

More Than Just Blow-dried Cats



Presented by Mary Cruse
Media Without Margins

Entertainment vs. Education ?



It can be both!

- Fun to make - team or individual
- Fun to watch
- Retention
- Attention span
- Diversity
- www.youtube.com/user/languages1001

Distance Learning

- I took statistics from CR 12 years ago
- Picked up VHS tape 2 x week
- Became a Google Customer
- Now, CR & HSU offer range of Distance Learning
- Mattole Charter School (5 counties)

Learning Via Online Video

- \$\$\$ effective
- Time efficient
- Diverse
- Global
- Many have language conversions
- Anyone can create media
- Trust that the content is true - e.g. Wikipedia, YouTube, etc.? Credible Sources

Video

- Computer
- iPads, Netbooks
- Laptops - Laptop for Every Child
- TV via Internet
- Shared - Webinars/Videoconference
- Video Games
- Increased video on Smart Phones
- Mobile devices
 - iPhone, Droid, Blackberry
 - 4 G here we come

Recipient of Google Gift

- Project 10¹⁰⁰ - 154,000 submissions for ideas - 3000 Google employees narrowed them down to 16 finalists. Internet voting in back in 2009.
- Five innovative groups around the world to share \$10 million. Google recently announced the winners in their **Project 10¹⁰⁰**, a global search for ideas that would help the world the most.
- **The Khan Academy**, which provides free educational videos on YouTube, will receive \$2 million

iPhone/Droid App for Videos

(unauthorized by Khan - their videos)

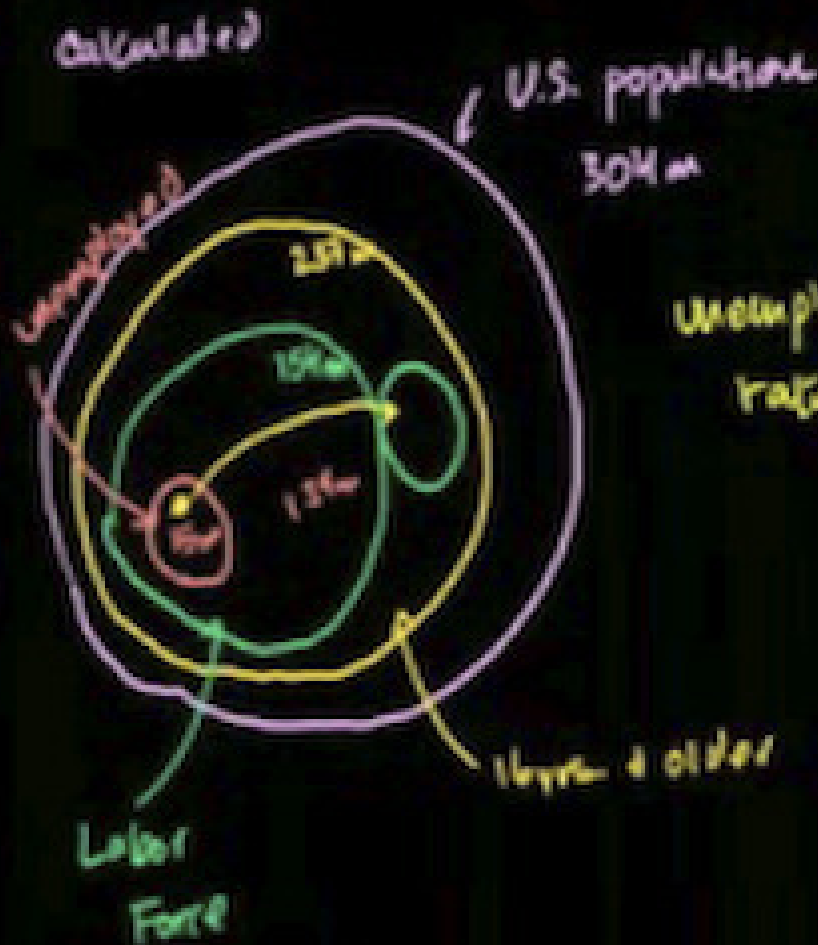




"World's first free, world-class virtual school where anyone can learn anything--for free, including simulation games to give more nuanced and applied understanding of concepts.

~ Kahn Academy website

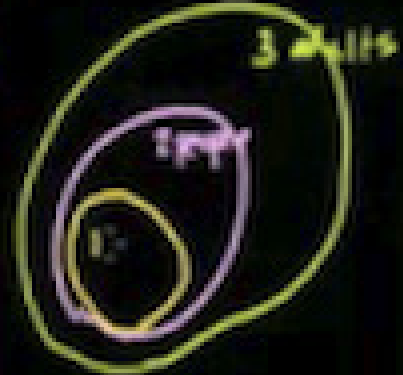
Not always picture perfect!



Unemployment rate = $\frac{\text{Unemployed } 15m}{\text{Labor force } 154m}$

Looked for job in my past 4 years

unemployed: 6m
employed: 15m



What equipment do you use to make your videos?

- I use Camtasia Recorder (\$200) + SmoothDraw3(Free) + a Wacom Bamboo Tablet (\$80) on a PC. I used to use ScreenVideoRecorder(\$20) and Microsoft Paint (Free).
– Salman Kahn

In August 24th, Forbes -

- “Since he began his tutorials in late 2006, Khan Academy has received 18 million page views worldwide.”
- Bill Gates said Khan is one of his favorite teachers.
- Khan's playlist of 1,630 tutorials (at last count) are now seen an average of 70,000 times a day -- nearly double the student body at Harvard and Stanford combined.

Sal Kahn in his closet studio



PHOTO: ROBYN TWOMEY

New Opportunities for teachers

- US Department of Education - more than 1.5 million children were home-schooled in the US in 2007.
- Trend Global
- Developing nations that lack teachers and textbooks, may be able to access the internet.
- In this environment, projects like the Khan Academy may be ready to thrive.

Videos for everything



Links to video sites

- <http://streaming.discoveryeducation.com>
- www.khanacademy.org
- www.technologyintegrationineducation.com
- www.wecanchange.com/ (Siemens Corp.)
- <http://namele.net/>
- <http://www.edutopia.org/> (George Lucas Educational Foundation)
- www.inthelibrarywiththeleadpipe.org/2009/learning-to-teach-through-video/
- www.learningthroughvideo.com/
- www.ted.com/

Learning needs to be fun

