Camille Seaberry

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| Video & Podcasting  “Anywhere Anytime” (Donnelly, Berge 2006) | Abstract  Video streaming and podcasting are new technologies that are dominating the education and entertainment fields. With their convenience of “anywhere anytime” (Donnelly, Berge 2006) streaming via smartphone, tv, laptop, tablet and their wide range of content they inevitably attract various groups.  Camille Seaberry MEDST-255  Assignment #1 Due- 2/12/2019 |

Assignment #1

MEDST-255

Professor A. Defelice

Profile: Video & Podcasting

Video & Podcasting are “one of the most widely adopted internet technologies for use in instructional settings. Between YouTube, TeacherTube, EduTube, and many other video hosting sites, there are an abundance of lectures, how-to videos, and supporting materials available in the form of web-based video. Podcasting has also been integrated to provide similar offerings of audio materials through popular sites like iTunes” (Defelice, 2019). The common uses for these streaming technologies are “entertainment, education, and healthcare” (West, 2). According to West, teachers and healthcare providers frequently use video streaming (West, 2). For example, educators deem that streaming documentaries, movies, and instructional videos are a vital part of the learning process (West, 2). “Students love to learn through moving images as opposed to text alone” (West, 2). I can attest to this, me being a student, there has been plenty of times where I would follow up on a lecture by looking up more examples via YouTube and or other streaming sites, to better understand what I had learned in class. West says healthcare providers also use this platform to hold video conferences with patients that have no way of getting to the doctor because they’re either elderly or live too far away (2). He also states, “patients often do research on symptoms, diseases, and treatment before they talk to a doctor” (West, 2), another fact I can attest to. Though these are new uses for this type of media I can say personally in the past I’ve used outlets like YouTube, Netflix and a new app Anchor for pure entertainment. Initially, these are marketed to be used as on-demand platforms. They are all completely customizable for your entertainment and educational purposes.

A brief history of YouTube. YouTube was founded by Jawed Karim, Steve Chen and Chad Hurley. They helped to create PayPal and after it was sold, they spoke of creating another company. They used to meet up at Karim’s apartment down the block from the venture firm that became YouTube’s financial backer, Sequoia Capital. Karim pitched the idea of a video-sharing Website to the group. He made it clear that contributions from Hurley and Chen were necessary for them to create YouTube. 2005 was when YouTube was introduced. Though it was his idea, Mr. Karim chose not to be as involved but rather an informal adviser. In 2006, Chen and Hurley in agreement with Karim soled YouTube to Google for $1.65 billion. Since then, Google used the tech the three originally created to make YouTube what it is today; an international, interconnective video-sharing Website that incorporates different groups of people (Helft 2006).

YouTube, Netflix and Anchor are three apps that contain Video Streaming and Podcasting, and they are very easy to use. When you want to you can simply access these apps via smartphone, laptop, tablet and tv. Netflix plainly gives the viewer the power to watch what they want when they want, this falls in line with the nowadays on-demand lifestyle, the need for instantaneous entertainment and connection. YouTube and Anchor are mainly consumer run.  By making these platforms this easy to access it encourages a wide range of users. On apps like YouTube and Anchor users transform from ordinary consumers to prosumers- producer consumers. These apps have built-in functions that increase user connectivity. For example, YouTube and Anchor have built-in messaging systems in the form of comments (YouTube) and voice messages (Anchor). Users can comment under Prosumers videos or simply leave a voice message and the Prosumer can respond. In other words, there’s direct connection along with instant entertainment.

YouTube is an app that allows you to stream and upload videos. It gives you the opportunity to be a consumer and producer of media for free. You can simply visit the website and start watching videos. There are a bunch of categories and subcategories to choose from such as music, gaming, news and movies. You can use the search bar located at the top to look up a specific video or just scroll down the suggested list for something random. YouTube has a built-in algorithm that collects the data from the videos that you’ve watched to suggest in kind videos you should watch next. If you find a channel that you like you can subscribe to it and click on a bell-shaped icon that notifies you when another episode is uploaded. You can even utilize the comment messaging system that allows you to connect with the consumers and prosumers who share your common interests. Being a consumer on YouTube is a totally different experience than being a producer on there. As a producer, YouTube can be a platform to create a fan base that can get you fame and money. You can even upload self-made and edited films, music, gaming or anything that can be recoded (audio or video), within the lines of the copyright laws and regulations. Once you gain a certain number of followers, sponsors will contact you and you’ll get payed for each add that’s watched. You can even sell merchandise and link others to additional apps for maximum connectivity. Though YouTube is free they recently came up with YouTube Red, “now the video site and its parent company, Google, are hoping users will pay for the privilege to watch the same videos without ads. For $10 a month you can subscribe to shows and movies ad free” (Dougherty, Steel 2015).

Netflix is payed app that consists of on-demand features. You first sign up with a credit card and email address so you can make the payments of $7.99 a month. Once you have access, you’re met with thousands of choices to pick from. There are different catalogs for specific niche groups, they’re divided by genre, age and algorithmized suggestions. For instance, if you have a child there’s a Children and Family section and if you love Horror movies there’s a section for that too. Netflix has a built-in algorithm that guestimates what you should watch next. Say you’ve watched a bunch of comedies or watched your favorite show/ movie, based on this Netflix will give you a ton of comedy suggestions or suggest movies because you watched a specific movie. You can even customize the possible algorithmized outcomes by rating the shows from one star to four, making yourself an at home movie critic of sorts. For a lower price than subscribing to cable and going to the movies you can pick from thousands of movies and show titles to watch from the comfort of your own home, “anywhere and everywhere” (Donnelly, Berge 2006). This video streaming is fully accessible via smartphone, television and tablet making it a convenience rather than an inconvenience.

Anchor is an app that allows you to make your own radio station for free. Once downloaded you can simply choose to record with one tap or just import prerecorded audio. The audio then gets saved to the app and the next step is yours. You can edit your audio without leaving the app with background music, transitions and intros. This app bypasses a lot of other programs like Premiere Pro, After Effects or other software that can edit audio. Anchor allows producer and consumer connectivity. For example, listeners can send in questions and submissions for your next episode using a voice messaging system- bypassing common uses for emails that have been used in the past. You can even have a caller call in during your episode, and you can call someone in at the beginning of your episode to co-host the show. The possibilities are endless. This is not just a fun app you can play around with on your free time you can also make money and do this for a living because Anchor finds you sponsors. You don’t have to wait like you would on YouTube for sponsors to pick you up once you get popular enough, just like everything else on this app you can access this feature with one tap. Essentially you don’t ever have to leave this app to run, edit or distribute your very own radio station. When you’re done adding your bells and whistles with one tap Anchor will broadcast it everywhere to outlets like Spotify, iTunes, and Soundcloud. The best part is there are no rules. You’re basically free to be creative on a worldwide platform. According to Blake, an avid YouTuber, podcasting is a passive engagement- there’s little to no effort at all on the side of the listener. In comparison to watching YouTube videos where you must fully commit “lean in content”. You are not asked to be glued in to your seat you could be jogging, flying or driving (Blake, 2017). Therefore, podcasting is successful because it’s just talking, an interpersonal radio at the click of a button/ tap on the screen that you can pause and play at your own whim.

These apps are successful because they are easy to use and have content that appeals to a variety of groups. With their built-in push to start, constant connectivity messaging and on-demand features these platforms are giving people what they want, instantaneous connectivity.

What Video & Podcasting apps are doing right now is taking over mainstream movie watching, filming, television watching and movie going. By giving power to the everyday consumer it encourages the evolution of their creativity. Where I see Video Streaming and Podcasting going is beyond my imagination. The question is what’s the next place our on-demand culture will lead us? The possibilities are endless.

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