

Youtube

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1 Literature review on youtube

YouTube is an American video-sharing website headquartered in San Bruno, California. The service was created by three former PayPal employees—Chad Hurley, Steve Chen, and Jawed Karim—in February 2005. Google bought the site in November 2006.

YouTube allows users to upload, view, rate, share, add to favorites, report, comment on videos, and subscribe to other users. It offers a wide variety of user-generated and corporate media videos. Available content includes video clips, TV show clips, music videos, short and documentary films, audio recordings, movie trailers, live streams, and other content such as video blogging, short original videos, and educational videos. Most of the content on YouTube is uploaded by individuals, but media corporations including CBS, the BBC, Vevo, and Hulu offer some of their material via YouTube as part of the YouTube partnership program. Unregistered users can only watch videos on the site, while registered users are permitted to upload an unlimited number of videos and add comments to videos. Videos deemed potentially inappropriate are available only to registered users affirming themselves to be at least 18 years old.

YouTube has grown to become the largest and most highly visited online video-sharing service, and interest in the educational use of YouTube has become apparent. Paralleling the rise of academic interest in YouTube is the emergence of YouTube scholarship. This article presents the results of a review of 188 peer reviewed journal articles and conference papers with “YouTube” in the title that were published between 2006 and 2009. Four questions were answered through the review of YouTube literature: [1] What is the overall distribution of publication activity for refereed journal articles and conference papers with “YouTube” in the title? [2] How are publications with “YouTube” in the title distributed across academic disciplines? [3] What have scholars written about instructional methodologies involving YouTube in a sample of literature containing “YouTube” in the title? [4] What have scholars reported about the results of studies involving YouTube in a sample of literature containing “YouTube” in the title? An analysis of the publications revealed that the literature emerged from multiple academic disciplines. The sample of literature included 39 articles and papers describing methods for teaching with

YouTube. A total of 99 articles and papers containing the results of research studies were identified and categorized. This literature review is particularly relevant to those online educators who are interested in learning what scholars from their own academic disciplines are writing about YouTube. An emphasis is placed on trends in teaching and research discussed in the sampled literature.

2 References

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