

EXPLANATORY SHEETS: INTERACTIVE VIDEO WITH YOUTUBE

Reminder: These roadmaps will allow a better understanding of the workflow of digital interactive contents production through practical recommendations and testimonies of professionals.

In that way, we intend to support learners and teachers in their learnings but also after the training, in their practical working life.

1. About the technology

The technology used	Interactive Video
Final objective and result	<p>Creating a very simple interaction with YouTube. A video is played and then in the top right corner appears a hint to further videos – so you can lead the viewer to the next clip. This is possible with YouTube’s feature “Cards”.</p> <p>Could be used for educational purposes when students should be able to move on to the next learning video. You can link to one or more videos. If you give the choice of various videos, students can choose their own learning path.</p>
Description of the tool	The video platform YouTube is widely known and used by many people. There are a lot of good videos on their which you can choose from or you create and put up your own video. It’s free and simple.
Medium used (computer, tablet, phone)	Computer (also possible on other devices but it is easier with a bigger screen size)
Where will it be accessible (app, platform, website...)	It will be accessible on YouTube and it is possible to post the first video (which has the interactive element integrated) wherever you want (learning platform, social media or just share the link).
How long did it take to develop this tool?	<p>Creation of the videos and interaction: 45 Minutes</p> <p>Creation of the video was done in advance. It was a simple production with an SLR camera. The script was planned. With proper planning and a written script it was still quite simple to do. If you know which videos to use, integrating the interactive element takes about 5 minutes.</p>



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2. Used software

Name of the software	YouTube https://www.youtube.com/
Name of the company	Google LLC
Copyright status (cc, proprietary system, etc)	On YouTube everyone who uploads a video is responsible to take copyright into consideration. There are mainly self-made videos, so the creator has the rights to it. You can watch and share the videos on the platform, but don't download them! There are also YouTube videos under CC licence which you are free to use.

In case you have used additional resources for the content of your tool, please describe them below:

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3. Cost

Cost of the creation of this tool	0 €
General pricing plan	No additional costs, but personnel expenses

In case you have used additional resources for the content of your tool, please detail their cost below:

No additional cost for resources

4. Steps of production

Please describe each step of the production of the tool

Design phase

Why did you create this tool?	<p>We wanted to create a simple example, showing how to use this widely spread tool. Videos are the most “consumed” content online and can facilitate learning. Pretty much everyone is familiar with YouTube – so why not use it for training.</p> <p>You can either create a chronological learning path by simple linking from one video to the next or you can give the learners a choice (by including several videos).</p>
What functionalities does it have?	During the first video an info card appears in the top right corner which shows 2 more videos you can click on.
What will be its purpose? (pedagogical, communication, games, etc.)	<p>This video was created to showcase the possibility of using YouTube for simple interactive videos.</p> <p>Besides info cards, YouTube also offers the possibility of including End Screens. It is similar (you can also include videos for the viewer to choose from), but a bit more elaborate. In order to use End Screens the video must be at least 20 seconds long and you should integrate a question in the video – so you’ll probably need a post production software.</p> <p>In the MOOC we show some examples like this: https://www.youtube.com/watch?v=52ZkFD-YlmY</p>

5. Creation phase

Please name and describe below the different steps of the creation of the tool (min 5)

Upload the videos you want to use	<p>Load your videos on YouTube. There is a description on how to do that in the MOOC: https://www.youtube.com/watch?v=mEv5jQTZy6A (enable subtitles).</p> <p>Click on the pencil symbol next to the video you want to implement the interaction.</p>
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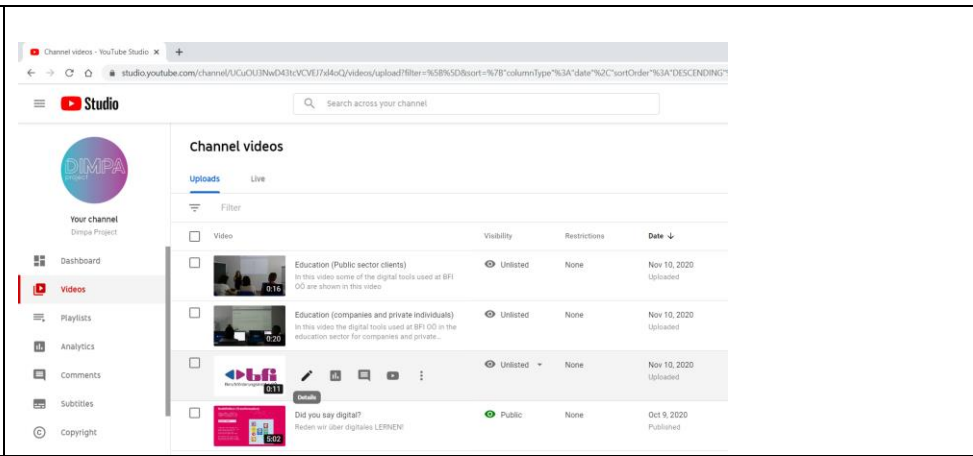
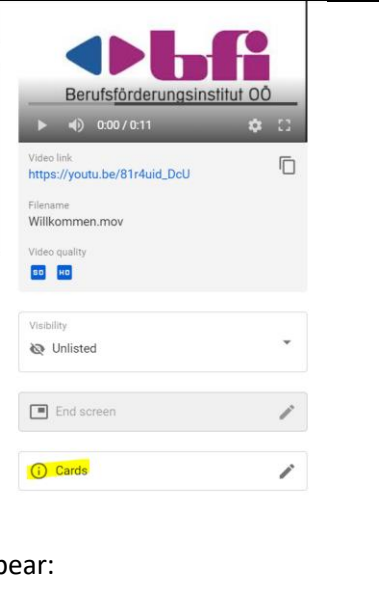
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<p>Include Info Cards</p>	<div data-bbox="384 869 981 1480"> <p>Welcome</p> <p>Description ⓘ This is an example video on how to use YouTube for creating interactive videos by using Cards.</p> <p>Thumbnail Select or upload a picture that shows what's in your video. A good thumbnail stands out and draws viewers' attention. Learn more</p> <p>Upload thumbnail</p> <p>Playlists Add your video to one or more playlists. Playlists can help viewers discover your content faster. Learn more</p> <p>Playlists DIMPA MOOC Deutsch - Modell 3</p> </div> <div data-bbox="981 869 1361 1480">  <p>Click on "Cards" on the left. This window will appear:</p> </div>

Cards DISCARD CHANGES SAVE

Select a type of card to begin:

- Video +
- Playlist +
- Channel +
- Link +

00:00 UNDO REDO

00:00 03:00 06:00 09:00 10:07

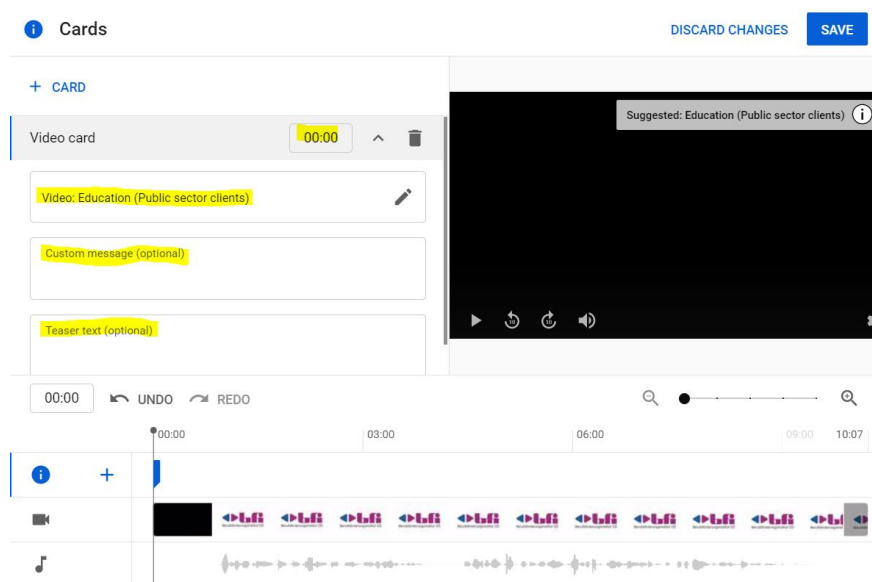
Then click on "Video".

Choose specific video ×

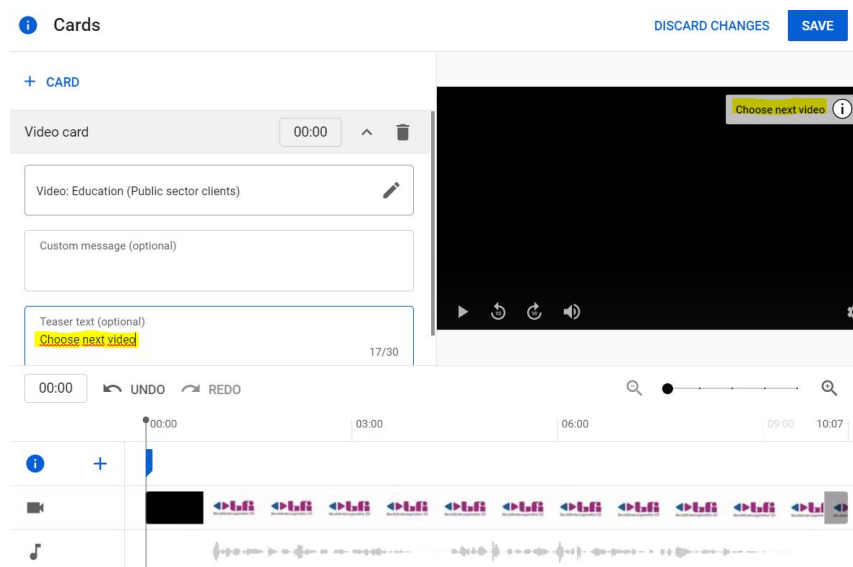
Search: Your videos | Any video on YouTube

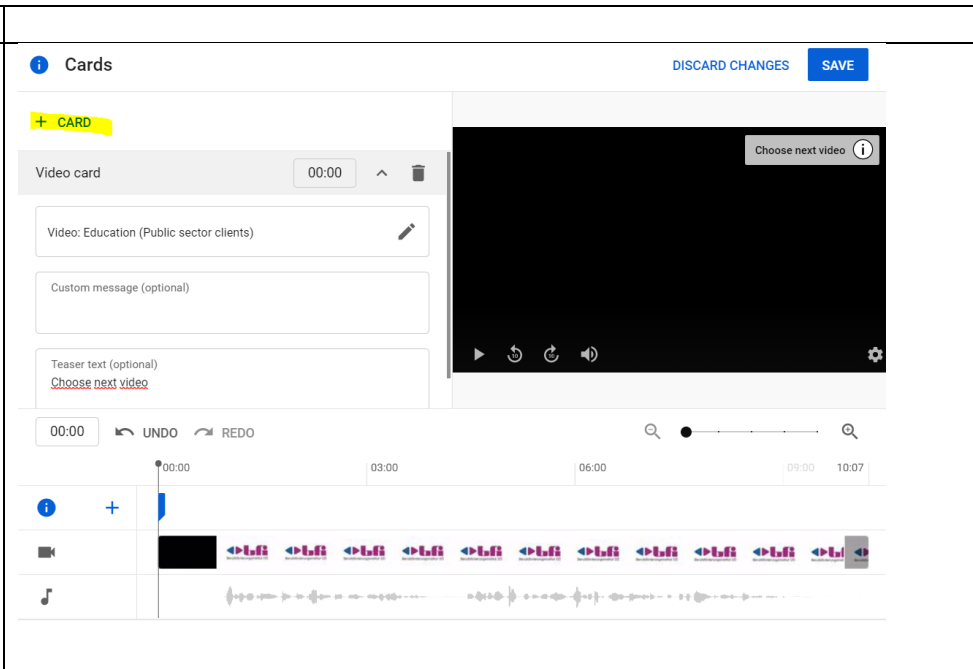
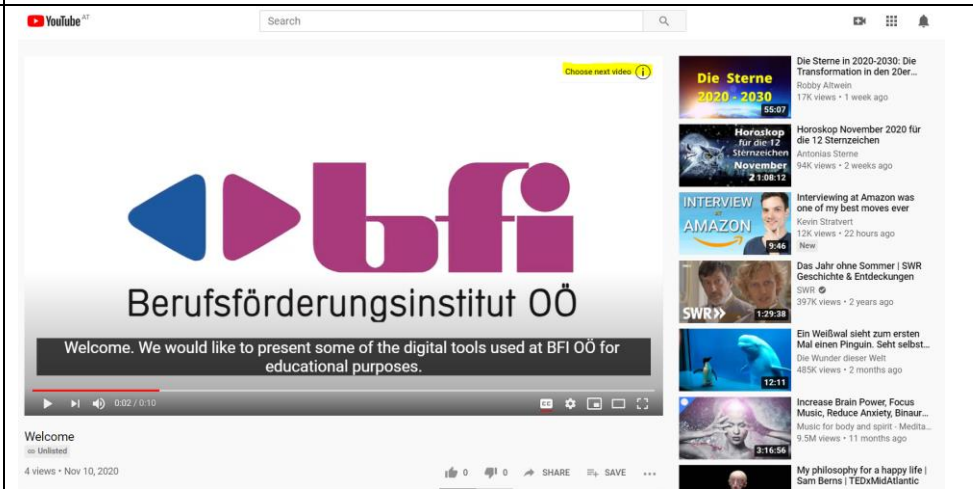
<p>Education (Public sector clients) 0 views</p>	<p>Education (companies and...) 0 views</p>	<p>Did you say digital? 14 views</p>	<p>DIMPA - ePortfolio 9 views</p>	<p>DIMPA - LMS 12 views</p>
<p>DIMPA - CN Europe 18 views</p>	<p>Karte vervollständigen... 15 views</p>	<p>VR - Unity Solar System Scene for... 15 views</p>	<p>DIMPA MOOC Libro electrónico 51 views</p>	<p>DIMPA MOOC Materiales impresos... 24 views</p>
<p>DIMPA MOOC Realidad aumentada 20 views</p>	<p>DIMPA MOOC Realidad virtual 15 views</p>	<p>DIMPA MOOC Video inmersivo 20 views</p>	<p>DIMPA MOOC Video interactivo 20 views</p>	<p>Le digital, ça te parle - Dimpa project 18 views</p>

Now you can either choose a video from your own channel or any video on YouTube.



Now you can choose the time when the card should appear, change the name if you want, add a custom message (visible as soon as you click on the card – see screenshot below) and/or a teaser text (this will be shown where it now says “Suggested: Education (Public sector clients)”).



<p>Add further cards</p>	
<p>Safe and check out what you create on YouTube</p>	

6. Inclusive approach

What action did you implement to make this tool inclusive to as many users as possible?

If you use a video with audio narration include subtitles.

7. Good / bad practices

Would you recommend this software to the users?	Yes, depending on the goal
Please explain	As it is so simple to use YouTube and this feature, we recommend using it. But it doesn't allow a lot of variation. If your goal is to give viewers an option to go to further videos you recommend it can be very useful, but besides that the use for interactive videos is quite limited.

What recommendation would you give to people creating such tool or creating content on this technology?

Know your goal! What do you want to achieve by using this tool?

It might be hard to find exactly the right videos. So maybe it is better to create your own videos. Therefore, preparation is key.

For simply suggesting further videos this is a great option. If you are looking for more interaction, you'll probably need another tool.