

From Shakespeare to Spielberg: Designing for the YouTube Generation When Flipping the Classroom

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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**



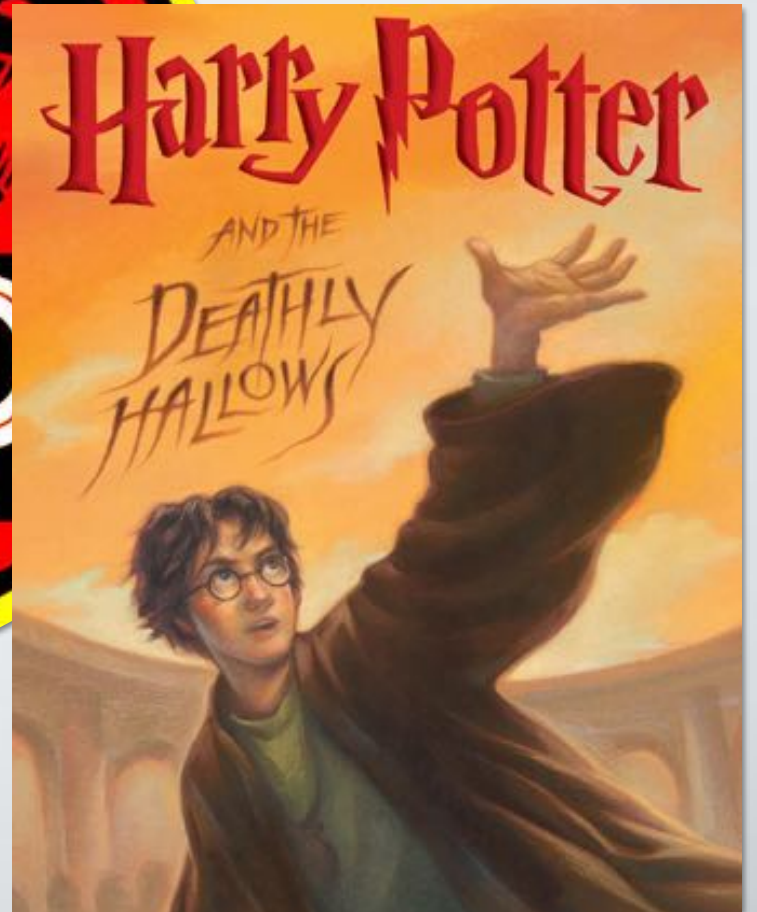
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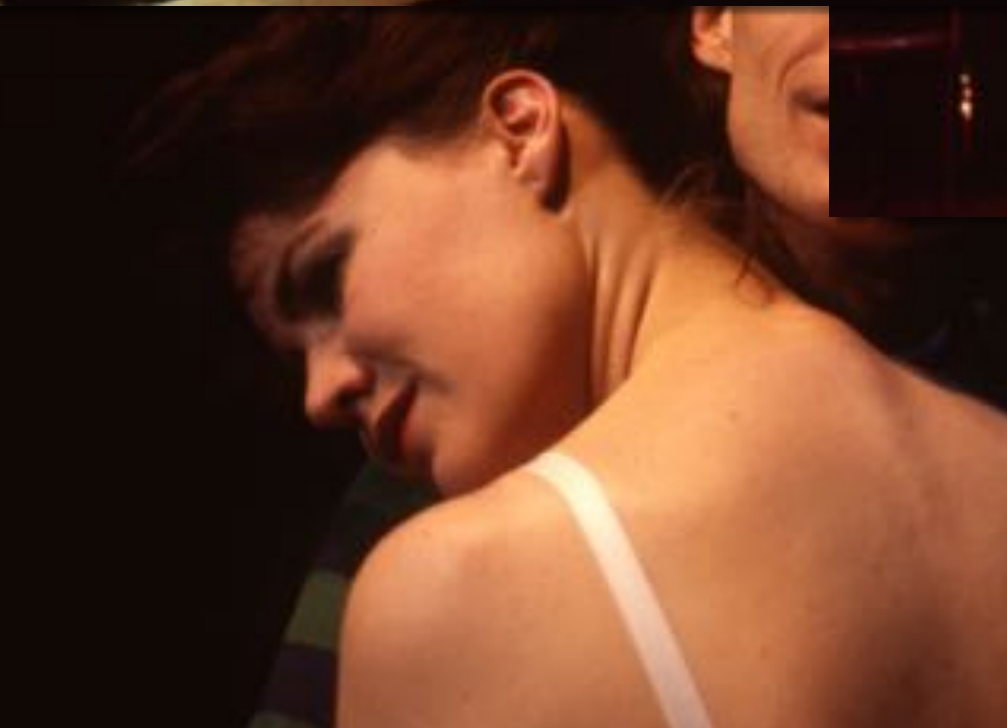
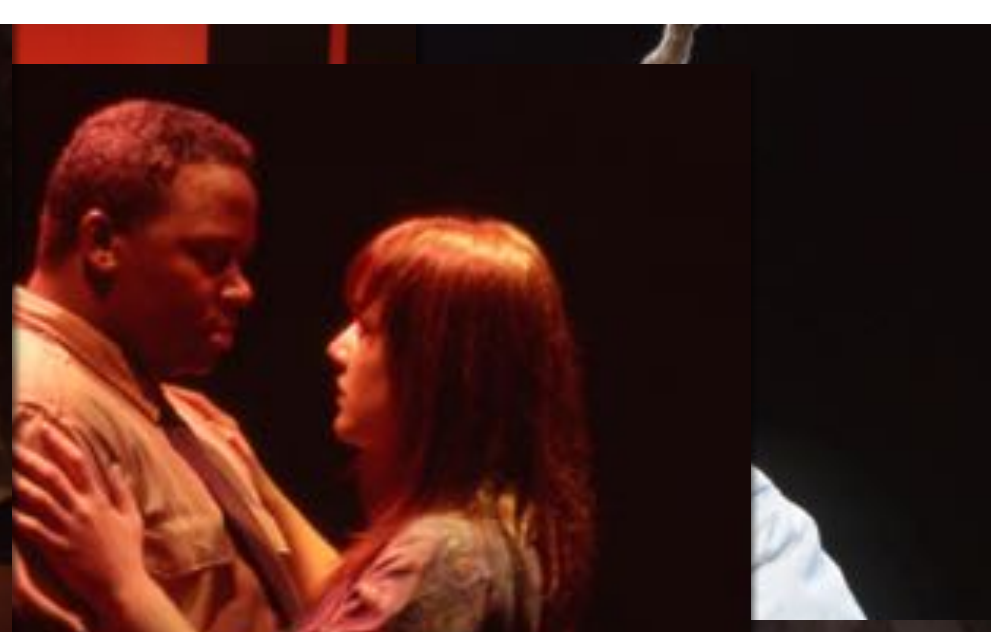
PRODUCED BY
TAYLOR SWIFT

TAYLOR SWIFT starring as **CATASTROPHE**

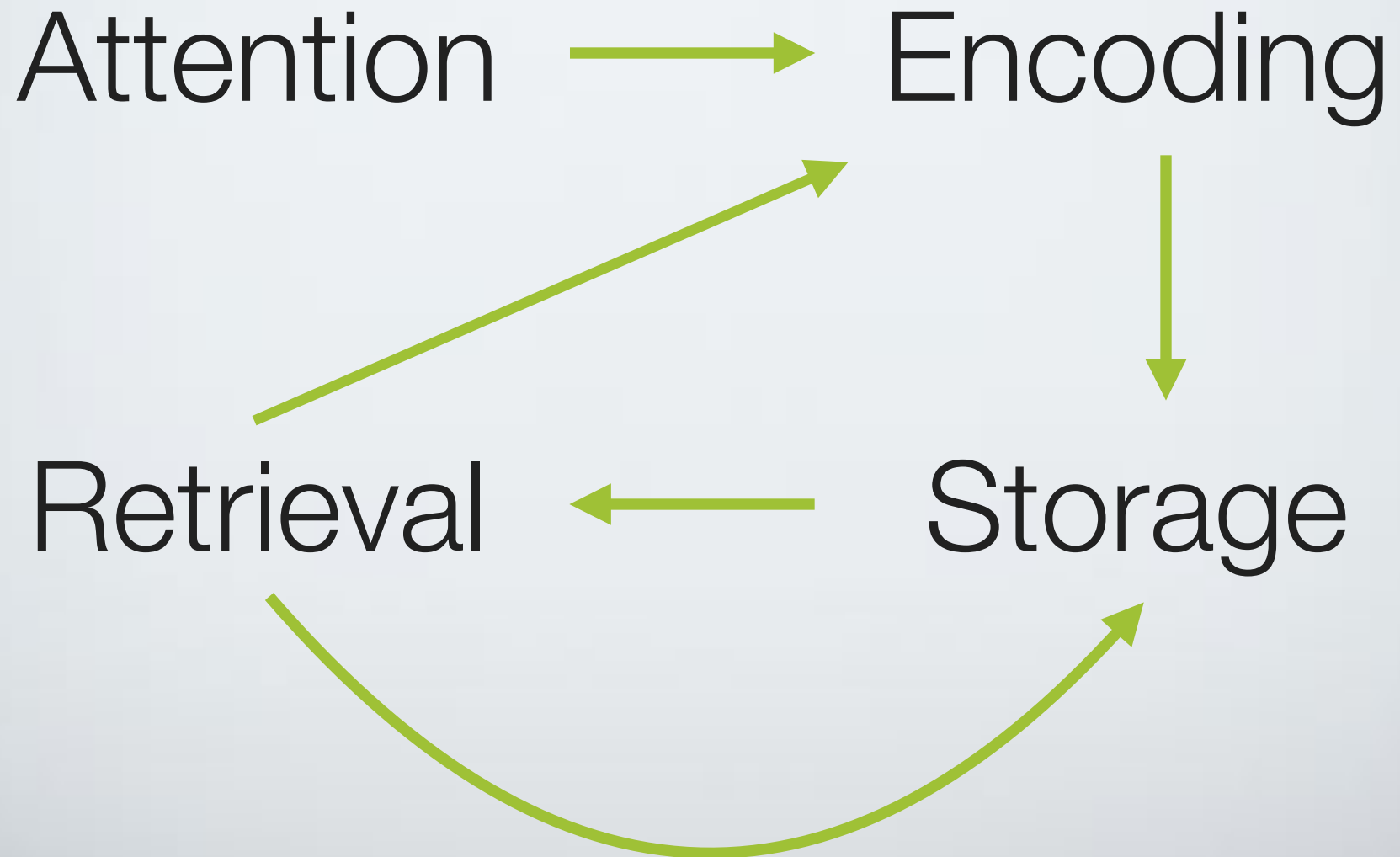
BAD BLOOD

"BAND-AIDS DON'T FIX BULLET HOLES"









Mayer

Coherence

Contiguity

Segmenting

Multimedia

Signaling

You  **Tube**



What does YouTube get right?

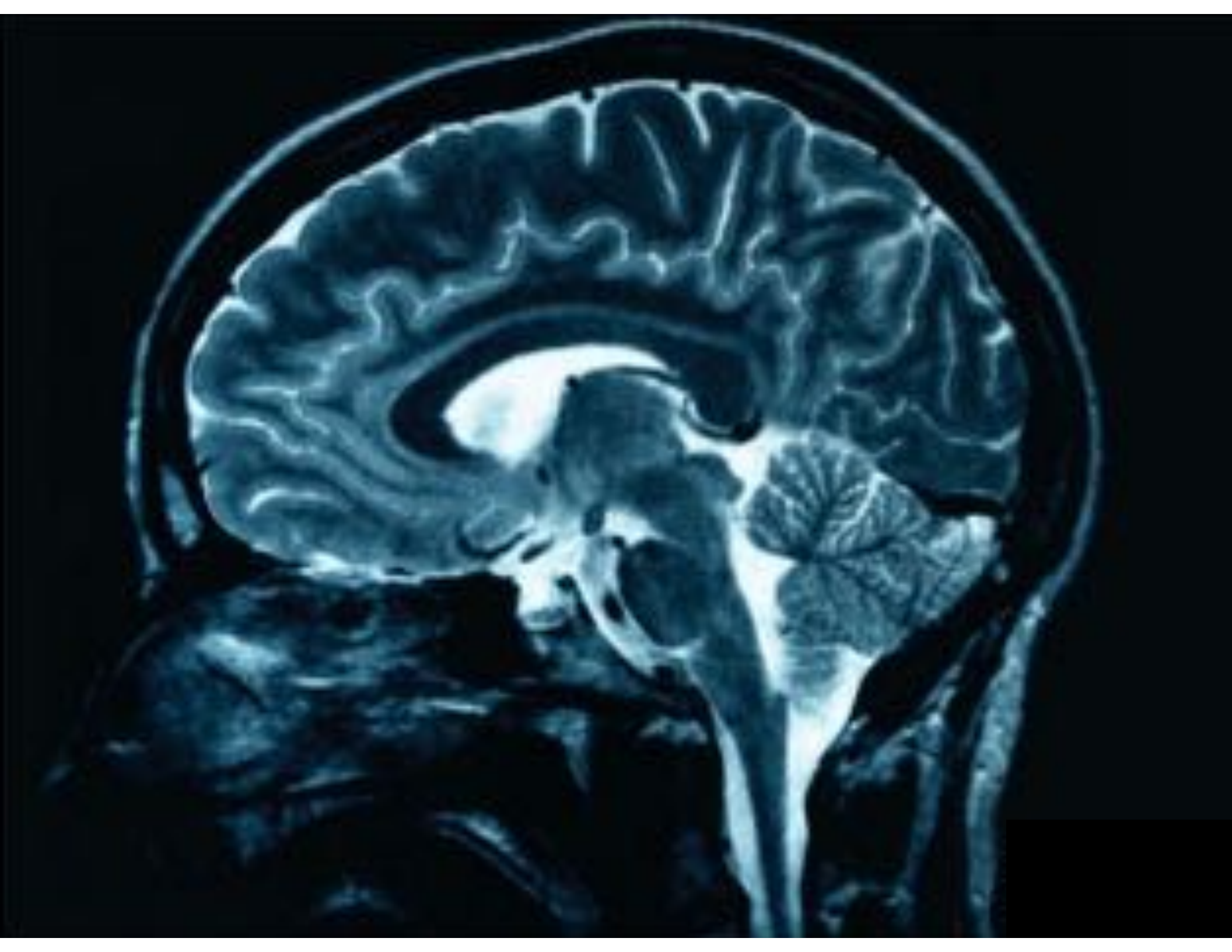
How can we do this in
our flipped lectures?

What are the narrative
techniques?

What does neuroscience say?



Authenticity





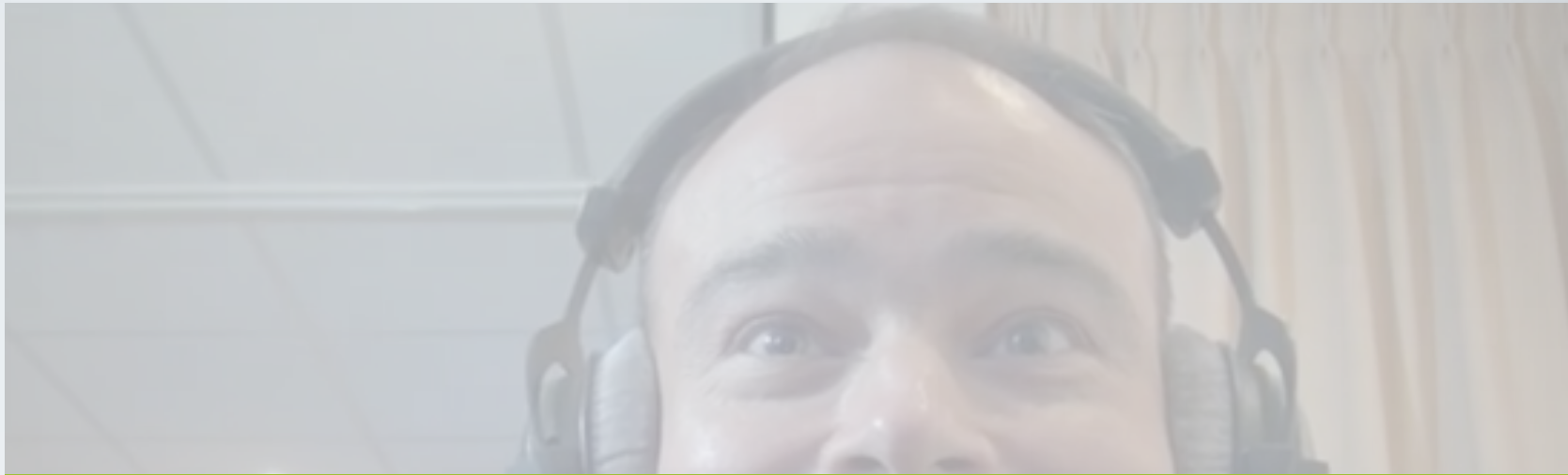
Cheryl's mind turned like the vanes of a wind-powered turbine, chopping her sparrow-like thoughts into bloody pieces that fell onto a growing pile of forgotten memories.

— Sue Fondrie
Bulwer-Lytton Fiction Contest

No reading

Tell stories

Passion

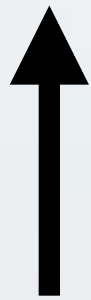


Simple



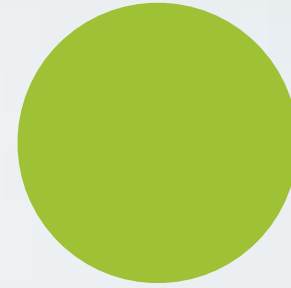
Multimedia

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

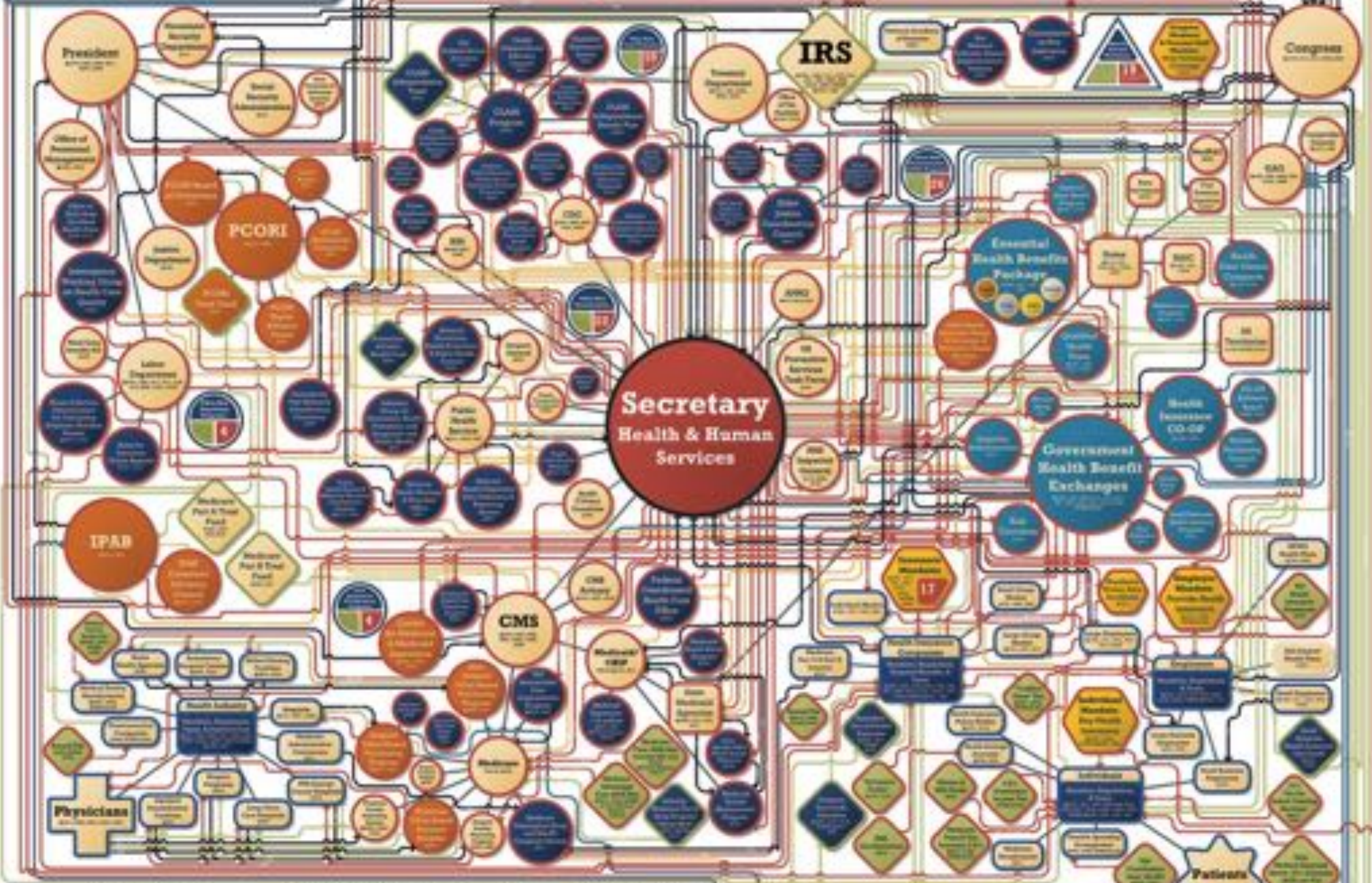
Big Business: Top 12 Restaurant Chains More or Less Equal Total USDA Nutrition Assistance

2011 US Rank	Company/Chain Name	2011 U.S. Systemwide Sales (millions)	2011 U.S. Average Sales per Unit (thousands)	Number of Units (as of 12/31/11)	% Change in Units from 2010
1	McDonald's	\$34,172.0	\$2,500.0	64,098	71
2	Subway	\$11,400.0	\$489.0	24,722	872
3	Starbucks	\$9,750.0	\$1,340.0	10,821	-310
4	Wendy's	\$8,500.0	\$1,456.0	6,594	18
5	Burger King	\$6,400.0	\$1,249.0	7,231	20
6	Taco Bell	\$7,000.0	\$1,264.0	5,670	26
7	Dunkin' Donuts	\$6,500.0	\$850.0	7,015	15
8	Pizza Hut	\$5,500.0	\$875.0	7,500	25
9	KFC	\$4,500.0	\$940.0	4,790	22
10	Check R-A	\$4,051.0	\$2,893.5	1,806	89
11	Sonic Drive-Ins	\$3,692.8	\$1,037.0	3,561	-11
12	Dominos 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	\$864.0	3,437	-66
15	Jack in the Box	\$2,946.3	\$1,331.0	2,221	15
16	Dairy Queen	\$2,660.0	\$545.0	6,187	-16
17	Chipotle Mexican Grill	\$2,270.0	\$2,013.0	1,225	25
18	Papa John's	\$2,213.6	\$796.0	3,000	20
19	Hardee's	\$2,100.0	\$1,100.0	1,920	22
20	Popeyes Louisiana Kitchen	\$1,720.0	\$1,133.8	1,827	28
21	Panda Express	\$1,570.8	\$1,157.0	1,420	87
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	\$1,803.0	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	\$621.8	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	\$593.5	1,283	42
34	Checkers/Rally's	\$669.0	\$852.0	780	-19



Segmenting

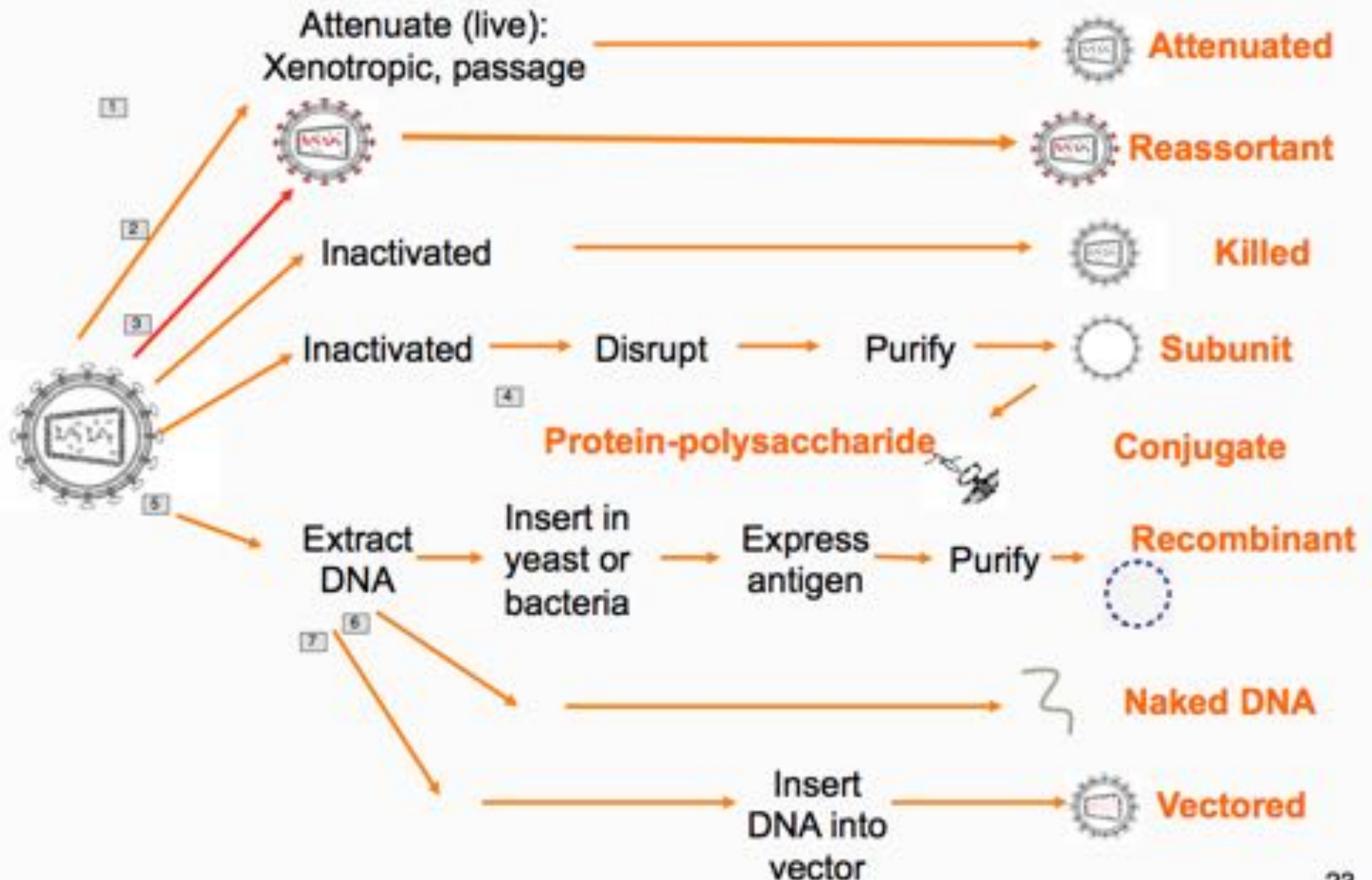
Your New Health Care System



New Government	Expanded Government	Private	New Relationships
<ul style="list-style-type: none"> Following President Nonmember in Health Insurance Market Other Expenses Separate Budgets of Additional Entities 	<ul style="list-style-type: none"> Member Trust & Member Trust/Provider/State Trust Trust (Following President) Non-Trust/Trust with Equivalent Authority/Responsibility 	<ul style="list-style-type: none"> Access Equity with Non-Member/Responsibility Outright Private Equity Special Interest Institutions 	<ul style="list-style-type: none"> Regulator/Regulated/Member Regulating Regulatee Ownership Money Flow Consolidation/Partner/Side Working Structural Transformation/Market's Growth

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

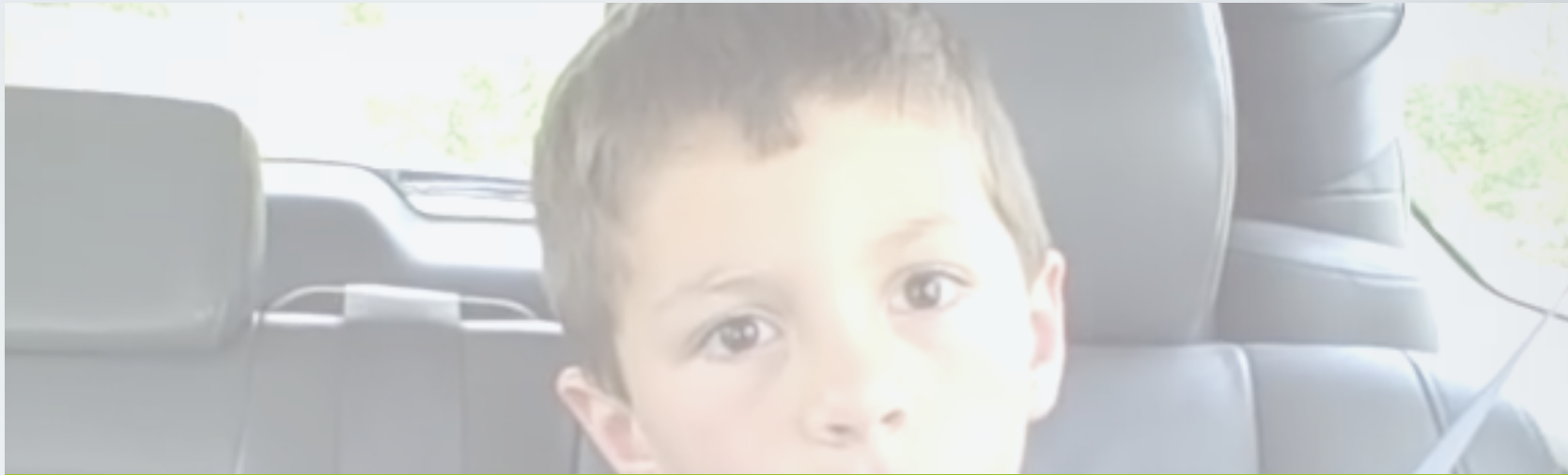
How Vaccines Are Made



How Vaccines Are Made



Clarify the message
by simplifying
the presentation.



Self-expression



Reflection

Reflection

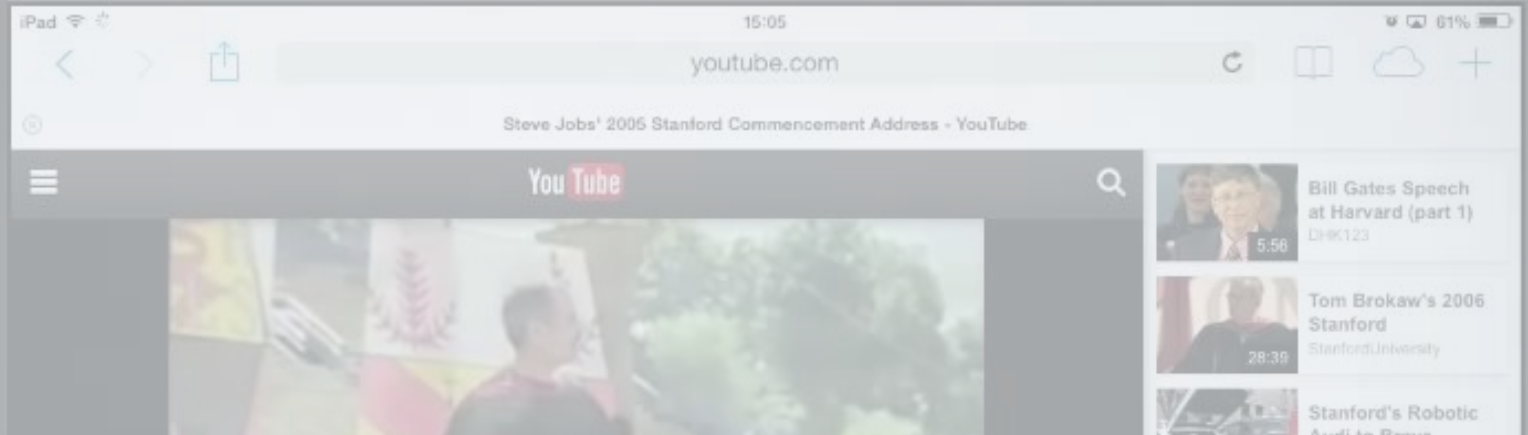
Discussion forum post

Twitter stream

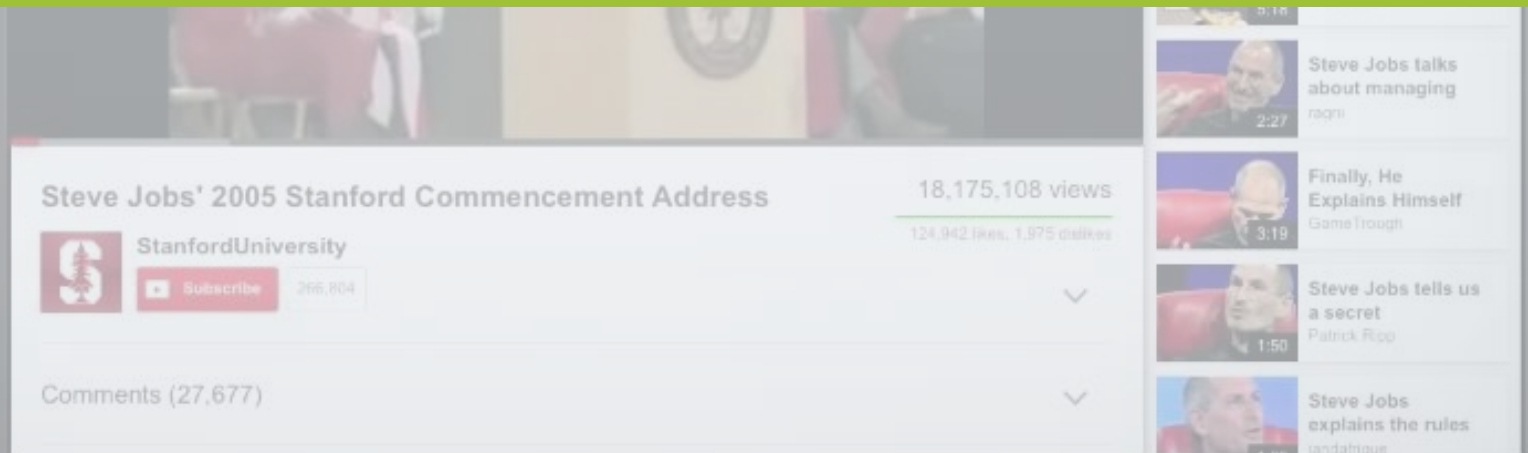
Journal or blog entry

Photostream

Video response



Control



Time

Keep it short.

118



Access

Make it portable.

Mobile accounts for more than

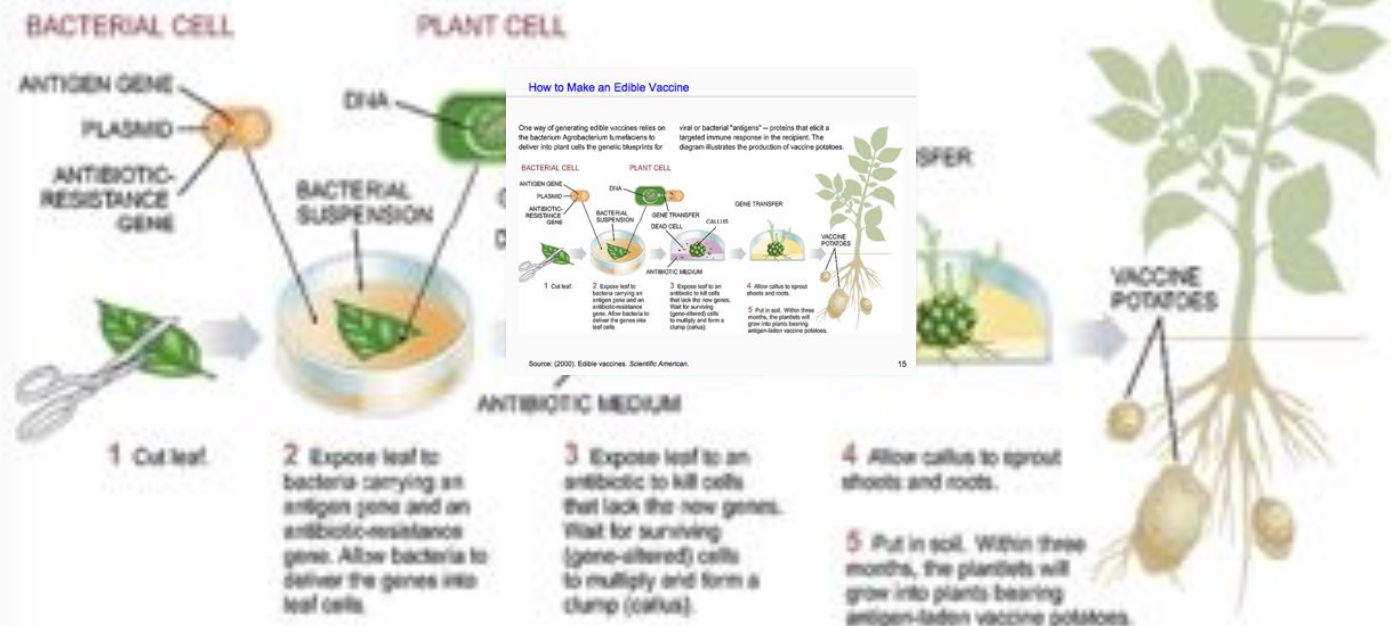
50% of YouTube
watch time.

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

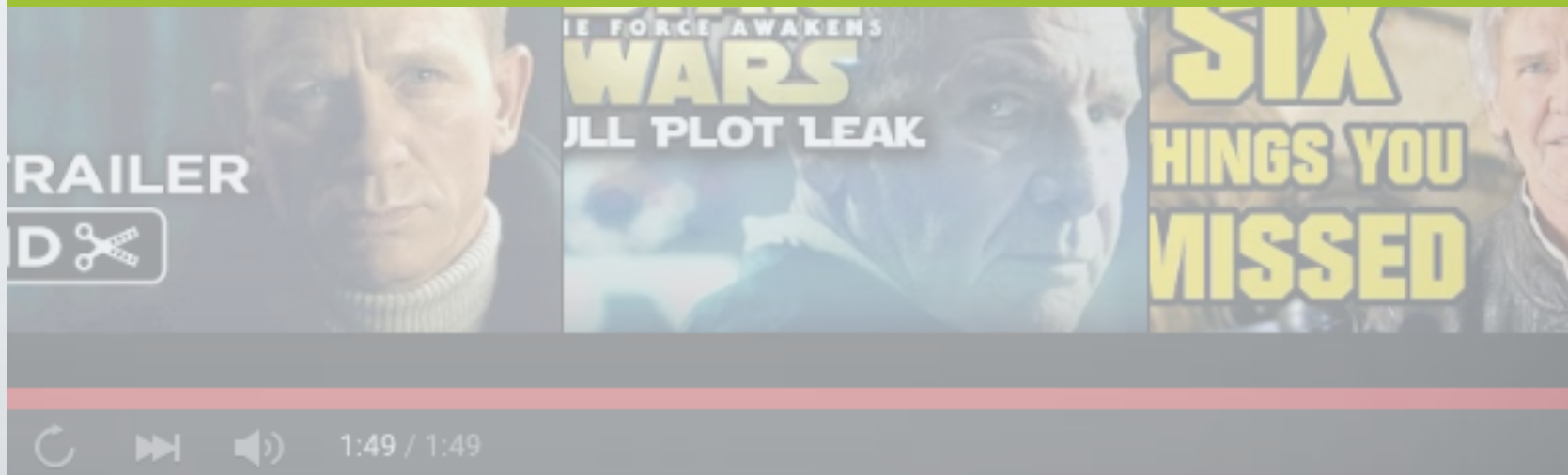
viral or bacterial "antigens" – proteins that elicit a targeted immune response in the recipient. The diagram illustrates the production of vaccine potatoes.



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




Actionable



Always provide a
follow-up action.

Assess



What does YouTube get wrong?



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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

0:34 Gopher.in.a.jug.wmv by weimer62000 1,428,286 views • 3 years ago

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Contextual Guidance

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by Crackle US
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How The Avengers: Age Of Ultron Should Have Ended ...
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
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by Jimmy Kimmel Live US
1,131,020 views · 14 hours ago



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by Julie L.
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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!

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by LastWeekTonight
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Popular Gaming



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

CollegeHumor



The Guy Who's Never Si Game of Thrones

Web Exclusives



Up Next

Autoplay



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by The Verge
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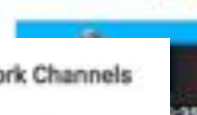
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by Google Developers
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Google I/O 2015 - A little badass. Beautiful. Tech and human. Work and love. ATAP.
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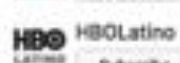
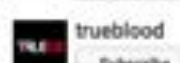
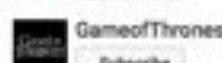
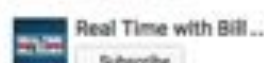
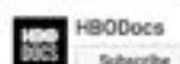
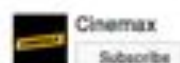


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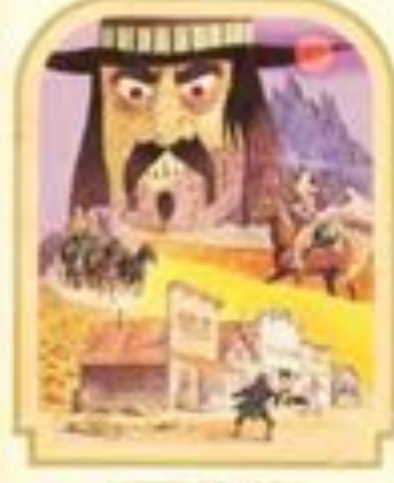
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INSIDE A UFO
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Signaling



- 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.



Accessibility

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WCAG 2.0 AA

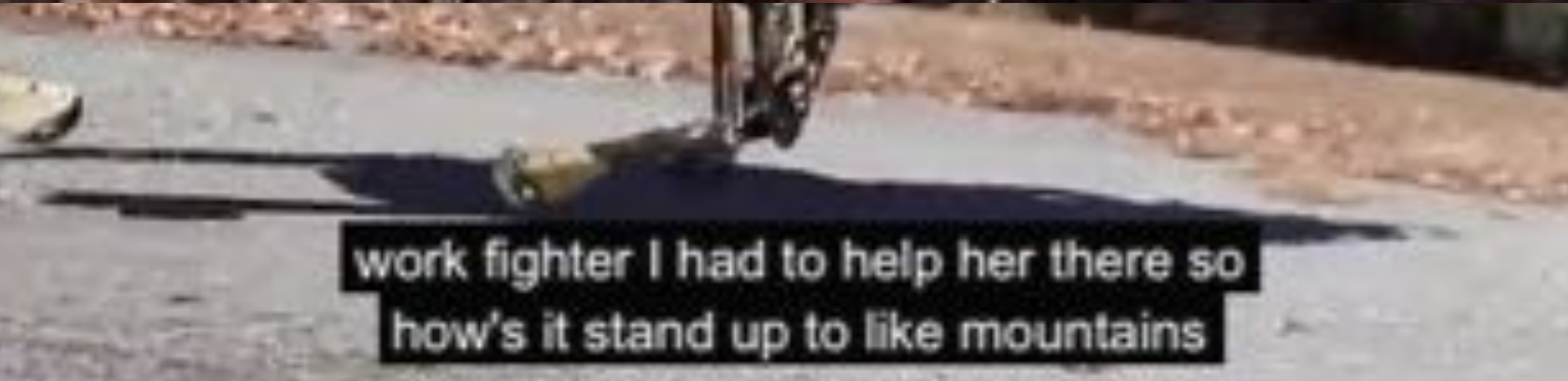


Kevin [unclear]

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

Go Do!



Thank you!

Please fill out the
session evaluation.

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