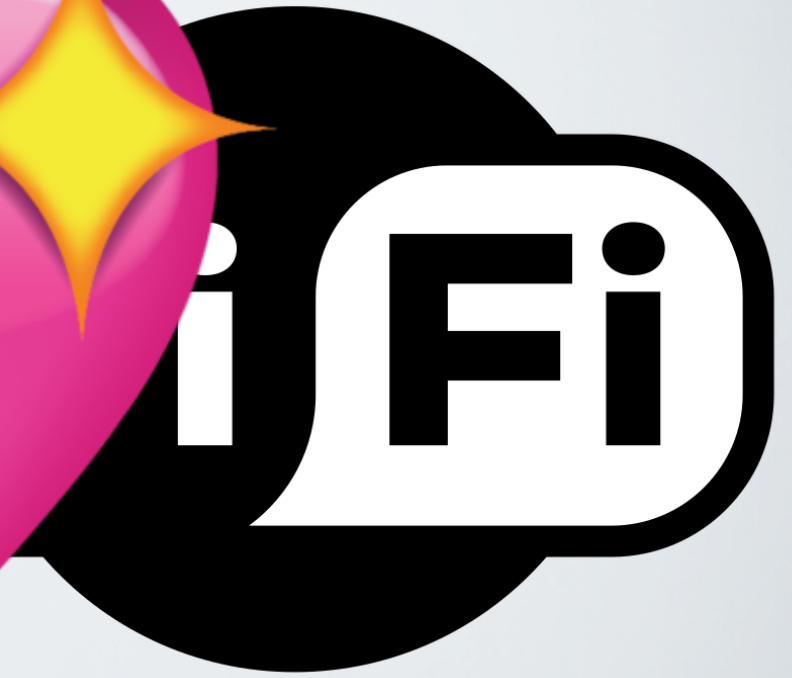




# You Are Your Own Spielberg: What We Can Learn from YouTube When Flipping the Classroom

Brian Klaas  
Johns Hopkins University  
bklaas@jhu.edu  
@brian\_klaas





12.1 hours free

8.8 hours paid

---

20.9 hours/week



# 66%

spend more time  
watching online videos  
compared to TV.

2 in 3

say YouTube is their  
most important source  
of video online.

**You**  **Tube**





Project 1  
Filters Render View Windows Tools Help

Hole	Edges	Perimete	Non Manif	Select
Hole_001	108	770.45087	<input type="checkbox"/>	<input type="checkbox"/>
Hole_002	414	2932.5031	<input type="checkbox"/>	<input type="checkbox"/>
Hole_003	6	40.06324	<input type="checkbox"/>	<input type="checkbox"/>
Hole_004	3	8.29778	<input type="checkbox"/>	<input type="checkbox"/>
Hole_005	39	293.21265	<input type="checkbox"/>	<input type="checkbox"/>

FOV: 60  
FPS: 64.5  
Current Mesh: glimp  
Vertices: 13210  
Faces: 25848



DIRECTED BY  
**JOSEPH KAHN**

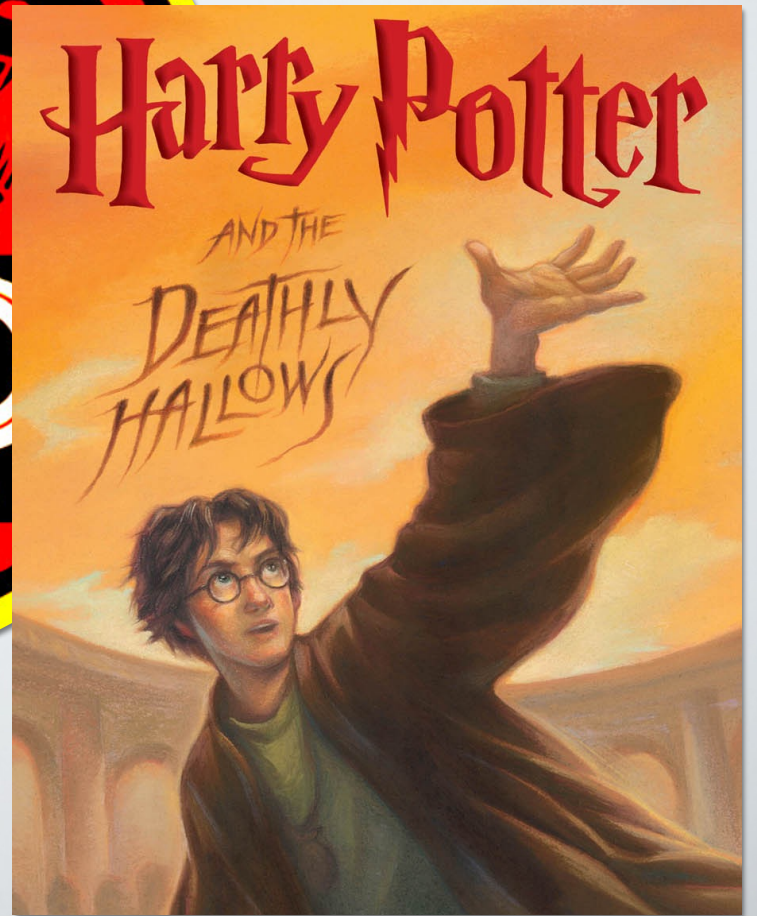
PRODUCED BY  
**TAYLOR SWIFT**

TAYLOR SWIFT starring as **CATASTROPHE**

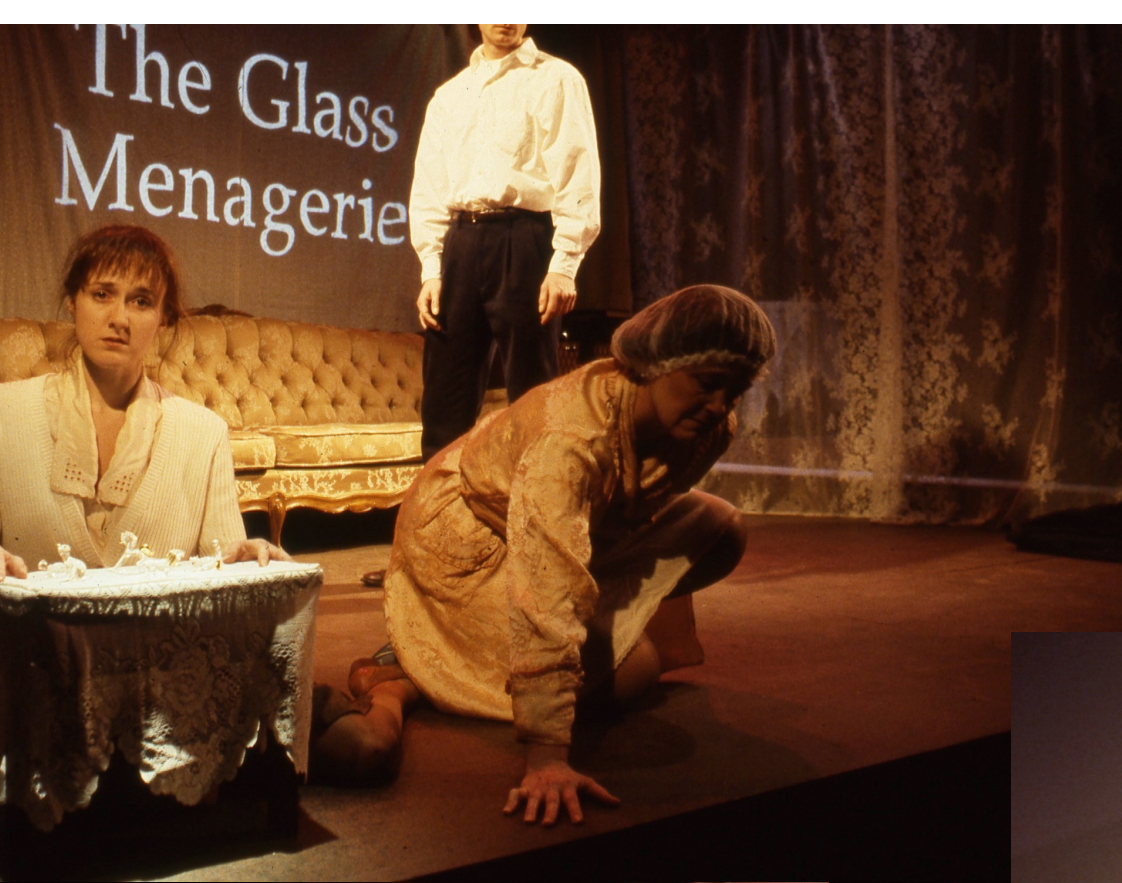
# BAD BLOOD

"BAND-AIDS DON'T FIX BULLET HOLES"





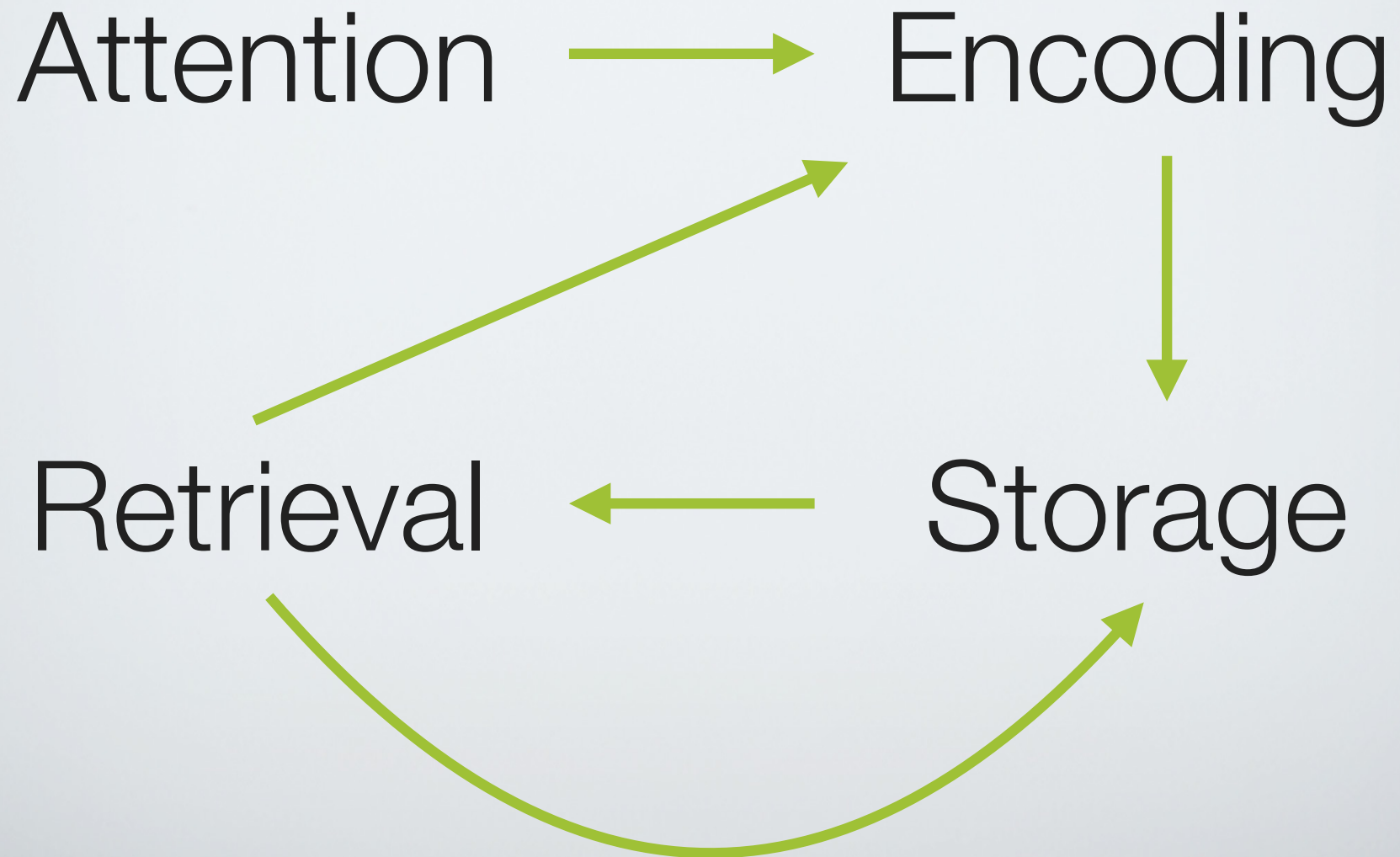












# Mayer

Coherence

Contiguity

Segmenting

Multimedia

Signaling

**You**  **Tube**



What does YouTube get right?

How can we do this in our flipped lectures?

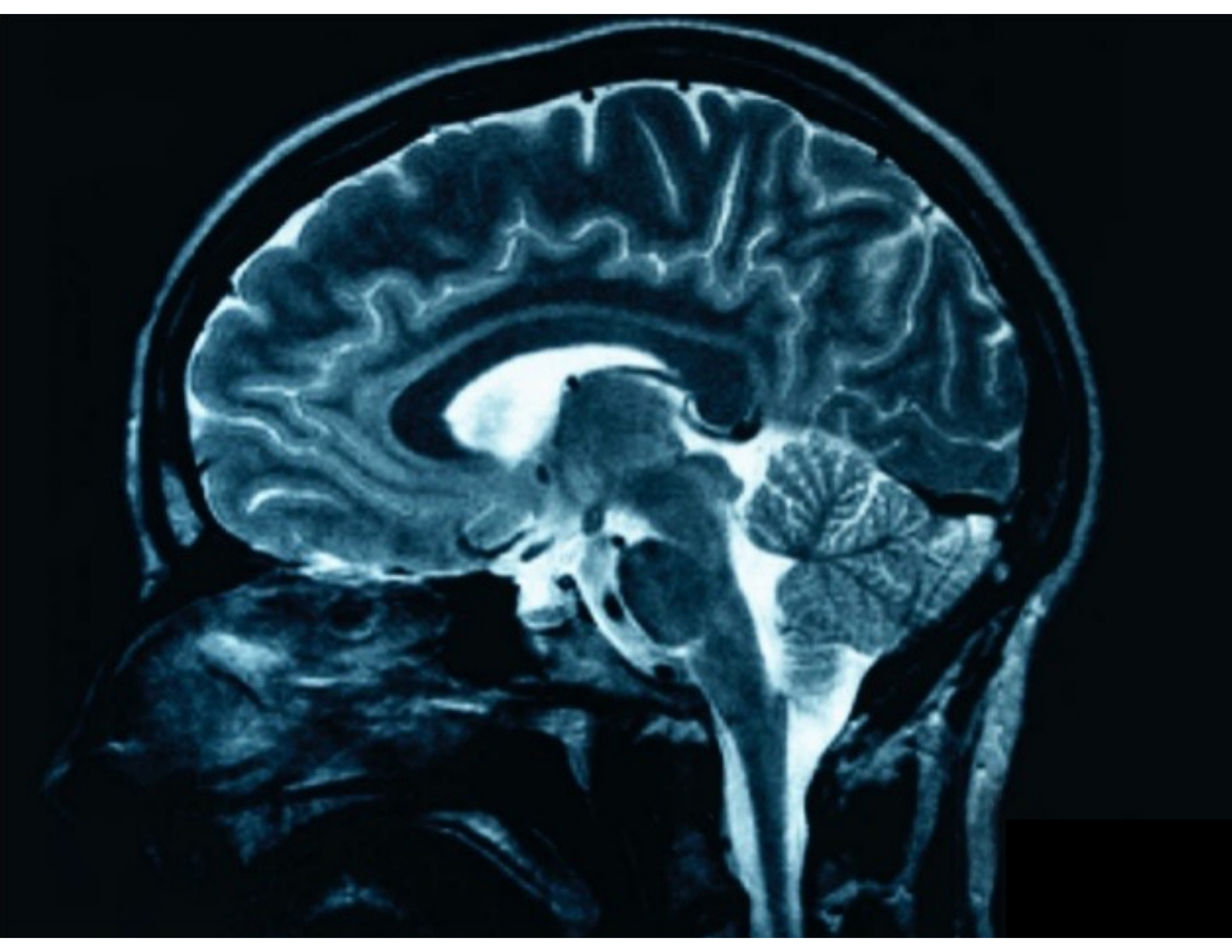
What are the narrative techniques?

What does neuroscience say?





# Authenticity







by DAVE DAEING

No reading



Tell stories

Passion



Simple



# Multimedia

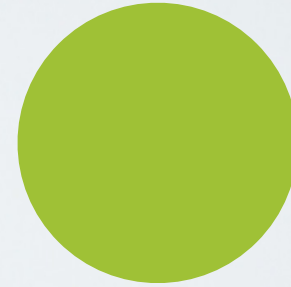


Circle



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

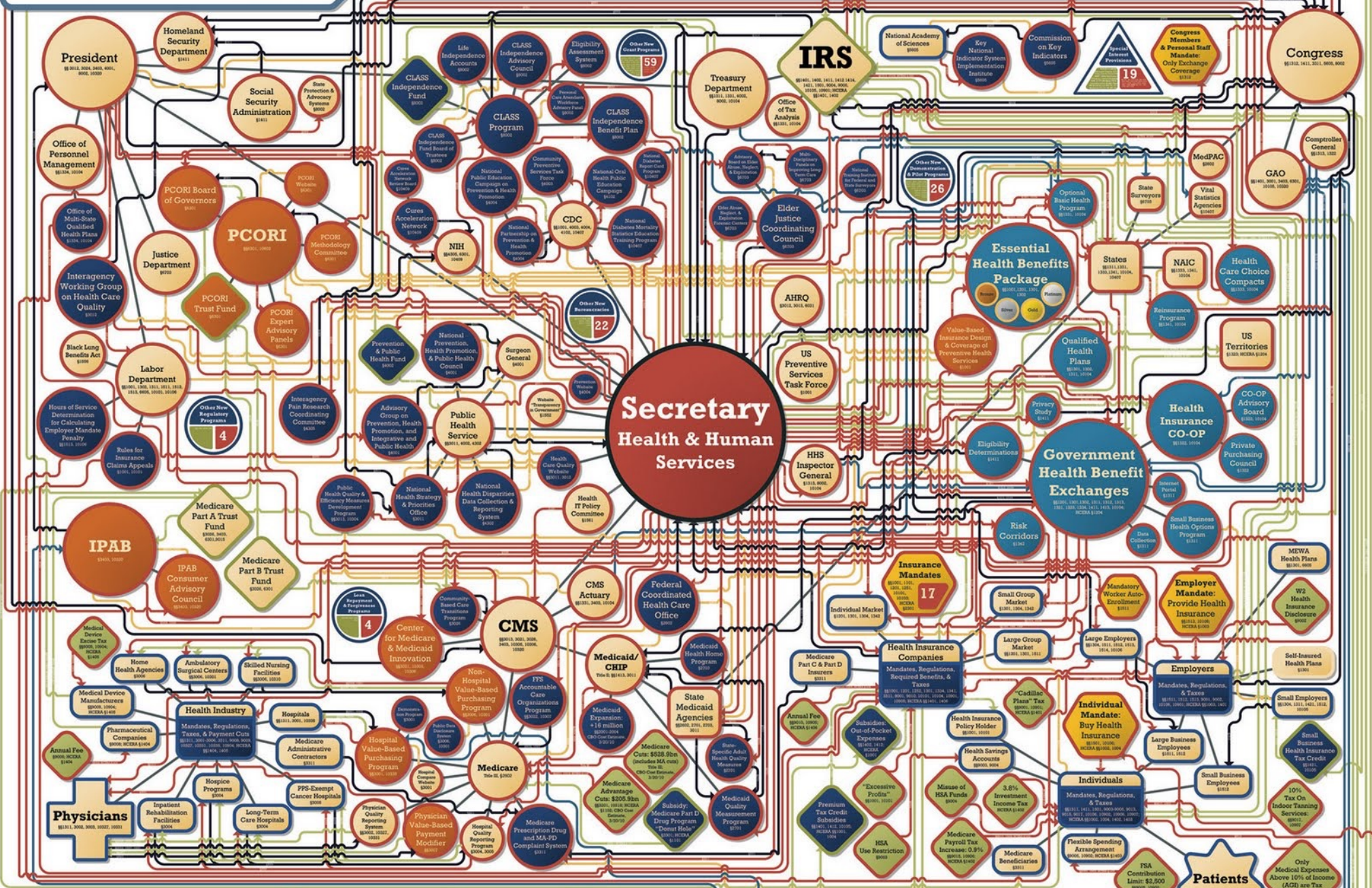
QSR 50 Rank	Company/Chain Name	2011 U.S. Systemwide Sales (millions)	2011 U.S. Average Sales per Unit (thousands)	Number of Total Units in 2011	Total Change in Units from 2010
1	McDonald's	\$34,172.0	\$2,500.0	14,098	71
2	Subway*	\$11,400.0	\$469.0	24,722	872
3	Starbucks*1	\$9,750.0	\$1,140.0	10,821	-310
4	Wendy's*	\$8,500.0	\$1,456.0	6,594	18
5	Burger King*	\$8,400.0	\$1,248.0	7,231	33
6	Taco Bell	\$7,000.0	\$1,284.0	5,670	36
7	Dunkin' Donuts*	\$6,500.0	\$850.0	7,015	15
8	Pizza Hut	\$5,500.0	\$875.0	7,600	58
9	KFC	\$4,500.0	\$940.0	4,780	69
10	Chick-fil-A	\$4,051.0	\$2,893.5	1,606	69
11	Sonic Drive-In	\$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	-36
17	Chipotle Mexican Grill2	\$2,270.0	\$2,013.0	1,225	300
18	Papa John's	\$2,213.6	\$786.0	3,000	300
19	Hardee's	\$2,100.0	\$1,100.0	1,921	15
20	Popeyes Louisiana Kitchen*	\$1,720.0	\$1,133.8	1,627	58
21	Panda Express	\$1,570.8	\$1,157.0	1,420	97
22	Carl's Jr.	\$1,500.0	\$1,400.0	1,116	64
23	Little Caesars*	\$1,480.0	\$465.0	3,518	305
24	Whataburger	\$1,311.2	\$1,801.0	728	11
25	Five Guys Burgers & Fries	\$950.6	\$1,156.0	918	182
26	Quiznos*	\$921.6	\$345.0	2,503	-334
27	Jimmy John's*	\$895.0	\$821.8	1,329	199
28	Church's Chicken	\$864.3	\$698.6	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	\$559.5	1,283	42
34	Checkers/Rally's	\$669.0	\$852.0	780	-18



# Segmenting



# Your New Health Care System



**New Government**

- Rationing Potential
- ◊ Mandates
- ◊ Taxes & Monetary Fees/Penalties/Cuts
- ◊ Trust Fund (Rationing Potential)
- ◊ Other New Trust Funds/Monetary Benefits
- Involvement in Health Insurance Market
- ◊ Represents Bundles of Additional Entities

**Expanded Government**

- Government with Expanded Authority/Responsibility
- ◊ Government Financial Entity with New Inflows/Outflows
- ◊ State/Territory with Expanded Authority/Responsibility

**Private**

- Private Entity with New Mandates/Regulations/Responsibilities
- ◊ Unchanged Private Entity
- ◊ Special Interest Provisions

**New Relationships**

- Regulations/Mandates/Requirements/Mandates
- Reporting Requirements
- Oversight
- Money Flows
- Consultation/Advisory/Info Sharing
- Structural Connections (Includes Existing)

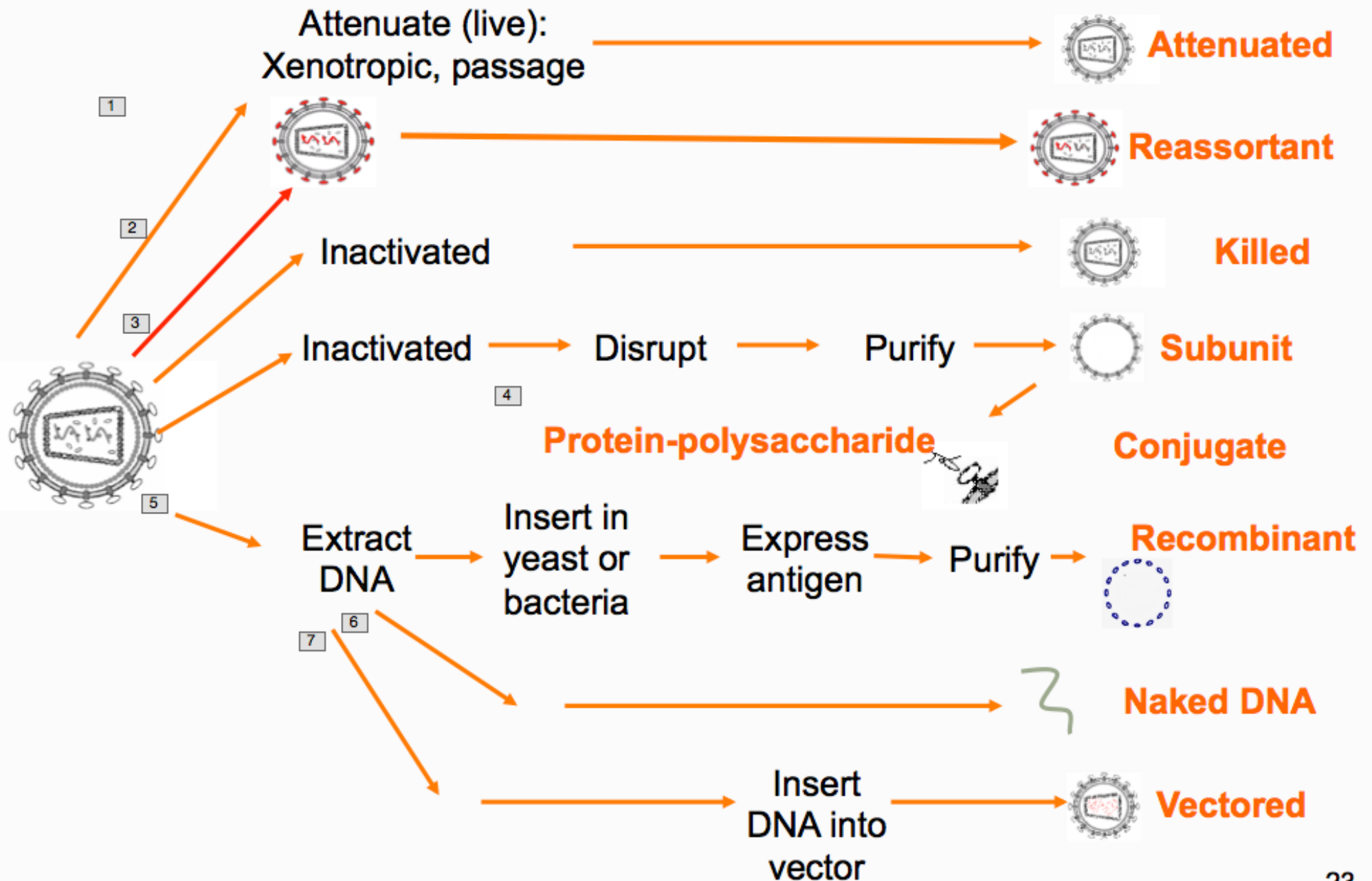
AGI: Adjusted Gross Income  
 AMRO: Agency for Healthcare Research and Quality  
 CDC: Centers for Disease Control & Prevention  
 CHIP: Children's Health Insurance Program  
 CLASS: Community Living Assistance Services & Supports  
 CMED: Centers for Medicare & Medicaid Services  
 CO-OP: Consumer Operated & Oriented Program  
 FFS: Fee-for-Service  
 FSA: Flexible Spending Arrangement  
 FGA: Government Accountability Office  
 HCERA: Health Care & Education Reconciliation Act  
 HHS: Health & Human Services Department

HSA: Health Savings Account  
 IPAB: Independent Payment Advisory Board  
 IRS: Internal Revenue Service  
 MA-PD: Medicare Advantage Prescription Drug  
 MA-PD: Medicare Payment Advisory Commission  
 MED: Medical Early Risk Detection  
 EALORS: Executive Auxiliary Linked Office Regional Systems  
 MEWA: Multiple Employer Welfare Arrangement  
 NAAC: National Association of Insurance Commissioners  
 NIH: National Institutes of Health  
 PCORI: Patient-Centered Outcomes Research Institute  
 PPS: Prospective Payment System

Patient Protection & Affordable Care Act, P.L. 111-148;  
 Health Care & Education Reconciliation Act, P.L. 111-152  
 Prepared by: Joint Economic Committee, Republican Staff  
 Congressman Kevin Brady, Senior House Republican  
 Senator Sam Brownback, Ranking Member



# How Vaccines Are Made



# How Vaccines Are Made

Attenuate (live):  
Xenotropic, passage



**Attenuated**

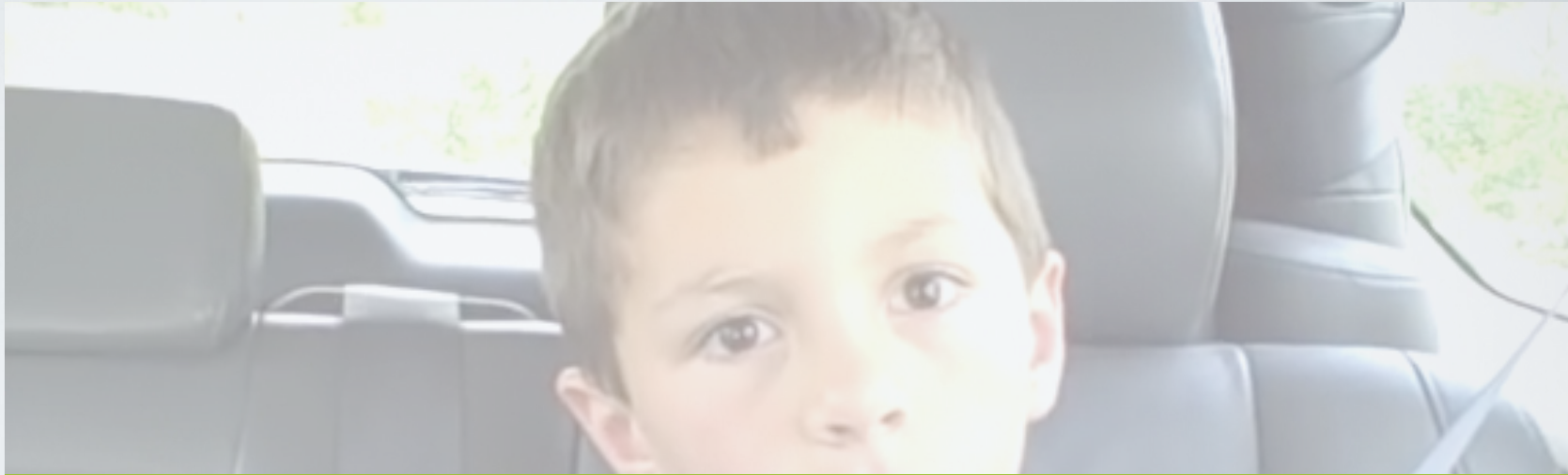
1

2



Clarify the message  
by simplifying  
the presentation.





# Self-expression



# Reflection

# **Reflection**

---

Discussion forum post

Twitter stream

Journal or blog entry

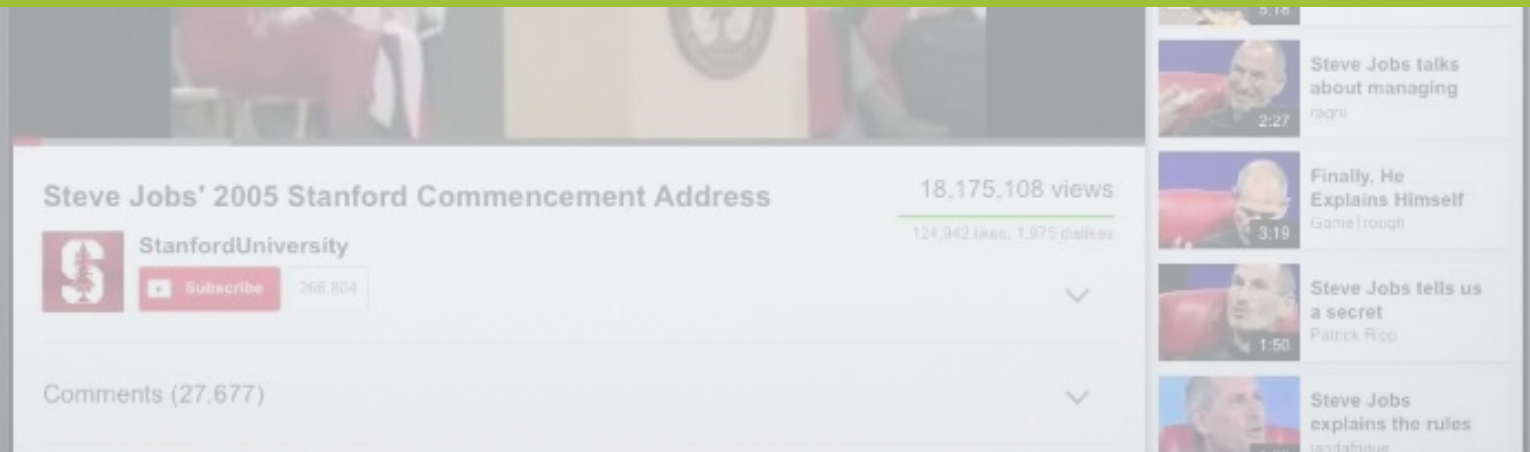
Photostream

Video response





# Control

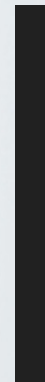


Time

Keep it short.



118



Access



Make it portable.

Mobile accounts for more than

**70%** of YouTube  
watch time.

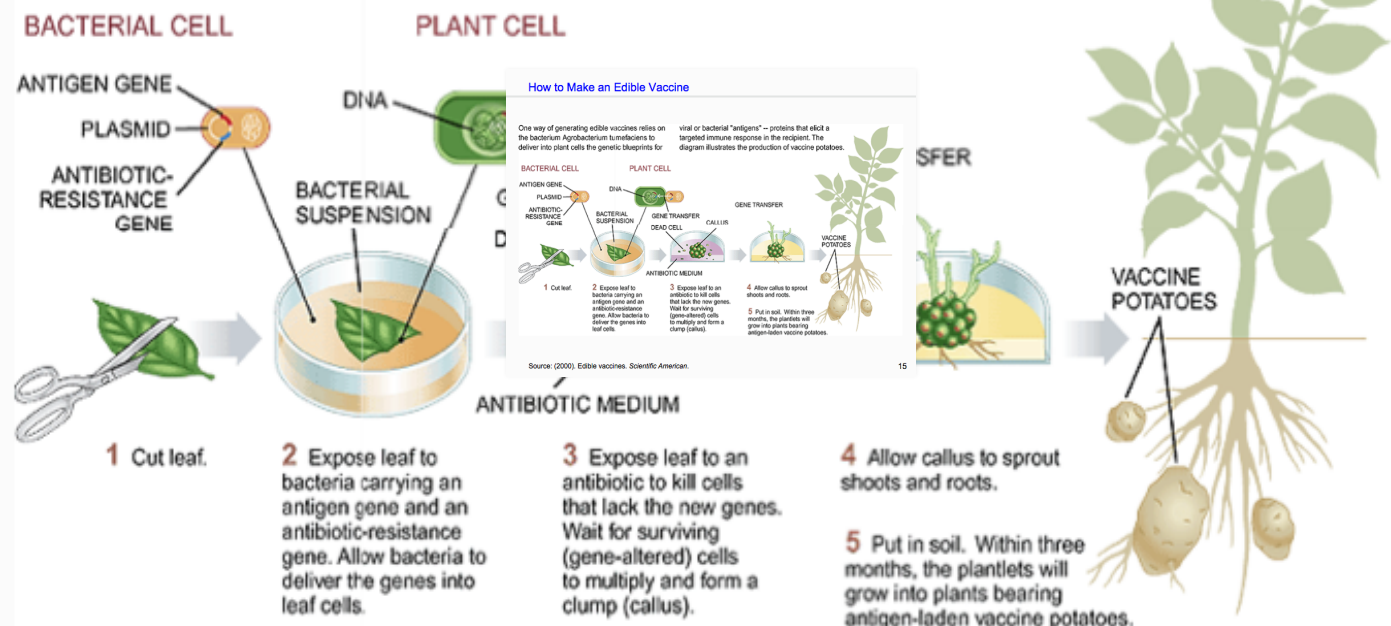
Design for mobile.



## 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

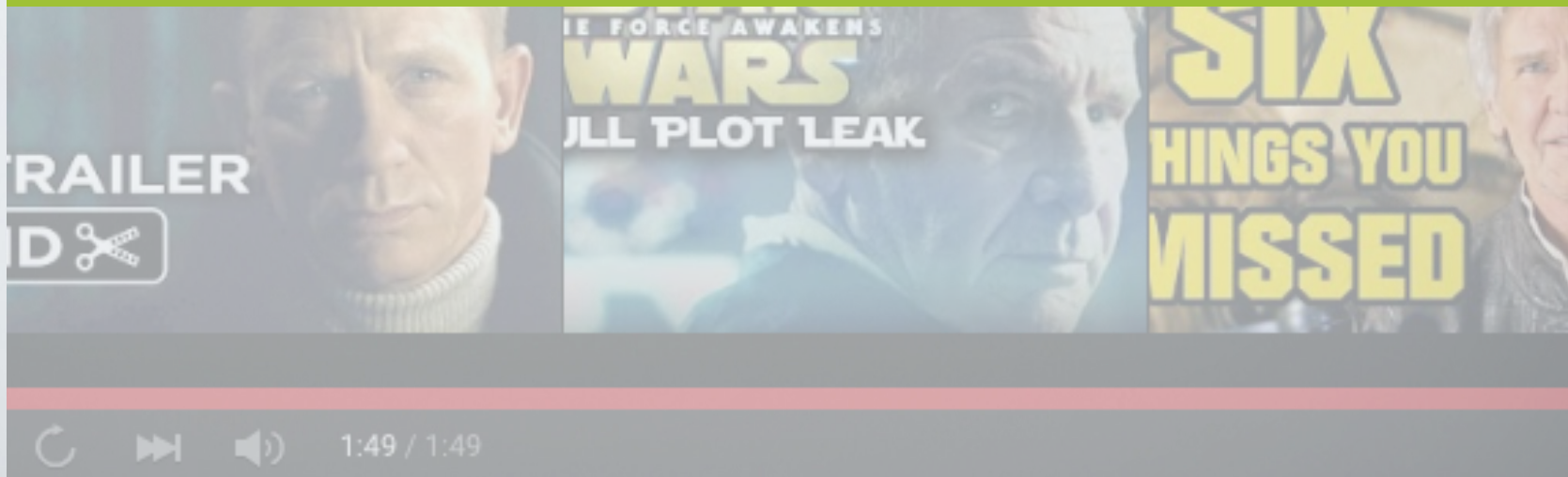
viral or bacterial "antigens" -- proteins that elicit a targeted immune response in the recipient. The diagram illustrates the production of vaccine potatoes.



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




# Actionable



Always provide a  
follow-up action.



Assess



What does YouTube get wrong?



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2:34 Point Break - Official Trailer [HD] by Warner Bros. Pictures 5,011,149 views • 2 days ago

1:51 100 Years of Beauty - Episode 7: India (Trisha) by Cut Video 1,354,300 views • 1 day ago

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# Contextual Guidance

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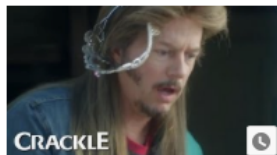
vevo 4:33 Taylor Swift - Blank Space by TaylorSwiftVEVO 889,926,318 views • 6 months ago

vevo 11:47 Lady Gaga - G.U.Y. - An ARTPOP Film by LadyGagaVEVO 66,251,035 views • 1 year ago

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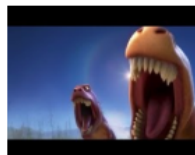
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**Joe Dirt 2: Beautiful Loser - Official Trailer**  
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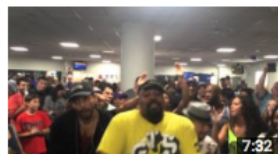


**The Good Dinosaur Trail - Official Disney Pixar**  
by Disney UK ✓  
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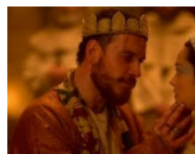
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ideos. #io15

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### 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!

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### Web Exclusives



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Autoplay



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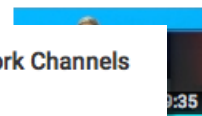
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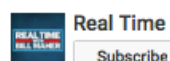
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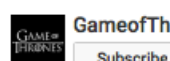
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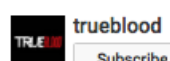
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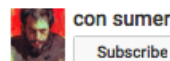


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YOU'RE THE HERO OF THE STORY!  
CHOOSE FROM 42 POSSIBLE ENDINGS.

# JOURNEY UNDER THE SEA

BY R.A. MONTGOMERY



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# BY BALLOON TO THE SAHARA

BY G. TERPAIN



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CHOOSE FROM 40 POSSIBLE ENDINGS.

# SPACE AND BEYOND

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CHOOSE FROM 40 POSSIBLE ENDINGS.

# THE MYSTERY OF CHIMNEY ROCK

BY EDWARD PACKARD



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YOU'RE THE HERO OF THE STORY!  
CHOOSE FROM 40 POSSIBLE ENDINGS.

# YOUR NAME IS...

BY EDWARD PACKARD



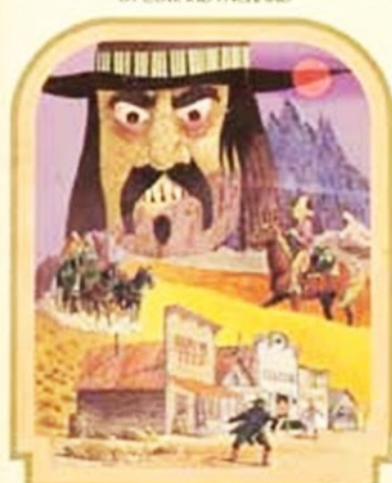
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CHOOSE FROM 37 POSSIBLE ENDINGS.

# DEADWOOD CITY

BY EDWARD PACKARD



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YOU'RE THE DETECTIVE,  
AND IT'S YOUR FIRST MURDER CASE!

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BY EDWARD PACKARD

SPECIAL BOOK CLUB EDITION



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BY R.A. MONTGOMERY



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YOU'RE THE STAR OF THE STORY!  
CHOOSE FROM 44 POSSIBLE ENDINGS.

# MYSTERY OF THE MAYA

BY R.A. MONTGOMERY



ILLUSTRATED BY EDWARD ANDERSON

CHOOSE YOUR OWN ADVENTURE 12

YOU'RE THE STAR OF THE STORY!  
CHOOSE FROM 30 POSSIBLE ENDINGS.

# INSIDE A UFO

BY EDWARD PACKARD



ILLUSTRATED BY PAUL GRANGER

CHOOSE YOUR OWN ADVENTURE 14

YOU'RE THE STAR OF THE STORY!  
CHOOSE FROM 27 POSSIBLE ENDINGS.

# THE FORBIDDEN

CHOOSE YOUR OWN ADVENTURE 15

YOU'RE THE STAR OF THE STORY!  
CHOOSE FROM 20 POSSIBLE ENDINGS.

# THE FORBIDDEN

CHOOSE YOUR OWN ADVENTURE 16

YOU'RE THE STAR OF THE STORY!  
CHOOSE FROM 26 POSSIBLE ENDINGS.

# THE FORBIDDEN

CHOOSE YOUR OWN ADVENTURE 17

YOU'RE THE STAR OF THE STORY!  
CHOOSE FROM 32 POSSIBLE ENDINGS.

# THE FORBIDDEN

CHOOSE YOUR OWN ADVENTURE 18

YOU'RE THE STAR OF THE STORY!  
CHOOSE FROM 30 POSSIBLE ENDINGS.

# THE FORBIDDEN



# 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.



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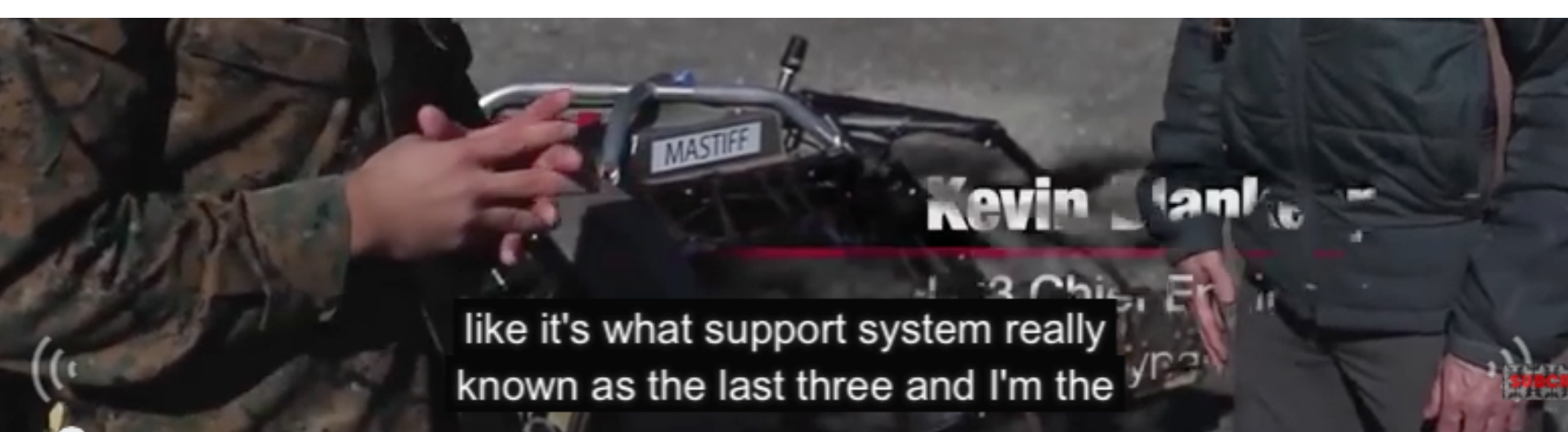
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WCAG 2.0 AA



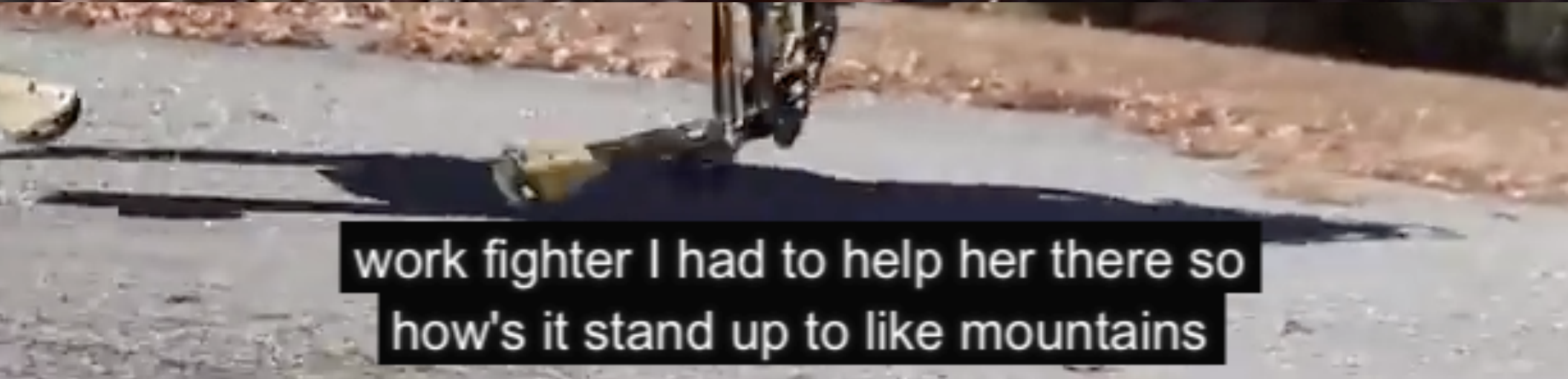


Kevin Blank

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 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