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# YouTube in Schools?

Why **and How** to Safely Incorporate YouTube  
on Your Network



Network solutions for safe online learning

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## About YouTube

Founded in 2005, YouTube is now one of the most popular sites, for adults, and kids. It allows millions of people to share and watch videos online. YouTube is (by far) the world's most popular online video community, acting as a distribution platform for originally-created videos and advertisers.

In just five years, YouTube has grown to be an Internet phenomenon, with some staggering statistics:

- Total number of YouTube videos: more than 120,000,000  
Number of videos uploaded per day: about 200,000
- More than 135 million Americans (20% under age 18) watched nearly 13 billion videos on YouTube.com in December 2009<sup>1</sup>
- Globally, YouTube has the third highest combination of daily average visitors and page views of any site—right behind Google and Facebook<sup>2</sup>

Given its popularity and the number of videos available, ignoring YouTube as an educational resource can limit access to valuable information and learning opportunities.

## Video in Classrooms

Effectively integrating video into the classroom can create more engaged learners, make concepts more clear, appeal to different learning styles, and help create a connection between curricular concepts and real-world implications.

### With video, students can:

- See peers around the world, creating global awareness
- Engage in scientific experiments too complex or costly for the classroom
- See first-hand unique or endangered animals
- Witness important historical events
- See 3-D explanations of complex mathematical concepts
- Hear an author read his or her own works
- Take a field trip to another country—or time, or planet

### With video, teachers can:

- Engage students through visual and audio presentations
- Supplement textbooks and instruction with multimedia

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<sup>1</sup> <http://ir.comscore.com/releasedetail.cfm?ReleaseID=443299>

<sup>2</sup> <http://www.alexa.com/topsites/global>

- Reach visual or auditory learners more successfully
- Pause, rewind, and replay—for classroom discussion and repetition

In 2009, Scholastic and the Bill & Melinda Gates Foundation surveyed 40,000 pre-K through 12 public school teachers—possibly the largest ever national survey of America’s teachers. In the resulting study, *Primary Sources: America’s Teachers on America’s Schools*,<sup>3</sup> they reported the need to innovate to reach today’s students:

“To keep today’s students engaged in learning, teachers recognize that it is essential for instruction to be tailored to individual students’ skills and interests. More than 90% of teachers say that differentiated assignments are absolutely essential for improving student achievement and engaging students in learning. Also, showing a clear understanding of the world students inhabit outside of school, 81% of teachers say that up-to-date information-based technology that is well integrated into the classroom is absolutely essential or very important in impacting student achievement.”

## YouTube in Schools

As a free hosting site, YouTube has attracted a vast quantity of educationally relevant and engaging content. It has become a huge repository of supplemental and differentiated instruction. And teachers have taken notice. Over the last two years, access to educational YouTube videos has become one of the most frequent requests made to school IT staff.

Still, many districts continue to block YouTube because of safety and security concerns. Generally, filtering systems may be configured to either allow all of YouTube.com or none of it. And clearly, not all of YouTube is educational or appropriate in a school setting. Further, comments and related video clips that display alongside an individual video on YouTube may be inappropriate or obscene. While the site is self-policing with flags and YouTube review, users and abusers are anonymous, which creates a real challenge when trying to enforce the rules.

Safely incorporating YouTube in schools requires that schools use a smarter filtering system that allows the appropriate educational content to be viewed, while blocking the inappropriate content.

For safety and effective integration, YouTube access in schools should:

- Be limited to approved or acceptable videos
- Be free of any inappropriate peripheral content
- Include reporting on submissions and access
- Allow searching and browsing with education-specific categorizations
- Provide easy ways to submit and review videos
- Allow network administrators to specify who can submit and approve videos

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<sup>3</sup> [http://www.scholastic.com/primarysources/pdfs/100646\\_ScholasticGates.pdf](http://www.scholastic.com/primarysources/pdfs/100646_ScholasticGates.pdf)

## Smarter Filtering with Lightspeed Systems

Filtering is a necessity in schools, for student safety, CIPA compliance, AUP adherence, and network security. But in today's schools, with today's digital learners, web filtering needs to be about more than blocking inappropriate content. It must be about creating a safe online experience that gives students the educational benefits of the Web—without the content and security risks.

Lightspeed Systems offers a smarter filtering solution: Web Access Manager.

Web Access Manager promotes a balance between learning and safety with a comprehensive, education-specific database; flexibility and customizability for your needs; and innovative features to make Web 2.0 resources and tools safe in schools.

An integrated feature of Web Access Manager (at no additional cost), the Educational Video Library lets districts approve, share, search, and view approved YouTube videos.

## The Lightspeed Educational Video Library

Lightspeed Systems released the Educational Video Library in 2009 to allow safe sharing and access to educational YouTube videos. With this feature, approved videos can be viewed and shared—without the potentially dangerous and inappropriate peripheral content, such as comments and related links. Further, videos are streamed from YouTube, not stored on your local servers.

The screenshot shows the Educational Video Library interface. At the top, there are navigation links: [Submit a Video](#), [Import YouTube Channel](#), [Review Videos](#), and [Logout](#). Below this is a search bar with the text "Search for a video..." and a "Go!" button. The main content area is divided into four tabs: "Review Queue", "Approved Videos", "Blocked Videos", and "Flagged Videos". The "Approved Videos" tab is active, displaying a table of video entries. Each entry includes a "Video Title", "Details", "Action", and "Delete" link. The video player on the right shows a video titled "President Obama's Remarks on Iran" with Persian subtitles. The video player includes a progress bar, volume control, and a "YouTube" logo.

Video Title	Details	Action	Delete
<a href="#">Green Jobs, Green Future: Van Jones Takes Your Questions</a>	<a href="#">details</a>	<a href="#">Allow</a>   <a href="#">Block</a>	<a href="#">Delete</a>
<a href="#">President Obama: Health Care Reform for Every Region</a>	<a href="#">details</a>	<a href="#">Allow</a>   <a href="#">Block</a>	<a href="#">Delete</a>
<a href="#">President Obama's Remarks on Iran at His Press Conference, with Arabic Translation</a>	<a href="#">details</a>	<a href="#">Allow</a>   <a href="#">Block</a>	<a href="#">Delete</a>
<a href="#">Green Jobs for a Green Future: Weatherization</a>	<a href="#">details</a>	<a href="#">Allow</a>   <a href="#">Block</a>	<a href="#">Delete</a>
<a href="#">President Obama and President Michelle Bachelet of Chile</a>	<a href="#">details</a>	<a href="#">Allow</a>   <a href="#">Block</a>	<a href="#">Delete</a>
<a href="#">6/23/09: White House Press Briefing with President Obama</a>	<a href="#">details</a>	<a href="#">Allow</a>   <a href="#">Block</a>	<a href="#">Delete</a>
<a href="#">President Obama's Remarks on Iran [with Persian subtitles]</a>	<a href="#">details</a>	<a href="#">Allow</a>   <a href="#">Block</a>	<a href="#">Delete</a>
<a href="#">President Obama Discusses a Public Option at his Press Conference</a>	<a href="#">details</a>	<a href="#">Allow</a>   <a href="#">Block</a>	<a href="#">Delete</a>
<a href="#">6/22/09: White House Press Briefing</a>	<a href="#">details</a>	<a href="#">Allow</a>   <a href="#">Block</a>	<a href="#">Delete</a>
<a href="#">President Obama Signs Kids Tobacco Legislation</a>	<a href="#">details</a>	<a href="#">Allow</a>   <a href="#">Block</a>	<a href="#">Delete</a>
<a href="#">President Obama: Closing the "Doughnut Hole"</a>	<a href="#">details</a>	<a href="#">Allow</a>   <a href="#">Block</a>	<a href="#">Delete</a>
<a href="#">President Obama Grilling with Bobby Flay</a>	<a href="#">details</a>	<a href="#">Allow</a>   <a href="#">Block</a>	<a href="#">Delete</a>
<a href="#">President Obama Discusses the Importance of Fathers</a>	<a href="#">details</a>	<a href="#">Allow</a>   <a href="#">Block</a>	<a href="#">Delete</a>
<a href="#">President Obama at Radio &amp; Television Correspondents Dinner</a>	<a href="#">details</a>	<a href="#">Allow</a>   <a href="#">Block</a>	<a href="#">Delete</a>

*The Educational Video Library provides easy access to approved, educational videos, categorized by subject and stripped of potentially inappropriate peripheral links and content.*

## Benefits

### **Promotes a balance between learning and safety in Web 2.0 environments.**

Research shows that students can learn well from rich and engaging video content. YouTube provides a vast array of videos on many subjects. (For example, take a look at the Khan Academy<sup>4</sup> with its detailed tutorials in the areas of math, science, and finance—all hosted on YouTube.) With the Educational Video Library, you can enjoy the educational benefits of YouTube without the potential content and security risks.

### **Removes the risk of YouTube videos, while preserving the valuable video content.**

When viewing an approved video, all of YouTube's video functions operate normally, but the other community information and links that are usually displayed on the YouTube web site along with a video, such as promoted videos and user comments, are removed.

### **Provides easy use and administration.**

Network administrators designate teachers and staff who may submit and/or approve videos for sharing. Contributors simply enter a URL, without the need for time-consuming video uploads and downloads. As part of the submission process, videos are categorized and tagged for easy searching. And video approval may be automatic or performed within the Lightspeed console or via a web interface.

## Features

- Approved Video report shows all approved videos, as well as who submitted them, when they were submitted, and who approved them
- Administrators can easily set permissions for who can submit and approve videos
- Videos are streamed directly from YouTube; no videos are stored on local servers
- View list of approved videos by category or tag
- Easy management from within the Lightspeed console, or via the Web
- Organize approved videos into content categories: Science, Language Arts, World Languages, Philosophy & Religion, Technology, Current Events, Social Studies, Mathematics, Health & Physical Ed., The Arts, Career & Technical Ed., Reference Tools
- Apply customizable tags for more granular searches
- Easy mass import of up to 1000 videos of a YouTube channel

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<sup>4</sup> <http://www.khanacademy.org/>

## Testimonials

"Most of our teachers think YouTube should be open all the way. But we have an obligation to be compliant with CIPA and ensure user safety. Before, we didn't have a way to balance educators' needs with our requirements. Now, with the Educational Video Library feature, it's so easy! Teachers get access to the videos they want, and we don't have to worry because ads, comments, and links are stripped out.... Everybody loves the Educational Video Library!"

Pam Dyson, director of media technology, Brainerd ISD

"We are forced to think about how to use Web 2.0 tools properly in a more controlled environment and how to use them for education. Web 2.0 is valuable, but without proper set up and configuration it can become an open door to the world. Now, with the Educational Video Library, teachers can safely use YouTube. Teachers share the content they want, but EVL strips out all of the comments and links."

Mike Debakey, network systems administrator, Lampeter Strasburg School District (IU 13)

"We get a lot of requests for teachers to be able to share good educational videos from YouTube, but allowing that in the past has really been quite a hassle. The Educational Video Library allows us to easily review and approve a video and put it out there for access, and everyone benefits from that."

Donnie Morrison, Director of Technology for the Sierra Sands School District

## Implementing the Educational Video Library Successfully

### Aligning with Policies

The Educational Video Library was designed to give districts the flexibility to create and maintain policies based on their specific requirements. A successful implementation of the Educational Video Library will require that you determine:

#### *Who will be allowed to contribute to the Educational Video Library?*

Your "corporate culture" will determine who is allowed to contribute to the library. A survey of our customers showed that 90% allow classroom teachers to contribute. Those with highly satisfied Educational Video Library deployments allow a wide variety of staff to contribute to the library, including resource teachers, multimedia specialists, ed-tech specialists, and librarians.

#### *How will they access YouTube to retrieve the video's URL?*

About half of survey respondents report that they require contributors to get the URL while off the school network. Thirty-five percent gave teachers YouTube access, and another 11% granted override access to YouTube. Override access opens up YouTube to an individual, but requires they authenticate to access it—just as a gentle reminder that the access is being monitored and reported.

#### *Who will review and approve submitted videos?*

The most successful Educational Video Library deployments auto-approve videos submitted by teachers, making the submissions immediately available in the library without a review process. Should you choose to utilize a review process, you can designate who is able to approve submitted videos.

#### *How will students access the library?*

There are many different ways to make access to the Educational Video Library easy, including a link on

a district web page, a friendly URL like “videos” for internal access, or a link on the Lightspeed “blocked site” page. Districts can provide access to the Educational Video Library only for on-network users, or for users who are off the network.

#### *How will you monitor activity?*

The Educational Video Library offers a variety of ways to monitor for rogue activity, including email notifications, override reports, HR user-activity reports, Submitted for Review reports, and Approved Videos reports.

#### *How will staff be trained to use EVL?*

As with any new technology, staff will require some instruction. Lightspeed Systems offers guides and resources to help make the Educational Video Library an effective and widely-used tool in your district.

### **Monitoring with Educational Video Library**

The Educational Video Library includes reporting and notifications to help you monitor usage.

#### *Email Notifications of Content Submissions and Flags*

You can specify who should receive email notifications of submitted videos and flagged videos.

#### *Approved Videos Reports*

You can easily view all allowed videos with their original YouTube title, submission date/time, the contributor username and email address, and approver username (or simply “Auto-approved” when appropriate).

Within this report, you may also delete a video from the database or edit its details.

#### *HR Report*

The HR Report lets you drill down through an individual user’s activity including domains visited, the computer used, and the date and time.

## **My Big Campus: Another Option to Consider**

In response to the call for access to more engaging Web content, Lightspeed Systems has also developed My Big Campus. The Lightspeed Systems-hosted My Big Campus site is made up of two distinct parts: an open Resource Library that allows good educational content of most any type to bypass the filter and monitored Web 2.0 tools for safe collaboration. Like the Educational Video Library, integration with Total Traffic Control Web Access Manager policies and authentication ensures easy management.

Understanding these components’ similarities and differences will help you know which is best to deploy in your district.

## **Educational Video Library Similarities**

- Both allow designated users/groups to submit content to the library
- Both allow library content to bypass the Lightspeed content filter
- Both strip away surrounding YouTube content
- Both allow flagging inappropriate content for review

## **My Big Campus Differences**

- Not limited to YouTube content or URLs, users can also submit local documents (e.g., PDFs, presentations, spreadsheets)
- Submissions are always auto-approved and immediately available
- Library items are shared across districts—so most items have been submitted by people outside your organization
- Library is open to everyone on the Web
- Includes Web 2.0 collaboration tools to engage with the content including: blogs, closed messaging, discussion groups, assignments, and events calendaring

## **My Big Campus Safeguards**

Due to the open nature of My Big Campus, several safeguards have been built in to both the library and collaborative tools.

### **Library Safeguards**

- No anonymity. Users login with their local network credentials and all activity is recorded.
- Enforces CIPA compliance at submission. Nothing may be added that falls into Lightspeed’s pornography or security categories
- Notifies the Lightspeed Database Team of sites that have been “flagged” as inappropriate by users
- Scans documents for viruses
- Blocks usual security suspects from submission (e.g., .exe, .bat, .zip)

### **Collaboration Safeguards**

- No anonymity
- Monitors and reports user activity
- Intercepts English and Spanish profanity (more languages to come)
- Controls access by policy
- Notifies group owners and administrators of flagged collaboration content

“The My Big Campus Resource Library allows us to provide a library of safe, educational videos and websites without the filtering restrictions or the content concerns. Teachers submit videos to the library, where they can be viewed without the ads and peripheral content. Teachers love it.”

— Steven Halper, Technology Coordinator/Chair, Rye Neck Union FSD

## Conclusion

A rich and engaging resource full of educationally-valid content, YouTube can help create dynamic multimedia classrooms—and engaged, motivated learners. Smart filtering can allow districts to reap the benefits of YouTube without the content risks and security concerns.

The Educational Video Library, and integrated feature of the Lightspeed Web Access Manager content filter, allows teachers to share approved YouTube videos, with peripheral content and links stripped away.

## About Lightspeed Systems

Lightspeed Systems Inc., founded in 2000, develops comprehensive network security and management solutions for the education market. We are committed to helping schools operate their networks effectively and efficiently, so educators can provide safe online teaching and learning environments.

Our software is used in more than 1,000 school districts in the United States, the United Kingdom, and Australia to protect more than 5 million students. For the past two years, Lightspeed Systems has been recognized on the Inc. 5,000 list as one of the fastest-growing private companies.

[www.lightspeedsystems.com](http://www.lightspeedsystems.com)

- Watch a 5-minute overview of our solutions:  
[http://www.lightspeedsystems.com/resources/Lightspeed\\_TTC\\_Demo.html](http://www.lightspeedsystems.com/resources/Lightspeed_TTC_Demo.html)
- Register for a live web demo:  
<http://www.lightspeedsystems.com/demo/>
- Get more information on these and other important topics in our Resource Center:  
<http://www.lightspeedsystems.com/resources/Default.aspx>

## For More Information

Report: *Learning with Technology*:

[http://www.medialit.org/reading\\_room/pdf/545\\_CICReportLearningwithTechnology.pdf](http://www.medialit.org/reading_room/pdf/545_CICReportLearningwithTechnology.pdf)

Blog: 100 Best YouTube Videos for Teachers

<http://www.smartteaching.org/blog/2008/08/100-best-youtube-videos-for-teachers/>

Article: "No Child Left Behind: Scientific Research Indicates that Using Video in the Classroom Improves Learning"

<http://www.libraryvideo.com/articles/article18.asp>

More about the Educational Video Library:

<http://www.lightspeedsystems.com/products/Educational-Video-Library.aspx>

More about My Big Campus:

<http://www.lightspeedsystems.com/products/My-Big-Campus.aspx>