

Spielberg, not Shakespeare: What We Can Learn from YouTube When Flipping the Classroom

Brian Klaas
Johns Hopkins University
bklaas@jhu.edu
@brian_klaas







You **Tube**

11.3 hours free

10.8 hours paid

22.1 hours/week

~50%

watch TV

66%

spend the same amount of
time (or more time)
watching online videos
compared to TV.

1 in 3

say YouTube is their
most important source
of video online.

You **Tube**

>



You  **Tube**



DIRECTED BY
JOSEPH KAHN

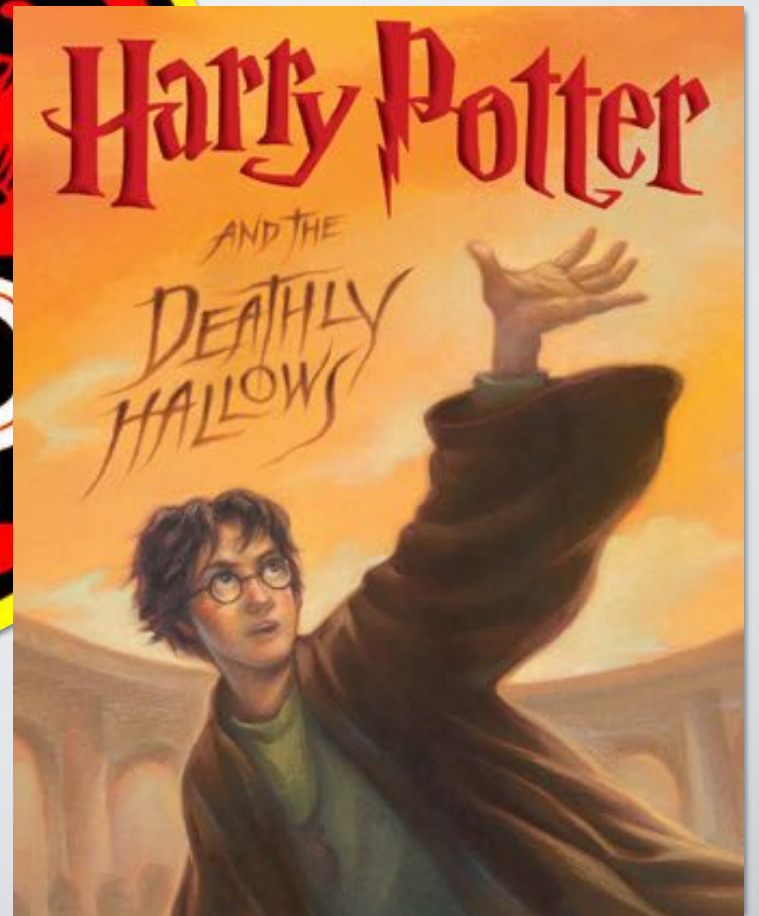
PRODUCED BY
TAYLOR SWIFT

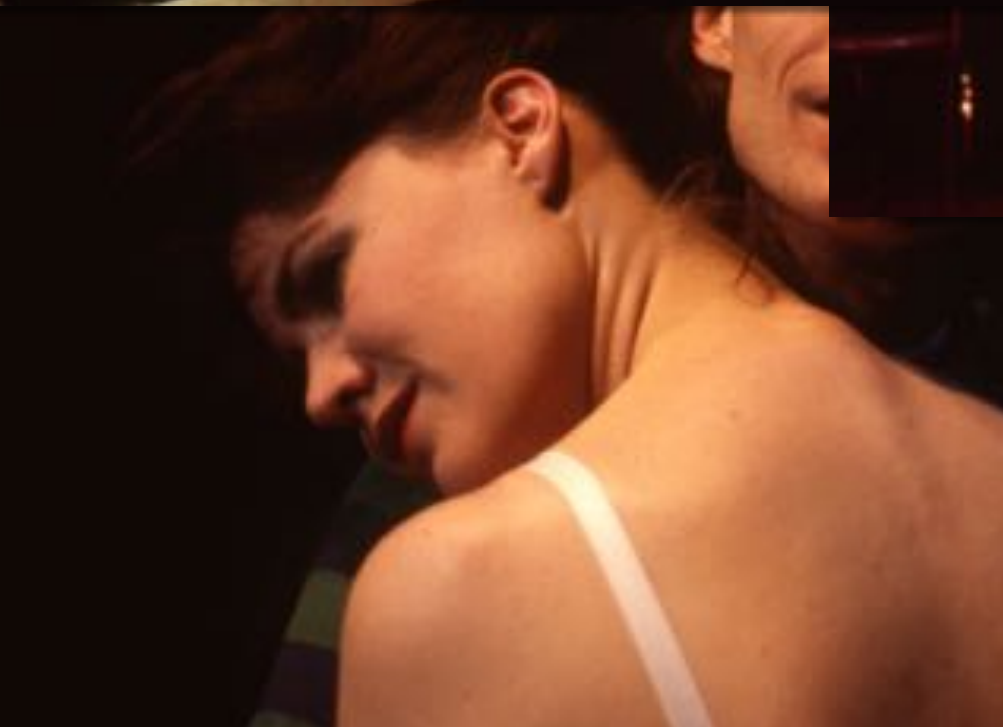
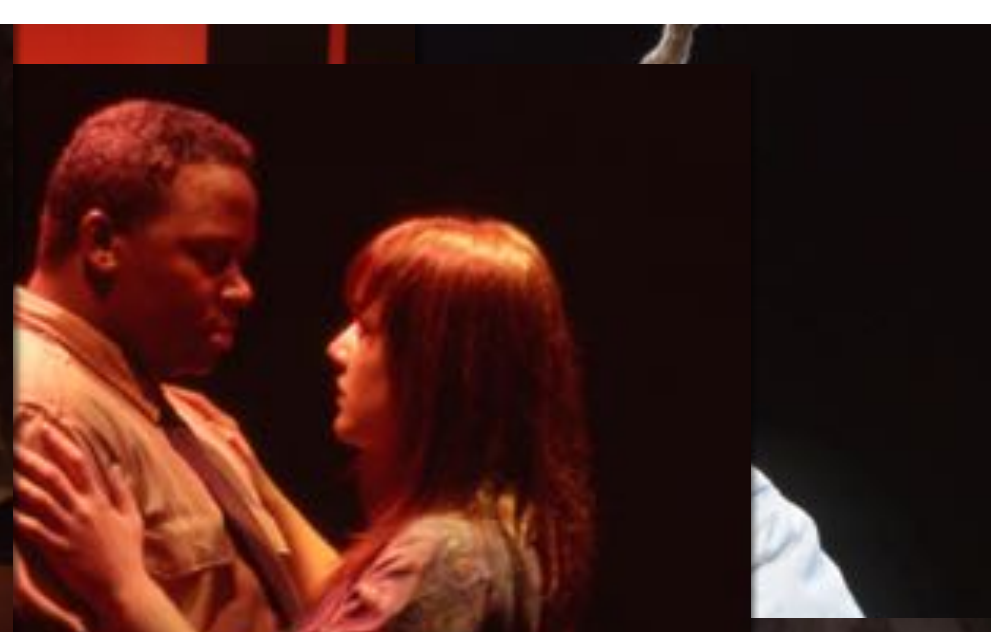
TAYLOR SWIFT starring as **CATASTROPHE**

BAD BLOOD

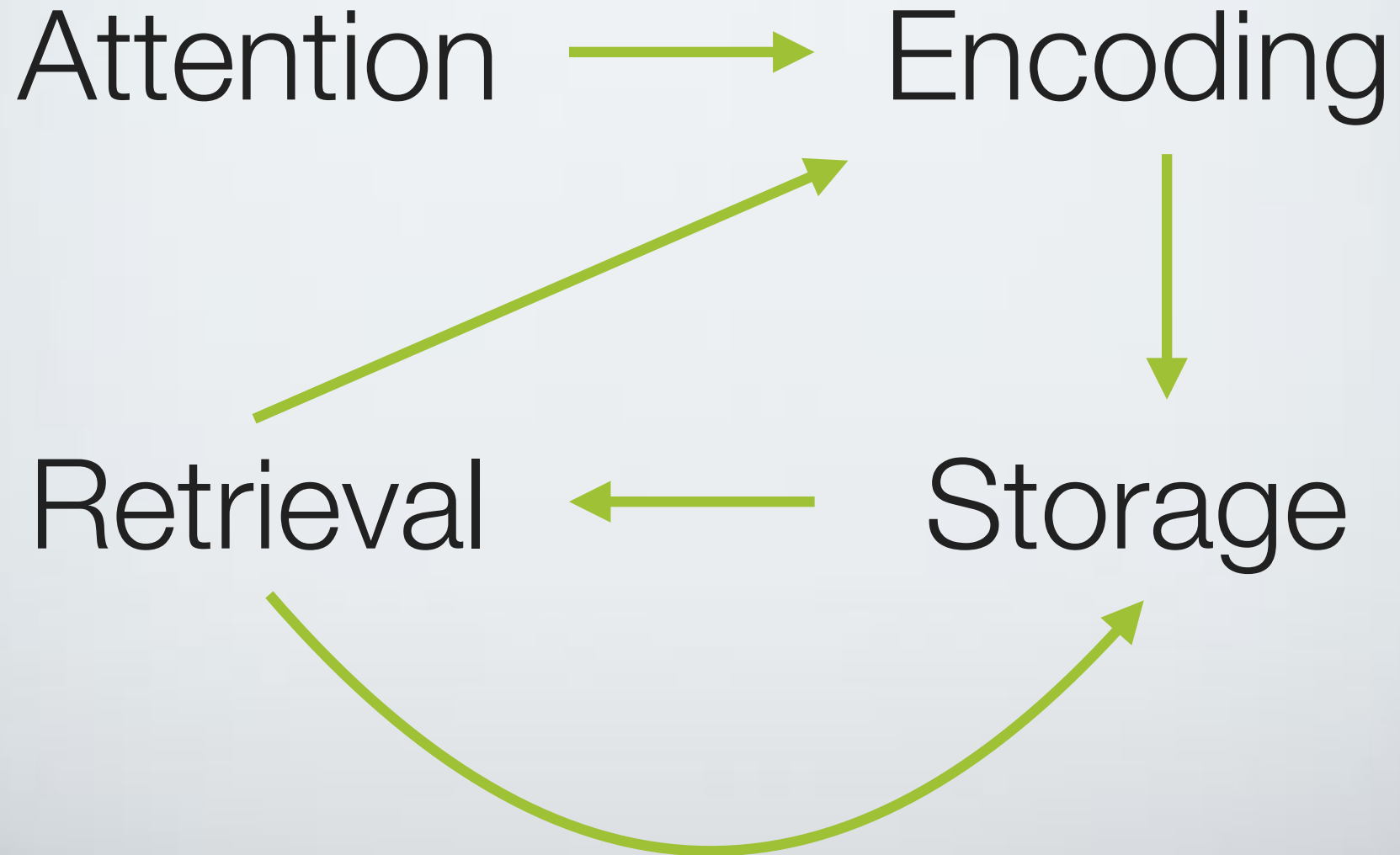
"BAND-AIDS DON'T FIX BULLET HOLES"











Mayer

Coherence

Contiguity

Segmenting

Multimedia

Signaling

You  **Tube**



What does YouTube get right?

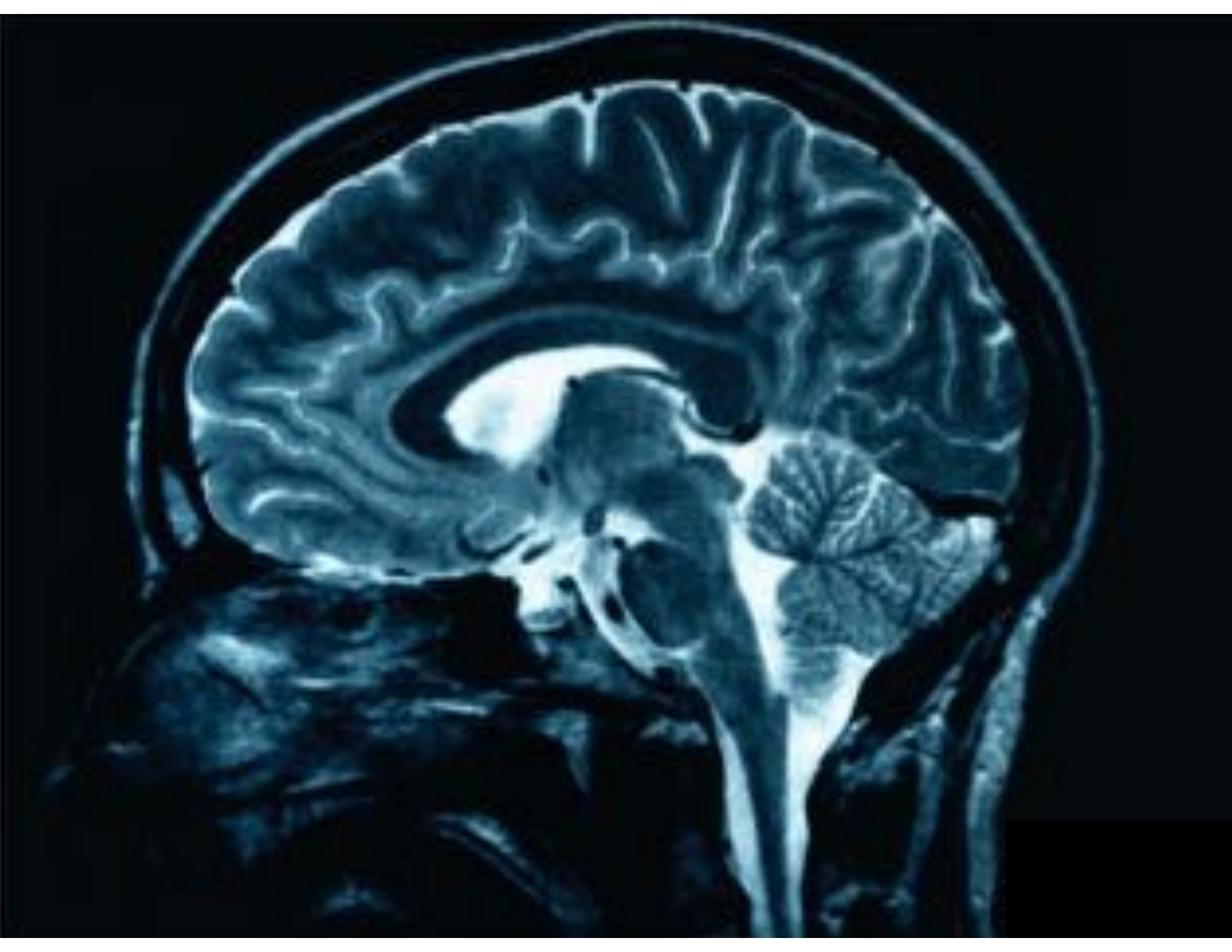
How can we do this in our flipped lectures?

What are the narrative techniques?

What does neuroscience say?



Authenticity





No reading

Tell stories

Passion



Simple



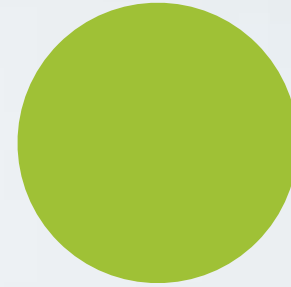
Multimedia

Circle



10%

recall 72 hours later



65%

recall 72 hours later

Coherence

It's Not Just "Common Sense"

- There are multiple approaches to understanding managerial leadership



Carbonated Beverages: A Case Study

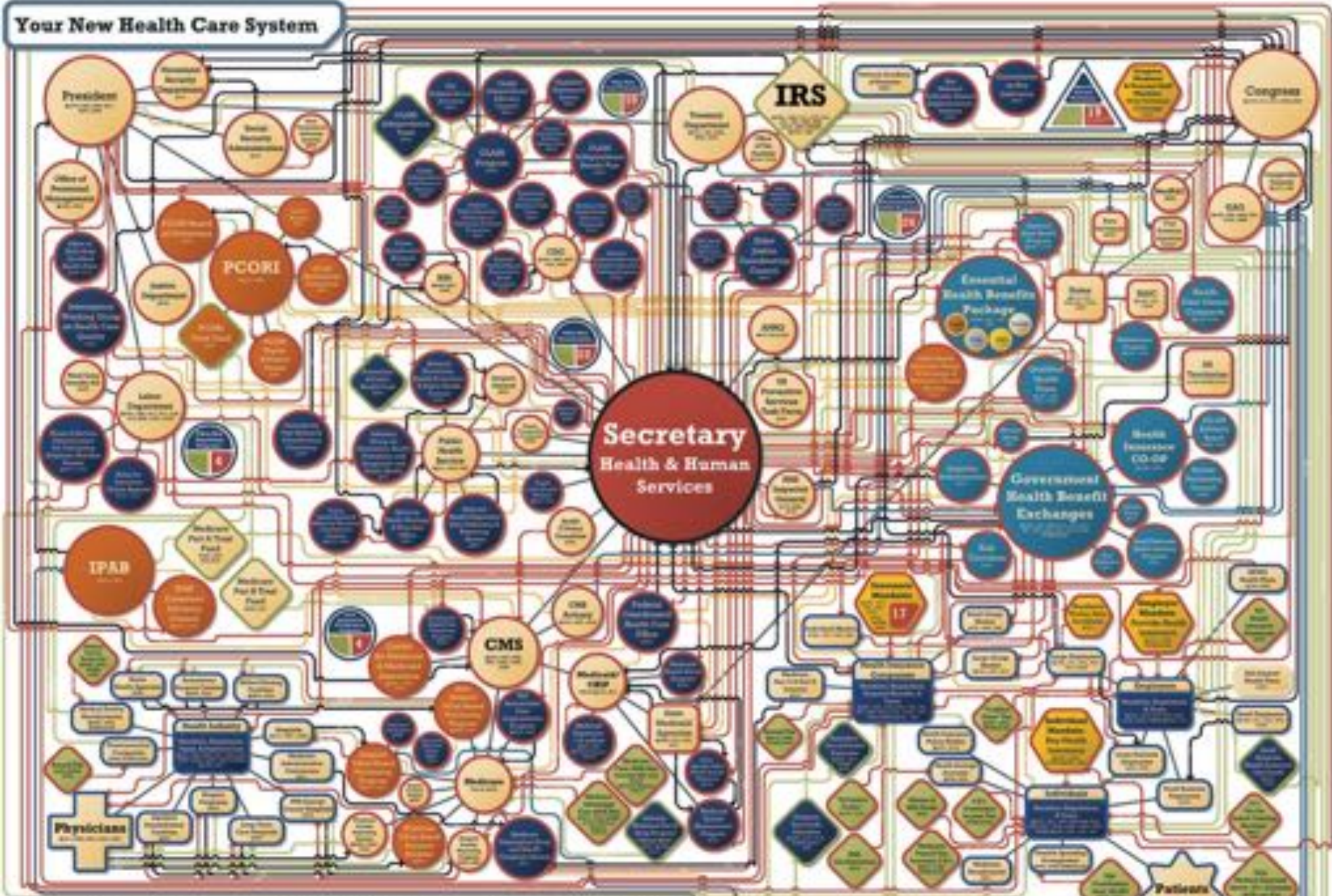
Big Business: Top 12 Restaurant Chains More or Less Equal Total USDA Nutrition Assistance

2014 US Rank #	Company/Chain Name	2014 U.S. Systemwide Sales (millions)	2014 U.S. Average Sales per Unit (thousands)	Number of Units (as of 12/31/14)	Total Change in Units from 2013
1	McDonald's	\$34,172.0	\$2,500.0	14,098	71
2	Subway	\$11,400.0	\$489.0	24,722	872
3	Starbucks ¹	\$9,750.0	\$1,140.0	10,821	-310
4	Wendy's	\$8,500.0	\$1,456.0	6,594	18
5	Burger King	\$8,400.0	\$1,248.0	7,231	-3
6	Taco Bell	\$7,000.0	\$1,264.0	5,670	36
7	Dunkin' Donuts	\$6,500.0	\$850.0	7,815	15
8	Pizza Hut	\$5,500.0	\$875.0	7,500	-25
9	KFC	\$4,500.0	\$940.0	4,790	-1
10	Chick-N-A	\$4,051.0	\$2,893.5	1,806	89
11	Sonic Drive-Ins	\$3,692.8	\$1,037.0	3,561	-11
12	Domino's Pizza	\$3,437.9	\$679.0	4,907	-22
13	Panera Bread	\$3,400.0	\$2,304.3	1,541	88
14	Arby's	\$3,021.9	\$854.0	3,437	-86
15	Jack in the Box	\$2,946.3	\$1,331.0	2,221	15
16	Dairy Queen	\$2,660.0	\$545.0	6,187	-26
17	Chipotle Mexican Grill	\$2,270.0	\$2,013.0	1,225	25
18	Papa John's	\$2,213.6	\$796.0	3,000	-1
19	Hardee's	\$2,100.0	\$1,100.0	1,900	1
20	Popeyes Louisiana Kitchen	\$1,720.0	\$1,133.8	1,827	18
21	Panda Express	\$1,570.8	\$1,157.0	1,420	87
22	Carl's Jr.	\$1,500.0	\$1,400.0	1,118	64
23	Little Caesars	\$1,480.0	\$485.0	3,518	305
24	Whataburger	\$1,311.2	\$1,803.0	728	11
25	Five Guys Burgers & Fries	\$950.6	\$1,156.0	918	182
26	Quiznos	\$921.6	\$345.0	2,503	-334
27	Jenny Holm's	\$895.0	\$821.8	1,329	199
28	Church's Chicken	\$864.3	\$688.6	1,212	-33
29	Zaxby's	\$840.0	\$1,597.2	540	26
30	Steak 'n Shake	\$823.9	\$1,650.0	491	4
31	Bojangles'	\$767.4	\$1,600.1	506	21
32	Culver's	\$747.1	\$1,712.9	444	20
33	Papa Murphy's	\$695.9	\$619.5	1,283	42
34	Checkers/Rally's	\$669.0	\$852.0	780	-18



Segmenting

Your New Health Care System



New Government

- Relating Powers
- Nonmember in Health Insurance Market
- Other Expenses
- Expenses Outside of Addressed Entities
- Members
- Trusts & Member Fees/ Premiums/ Costs
- Trust Fees (Following Powers)
- Other Expenses
- Other Expenses

Expanded Government

- Government with Expanded Authority/ Responsibility
- Government Powers/ Authority with New Powers/ Offices
- Non-Member/ Authority with Expanded Authority/ Responsibility

Private

- Member Entity with New Members/ Responsibilities
- Nonmember Entity
- Special Interest Members

New Relationships

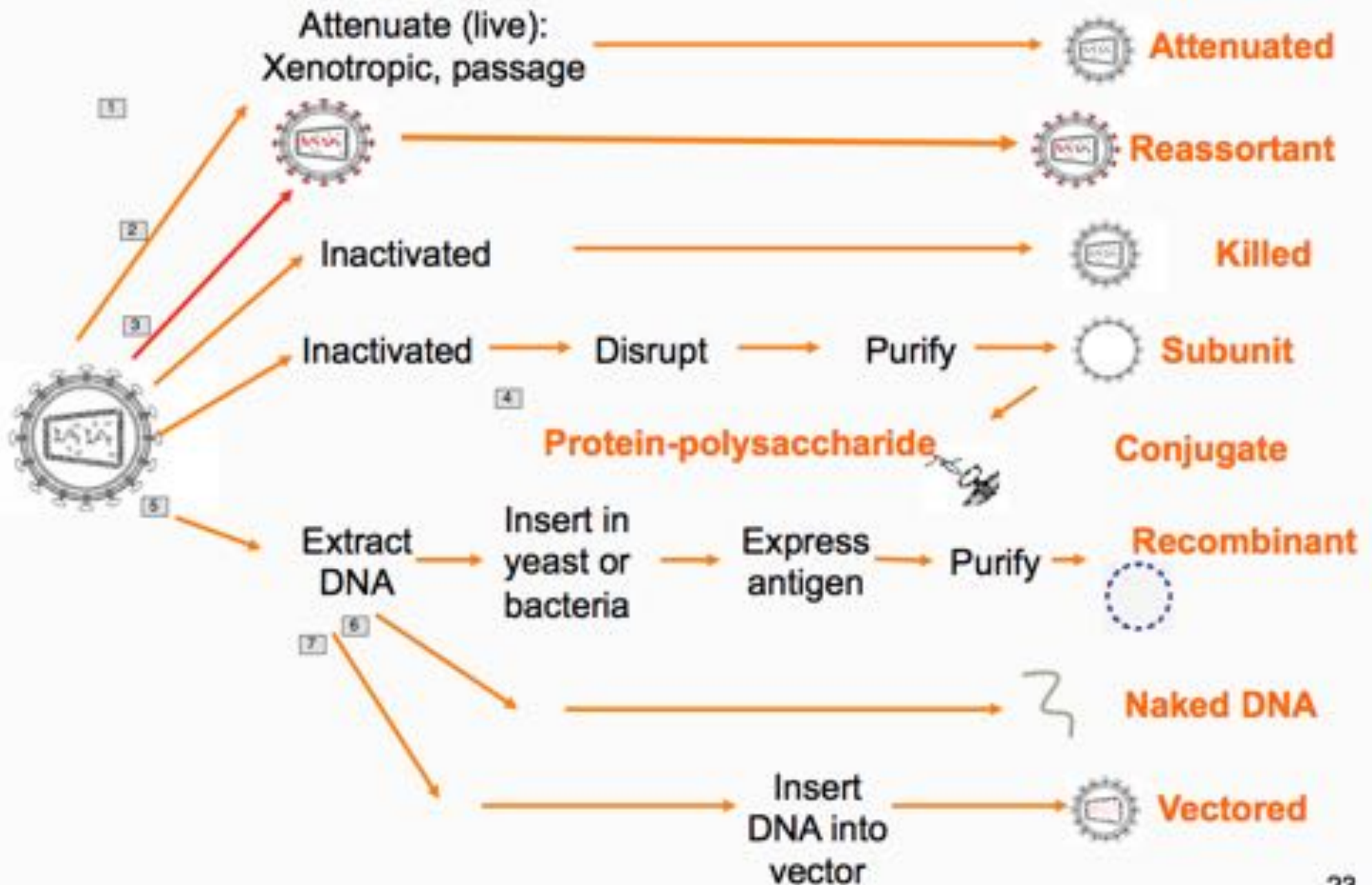
- Regulator/ Regulated/ Member
- Regulating Regulatee
- Ownership
- Money Flow
- Cooperation/ Partner/ Self-Insuring
- Special Relationships/ Member's Standing

Legend

- IRS: Internal Revenue Service
- PCORI: Patient-Centered Outcomes Research Institute
- IPAB: Institute of Medicine Panel on Health Care Delivery
- CMS: Centers for Medicare & Medicaid Services
- Physicians: American Medical Association
- Essential Health Benefits Package: ACA
- Government Health Benefit Exchanges: ACA
- Patients: End User

Federal Protection & Affordable Care Act, P.L. 111-149
 Health Care & Education Reconciliation Act, P.L. 112-10
 Prepared for Joint Economic Committee, Republican Staff
 Congressman Gene Smith, Senior House Republican
 Senator Jim Inhofe, Ranking Member

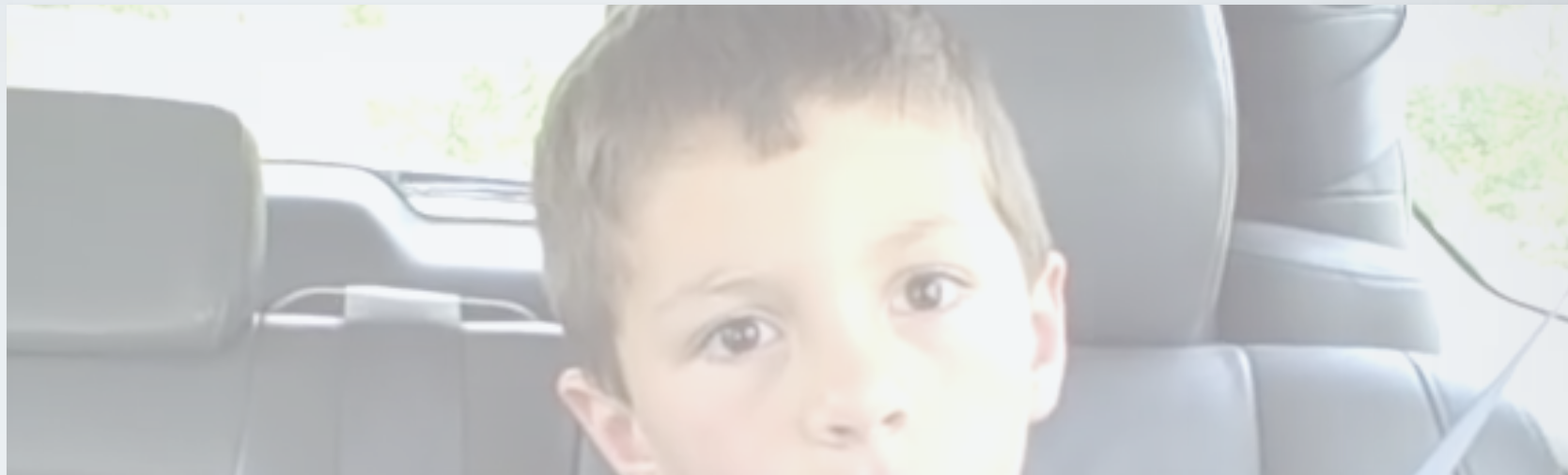
How Vaccines Are Made



How Vaccines Are Made



Clarify the message
by simplifying
the presentation.



Self-expression



Reflection

Reflection

Discussion forum post

Twitter stream

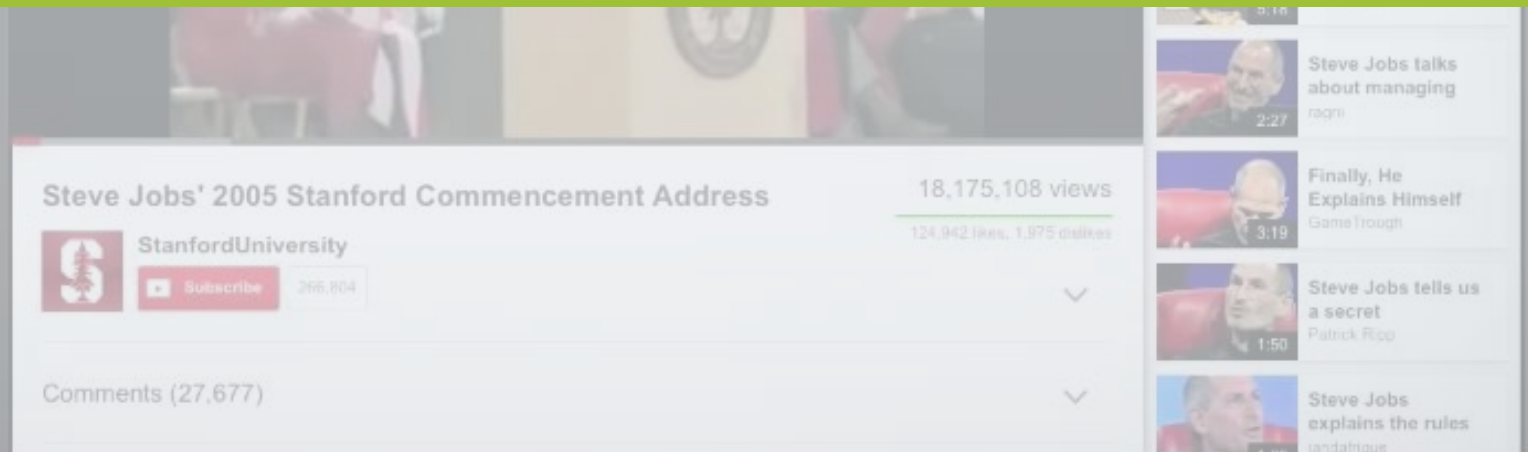
Journal or blog entry

Photostream

Video response



Control



Time

Keep it short.

118



Access

Make it portable.

Mobile accounts for more than

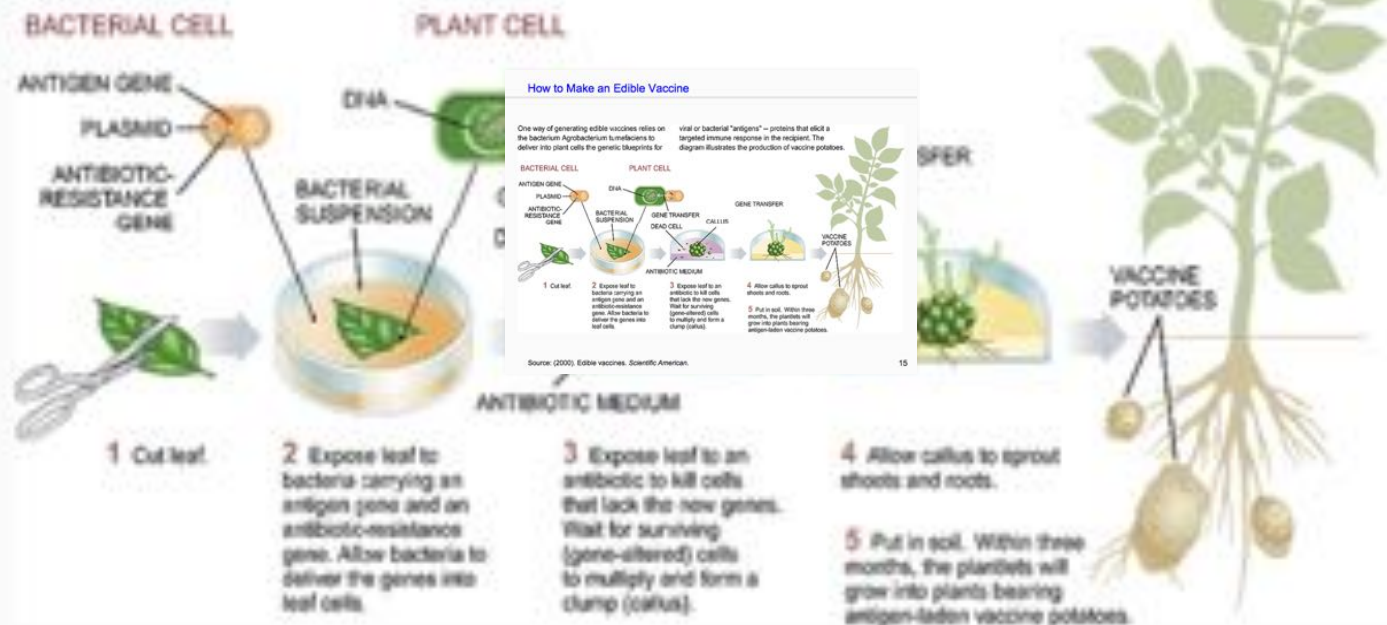
50% of YouTube
watch time.

Design for mobile.

How to Make an Edible Vaccine

One way of generating edible vaccines relies on the bacterium *Agrobacterium tumefaciens* to deliver into plant cells the genetic blueprints for

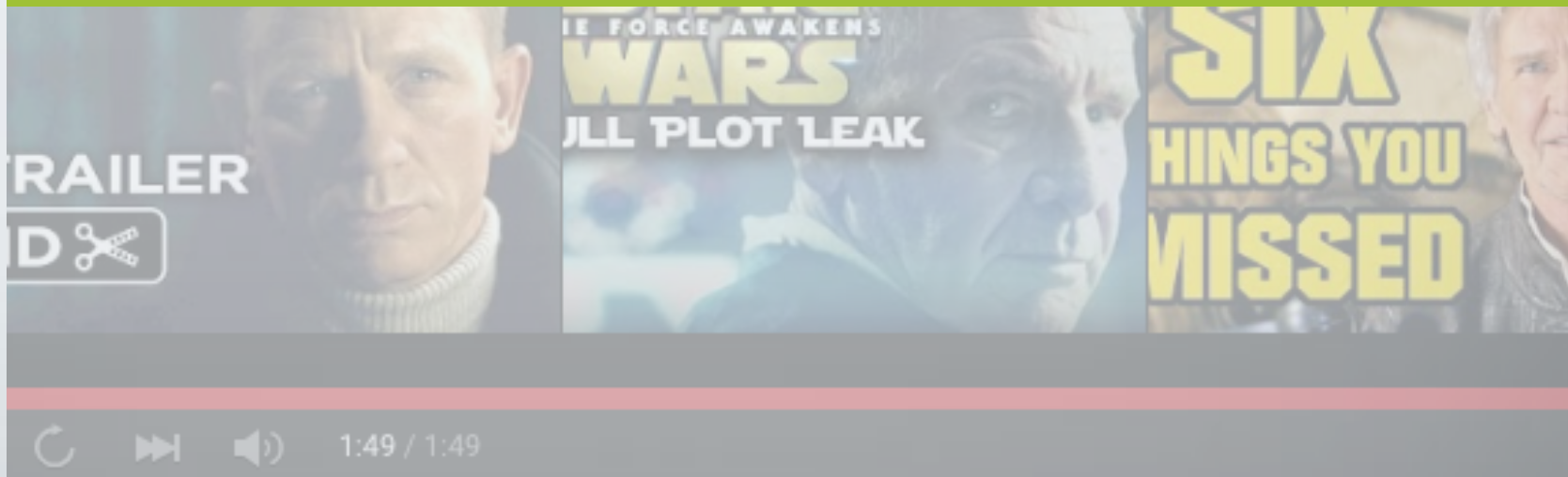
viral or bacterial "antigens" – proteins that elicit a targeted immune response in the recipient. The diagram illustrates the production of vaccine potatoes.



Source: (2000). Edible vaccines. Scientific American.




Actionable



Always provide a
follow-up action.

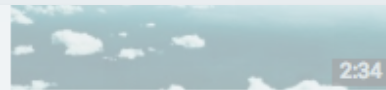
Assess



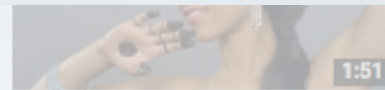
What does YouTube get wrong?



The Weeknd - The Hills
by TheWeekndVEVO ✓
4,325,193 views • 2 days ago



Point Break - Official Trailer [HD]
by Warner Bros. Pictures ✓
5,011,149 views • 2 days ago



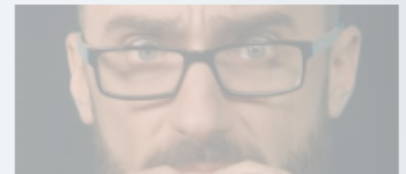
100 Years of Beauty - Episode 7: India (Trisha)
by Cut Video
1,354,300 views • 1 day ago




Gopher.in.a.jug.wmv
by weimer62000
1,428,286 views • 3 years ago

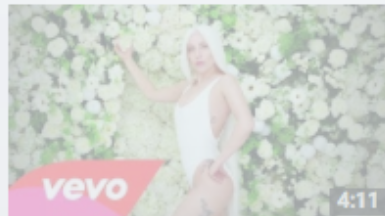
 **Vsauce** Recommended channel for you

 **Subscribe** 8,847,633 

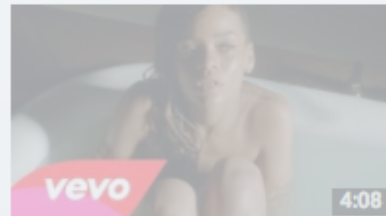


Contextual Guidance

 **Pop Music** Recommended videos for you



Lady Gaga - G.U.Y. - An ARTPOP Film (G.U.Y.-Only...)
by LadyGagaVEVO ✓
31,156,247 views • 1 year ago



Rihanna - Stay ft. Mikky Ekko
by RihannaVEVO ✓
406,923,247 views • 2 years ago



Taylor Swift - Blank Space
by TaylorSwiftVEVO ✓
889,926,318 views • 6 months ago



Lady Gaga - G.U.Y. - An ARTPOP Film
by LadyGagaVEVO ✓
66,251,035 views • 1 year ago

 **Popular Music Videos** by #Music 

Popular Films Videos by #Films



Joe Dirt 2: Beautiful Loser - Official Trailer
by Crackle US
1,408,490 views · 2 days ago



How The Avengers: Age of Ultron Should Have Ended Part One
by How It Should Have Ended US
1,830,733 views · 2 days ago



The Good Dinosaur Trailer - Official Disney Pixar
by Disney UK US
2,675,254 views · 2 days ago

Popular Right Now by #PopularOnYouTube



Mean Tweets - NBA Edition #3
by Jimmy Kimmel Live US
1,131,020 views · 14 hours ago



The LION KING & ALADDIN Broadway Casts Airport Sing...
by Julie L.
1,190,948 views · 1 day ago



MACBETH - OFFICIAL TEASER TRAILER
by STUDIOCANAL UK
816,234 views · 1 day ago



Latest Sports Vi



Mean Tweets - NBA Edition #3
by Jimmy Kimmel Live US
1,131,020 views · 14 hours ago



Last Week Tonight with John Oliver: Chickens (HBO)

2,460,911 views 2 weeks ago
John Oliver explains how chicken farming can be unfair, punishing, and inhumane. And not just for the chickens!

Connect with Last Week Tonight online...
Subscribe to the Last Week Tonight YouTube channel for more almost news as it almost happens:
www.youtube.com/user/LastWeekT-...

Read more

Clips



Last Week Tonight with John Oliver: FIFA II (HBO)
by LastWeekTonight
3,000,481 views · 4 days ago



Last Week Tonight with John Oliver: Paid Family Leave...
by LastWeekTonight
3,476,187 views · 3 weeks ago



Last Week Tonight with John Oliver: Standardized Testin...
by LastWeekTonight
4,039,720 views · 1 month ago

Popular Gaming



Fallout 4 - Official Trailer
by Bethesda Softworks US
6,206,778 views · 2 days ago

CollegeHumor



The Guy Who's Never Se Game of Thrones

Web Exclusives

Up Next

Autoplay



The biggest news of Google I/O 2015 in 10 minutes
by The Verge
104,405 views



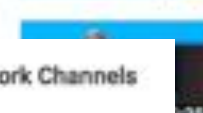
Google I/O 2015 - Day 1 - Channel 1
by Google Developers
125,616 views



Google I/O 2015 - A little badass. Beautiful. Tech and human. Work and love. AT&T.
by Google Developers
91,499 views

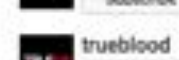
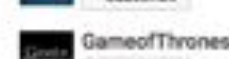
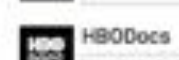


Google I/O 2015 - Polymer and modern web APIs: In production at Google scale
by Google Developers
19,217 views



Google I/O 2015 - What's new in Android
by Google Developers
43,518 views

HBO Network Channels



Related channels



3:35

30 Disturbing Things Found on Google Maps

by Danger Dolan
639,529 views

Tibetan Healing Sounds #1 -11 hours - Tibetan bowls for meditation, relaxation,

by Soft Music & Yoga - YogaYak
13,383,204 views

The future of Google with Sundar Pichai

by The Verge
112,259 views

Google I/O 2015 - Day 1 - Channel 3

by Google Developers
115,377 views

10 Coolest Google Tricks

by Top10Media
327,530 views

Google IO 2015 Keynote

by Boom Live
32,612 views

CHOOSE YOUR OWN ADVENTURE
YOU'RE THE STAR OF THE STORY!
CHOOSE FROM 20 POSSIBLE CHOICES.
**JOURNEY UNDER
THE SEA**
BY R.A. WATKINSON



ILLUSTRATED BY PAUL GIBBARD

CHOOSE YOUR OWN ADVENTURE
YOU'RE THE HERO OF THE STORY!
CHOOSE FROM 20 POSSIBLE CHOICES.
**BY BALLOON
TO THE SAHARA**
BY G. THORNTON



ILLUSTRATED BY PAUL GIBBARD

CHOOSE YOUR OWN ADVENTURE
YOU'RE THE HERO OF THE STORY!
CHOOSE FROM 20 POSSIBLE CHOICES.
**SPACE
AND BEYOND**
BY R.A. WATKINSON



ILLUSTRATED BY PAUL GIBBARD

CHOOSE YOUR OWN ADVENTURE
YOU'RE THE HERO OF THE STORY!
CHOOSE FROM 20 POSSIBLE CHOICES.
**THE MYSTERY OF
CHIMNEY ROCK**
BY EDWARD PEARSON



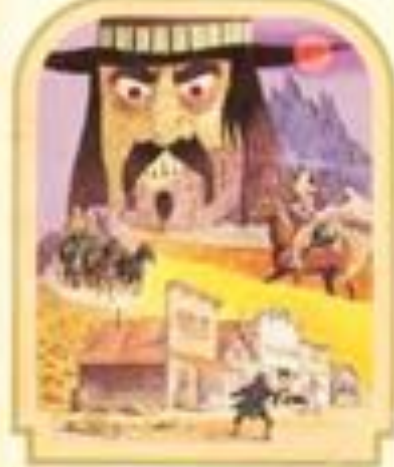
ILLUSTRATED BY PAUL GIBBARD

CHOOSE YOUR OWN ADVENTURE
YOU'RE THE HERO OF THE STORY!
CHOOSE FROM 20 POSSIBLE CHOICES.
**YOUR
NAME IS**
BY EDWARD PEARSON



ILLUSTRATED BY PAUL GIBBARD

CHOOSE YOUR OWN ADVENTURE
YOU'RE THE STAR OF THE STORY!
CHOOSE FROM 20 POSSIBLE CHOICES.
**DEADWOOD
CITY**
BY EDWARD PEARSON



ILLUSTRATED BY PAUL GIBBARD

CHOOSE YOUR OWN ADVENTURE
YOU'RE THE DETECTIVE!
WHO'S THE MURDERER?
**WHO KILLED
HARLOWE
THROMBEY?**
BY EDWARD PEARSON



ILLUSTRATED BY PAUL GIBBARD

CHOOSE YOUR OWN ADVENTURE
YOU'RE THE STAR OF THE STORY!
CHOOSE FROM 20 POSSIBLE CHOICES.
**THE LOST JEWELS
OF NABOOTI**
BY R.A. WATKINSON



ILLUSTRATED BY PAUL GIBBARD

CHOOSE YOUR OWN ADVENTURE
YOU'RE THE STAR OF THE STORY!
CHOOSE FROM 20 POSSIBLE CHOICES.
**MYSTERY OF
THE MAYA**
BY R.A. WATKINSON



ILLUSTRATED BY PAUL GIBBARD

CHOOSE YOUR OWN ADVENTURE
YOU'RE THE STAR OF THE STORY!
CHOOSE FROM 20 POSSIBLE CHOICES.
**INS
UFO**
BY EDWARD PEARSON



ILLUSTRATED BY PAUL GIBBARD

CHOOSE YOUR OWN ADVENTURE
YOU'RE THE STAR OF THE STORY!
CHOOSE FROM 20 POSSIBLE CHOICES.
THE FORBIDDEN

CHOOSE YOUR OWN ADVENTURE
YOU'RE THE STAR OF THE STORY!
CHOOSE FROM 20 POSSIBLE CHOICES.

CHOOSE YOUR OWN ADVENTURE
YOU'RE THE STAR OF THE STORY!
CHOOSE FROM 20 POSSIBLE CHOICES.

CHOOSE YOUR OWN ADVENTURE
YOU'RE THE STAR OF THE STORY!
CHOOSE FROM 20 POSSIBLE CHOICES.

CHOOSE YOUR OWN ADVENTURE
YOU'RE THE STAR OF THE STORY!
CHOOSE FROM 20 POSSIBLE CHOICES.

Signaling



- How might we use qualitative methods to get at these issues?

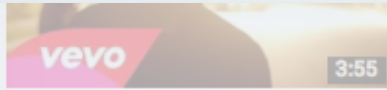
Key Points

- EHS is the study of those factors in the environment that affect human health
- These factors represent chemical, biological, or physical agents contained in air, water, soil, or food, and are transported to the body through inhalation, ingestion, or absorption
- Adverse health effects can be clinical or subclinical

Activity Instructions



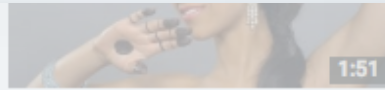
- What type of diagnosis would you first move toward?
- What additional questions do you have? For the woman? For the child's parents?
- What more information do you need to start to understand the mental health problem?
- Post your thoughts in the BBS areas marked Lecture 2. There are separate conversation areas for Case Study 1 and Case Study 2.



The Weeknd - The Hills
by TheWeekndVEVO ✓
4,325,193 views • 2 days ago



Point Break - Official Trailer [HD]
by Warner Bros. Pictures ✓
5,011,149 views • 2 days ago



100 Years of Beauty - Episode 7: India (Trisha)
by Cut Video
1,354,300 views • 1 day ago



Gopher.in.a.jug.wmv
by weimer62000
1,428,286 views • 3 years ago

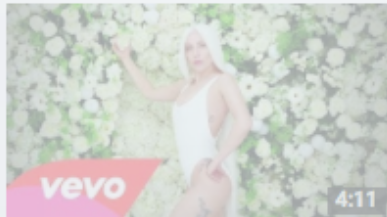
Vsauce Recommended channel for you

Subscribe 8,847,633

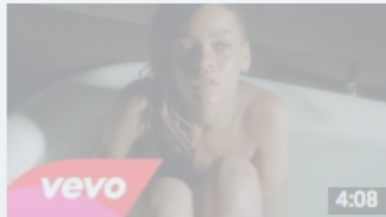


Accessibility

Pop Music Recommended videos for you



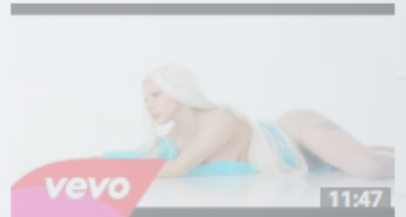
Lady Gaga - G.U.Y. - An ARTPOP Film (G.U.Y.-Only...)
by LadyGagaVEVO ✓
31,156,247 views • 1 year ago



Rihanna - Stay ft. Mikky Ekko
by RihannaVEVO ✓
406,923,247 views • 2 years ago



Taylor Swift - Blank Space
by TaylorSwiftVEVO ✓
889,926,318 views • 6 months ago



Lady Gaga - G.U.Y. - An ARTPOP Film
by LadyGagaVEVO ✓
66,251,035 views • 1 year ago

Popular Music Videos by #Music

WCAG 2.0 AA

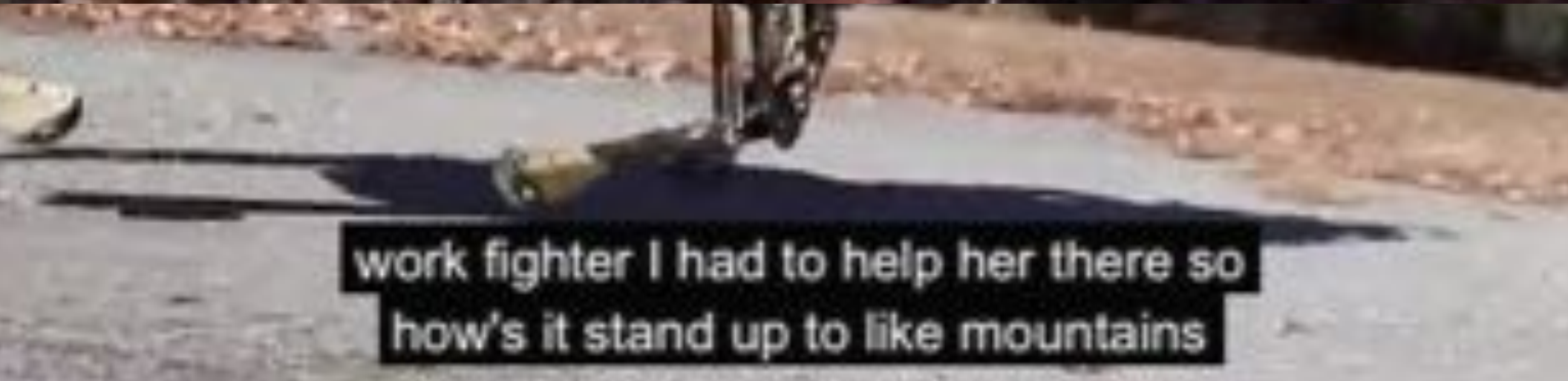


Kevin [unclear]

like it's what support system really
known as the last three and I'm the



how much to learn about this



work fighter I had to help her there so
how's it stand up to like mountains

Equitable,
same-time access

Amara

YouTube's upcoming toolset

YouTube captions editor

Commercial options



Authentic

Simple

Self-expression

Control

Actionable



Examples?

bklaas@jhu.edu

@brian_klaas

Go Do!



Thank you!

Please fill out the
session evaluation.

Brian Klaas
Johns Hopkins University
bklaas@jhu.edu
@brian_klaas