or commented on.
- Our statistics continue to grow and change so please see our public statistics [page](#) for more background.

Instruction- 3 minutes

Explain that while there are a world of resources on YouTube, there is also content that is not appropriate or is negative.

Now ask students the following:

- *Who has had discussions with family or friends or teachers about what to do when confronted with negative content?*
- *What measures do you and your family take to manage your time online?*

Activity- 5 minutes

On page 5 there are a series of questions for students to answer. They should give themselves a point for every one they answer 'yes' to. Once they are finished, the teacher can read out the following results.

Scoring

- 10 - 12 = You're already a superstar when it comes to safe online behaviour. Keep it up, continue to learn and share your knowledge!
- 5 - 9 = You're halfway there but you can still do better. Being a responsible digital citizen should apply to all of your online activity. Make sure to familiarise yourself with the tools and information provided by sites and platforms to help you along.
- 1 - 4 = Lots more work to do! It's important to have fun online but it is possible to do this and be safe. Talk to your friends, family, teacher about developing some essential skills for managing your online activities. It's easy!

Closing- 5 minutes

In the coming lessons we will ensure we all understand the ways to use YouTube responsibly, the many things it can help you do.

Let's look at one more video now. You might agree this video fits multiple purposes

we discussed in the beginning: entertaining, inspiring, & educating.

To end this session, look at the '[YouTube Rewind 2011](#)' video together. Reminisce some of the YouTube memories of 2011.