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Gibbs, Graham R.

Outreach with video: Using YouTube and screen and lecture capture to reach thousands.

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# Outreach with video

Using YouTube and screen and lecture capture to reach thousands.

Graham R Gibbs



Equinox: School of Human and Health Sciences Conference, 18<sup>th</sup>  
June 2012, Huddersfield, UK



# Outline

- My experience of creating video on YouTube
- What to use video for
- Production issues
- Pedagogic issues
- Dissemination
- Help



# Online QDA channel

**You Tube**   Browse | TV Shows | Movies | Upload GrahamRGibbs ▾

**Channel Settings** **Analytics** **Video Manager**

**Qualitative Data Analysis**  
by GrahamRGibbs

395 subscribers | 122,121 video views

Featured | Feed | Videos

**A much better introduction. The interviewee is given information about the topic of the interview and the interviewer checks through the ethical issues.**

00:00 / 18:09

**How to do a research interview** 4,823 views

by GrahamRGibbs 6 months ago

**About Qualitative Data Analysis**

Research Methods in the Social Sciences with a particular focus on qualitative research.

[onlineqda.hud.ac.uk/index.php](http://onlineqda.hud.ac.uk/index.php)

[My book on QDA](#)

by GrahamRGibbs

Latest Activity	Jun 10, 2012
Date Joined	Jun 10, 2010
Country	United Kingdom

**Featured Playlists**

# OnlineQDA web site

The screenshot shows the OnlineQDA website interface. At the top left is the logo 'ONLINE QDA' with a stylized 'Q' icon. To the right is a search bar with the text 'NEW REQUALLO' and a search button. Below the search bar is the URL 'http://onlineqda.hud.ac.uk'. A navigation menu contains links for 'How to use', 'Analysis', 'Tutorials', 'Using software', and 'Software guides'. On the left side, there is a sidebar with a table of contents: 'Where am I?', 'Methodologies', 'Resources', 'Glossary', 'Contribute Materials', 'Site Map', and 'Contact'. Below this is a 'Notes:' section featuring a portrait of Pierre Bourdieu and a list of his works: 'Outline of a Theory of Practice' (1977), 'Language and Symbolic Power' (1991), 'Masculine Domination' (1998), and 'Pascalian Meditations' (2000). The main content area features the 'REQUALLO' logo and the title 'Getting started and the theory of Bourdieu'. It includes author information for Graham R. Gibbs, affiliation with the University of Huddersfield, and a date of 6th May 2012. A yellow box highlights 'Learning outcomes' with two points: understanding personal experience and using Bourdieu's ideas for entrepreneurship education. Below this is a paragraph about Sally's interest in the topic and a video player titled 'Entrepreneurship, education, Bourdieu. 1: Start...'. The video player shows a woman in a library setting. At the bottom left is a Creative Commons BY-NC-SA license logo, and at the bottom right is the University of Huddersfield logo.

**ONLINE QDA**  
Learning Qualitative Data Analysis on the Web

NEW REQUALLO

Search


WWW http://onlineqda.hud.ac.uk

BOOKMARK

How to use Analysis Tutorials Using software Software guides

Where am I?  
Methodologies  
Resources  
Glossary  
Contribute Materials  
Site Map  
Contact

Notes:



Bourdieu, P. (1977)  
*Outline of a Theory of Practice*. Translated by Richard Nice Cambridge: Cambridge University Press

Bourdieu, P. (1991)  
*Language and Symbolic Power*. Translated by Gino Raymond and Matthew Adamson Oxford: Polity Press

Bourdieu, P. (1998)  
*Masculine Domination*. Translated by Richard Nice Stanford: Stanford University Press

Bourdieu, P. (2000)  
*Pascalian Meditations*. Translated by Richard Nice Cambridge and Maldon, MA: Polity Press

**REQUALLO**

## Getting started and the theory of Bourdieu


Authors of this page: [Graham R. Gibbs](#)  
Affiliation: [University of Huddersfield](#)  
Date written: 6th May 2012

### Learning outcomes

1. Understand how personal experience and understanding of the relevant literature can help define a research topic.
2. Understand how theoretical ideas from Bourdieu can be used to illuminate the area of entrepreneurship education that Sally was investigating..

Sally first got interested in this topic after starting an Ed.D. She used concepts from the French sociologist Pierre Bourdieu to explore themes related to the impact of gender on the teaching and learning of enterprise in HE and its associated influence on women's desire for, or confidence in, putting this knowledge into practice. She explored the interaction of habitus, capital and field as a theoretical framework.  
Part 1 looks at how she got interested in the field and how she used Bourdieu's ideas to understand what she found.

Entrepreneurship, education, Bourdieu. 1: Start... Share More info



# What to use video for

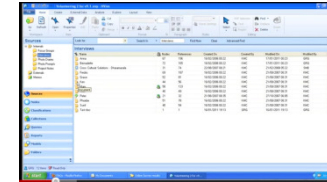
- Lecture capture
- How to use software (e.g. SPSS, Summon)
- How to access online resources
- Explaining techniques
- Explaining theoretical ideas/key concepts
- FAQs





# Video Production

- Screen recorder – e.g. [Camtasia](#)
- Videoing lecture sessions
- Sit in front of camera and talk
- Green screen
- Interviews
- Visiting speakers
- Etc.



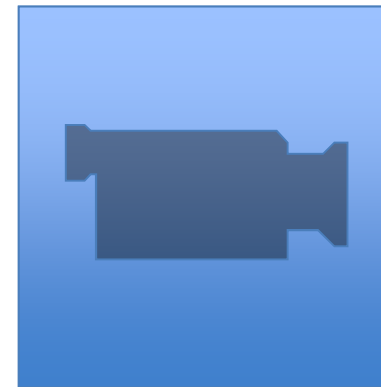
# Pre production

- Write script (can be notes, as for lectures)
- Prepare images, texts etc.
- Arrange for camera if needed (use iPhone)
- Get software (Camtasia, NLE – Final Cut Pro, Premiere, iMovie [for iPad](#) £2.99)
- Learn how to use it all!





# iPhone



Equinox: School of Human and Health Sciences Conference, 18<sup>th</sup>  
June 2012, Huddersfield, UK



# Production issues

- Length. Short is good
- Follow YouTube guidelines on production (Mac = H264, 30fps, AAC, HD if possible etc.)
- Titles and credits are important
- Sound quality (Lavalier/tieclip mics best, avoid echo)
- Use separate digital sound recorder
- Visual quality – depends. Need good quality for text. HD does look more professional



# Pedagogic enhancements

- Add in text and images
- Use captions/subtitles
- Zoom in (and Ken Burns effects) and highlighting
- Callouts
- Commentary (audio or captions)
- Freeze frame
- BUT all takes time, sometimes simple is best.



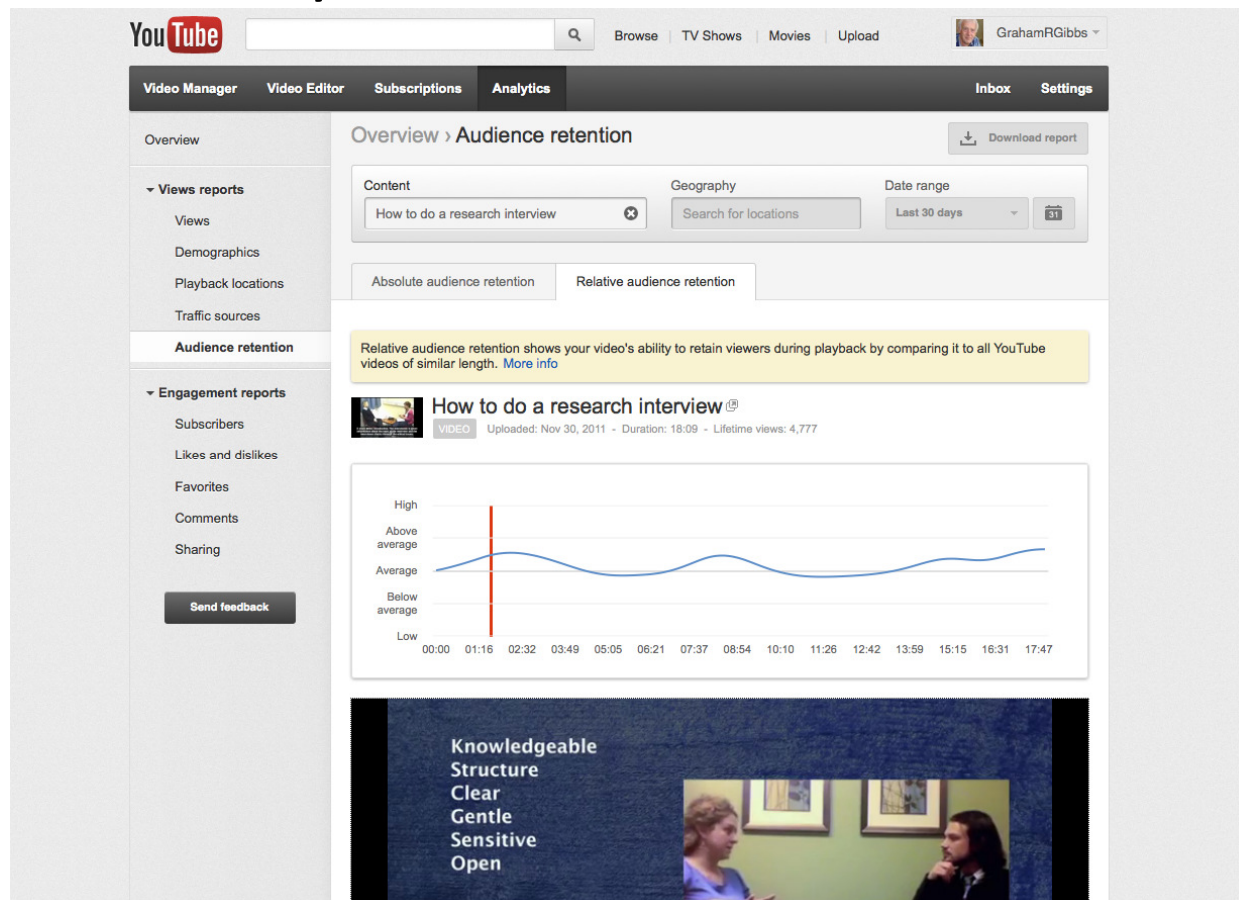
# Dissemination

- YouTube
- Set up a channel (free)
- Upload is easy and quick from on-campus
- Titles, metadata, description important. Put UoH on titles etc.
- Use chat to answer questions
- Can be viewed on any browser incl. iPhone, iPad
- OER - Use [CC licence](#)
- Embed in Unilearn



# And then...

- Sit back and wait for views and feedback
- YouTube analytics



# Help from Jisc

- [Using Video in Teaching and Learning](#)
- [Still images, moving images and sound advice](#)
- [EdMediaShare](#)
- [Video Production - lecture capture](#)
- [Video Production - Location planning](#)
- [Designing video for teaching and learning](#)
- Jack Kuomi (2006) *Designing Video and Multimedia*. London: Routledge.

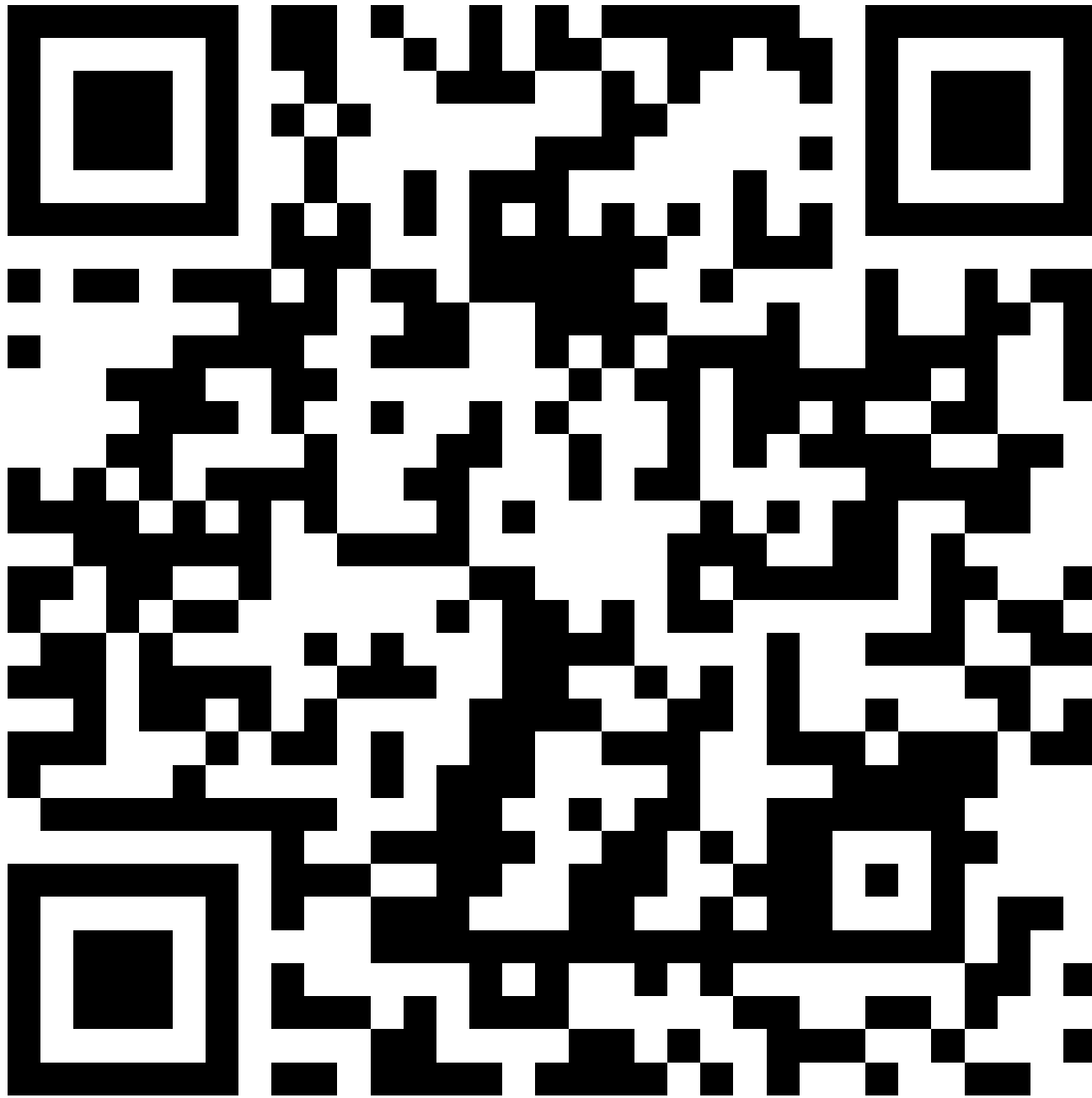


# Conclusions

- YouTube **disseminates** our work
- Easily **accessed** by our students
- **Extends the profile** of you and the University
- **Promotes our reputation** for good quality teaching and research
- **Gives something back** to the community







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