

The presentation notes follow the slides.

Exploring the Intricacies and Implications of Edutainment Content Found on YouTube

Media Commentary



Logan
Freeman

Edutainment

Education + Entertainment = Edutainment

“Benjamin Franklin’s ‘Poor Richard’s Almanack’ is sometimes cited as an early example of edutainment; Franklin combined entertaining and educational content, such as puzzles and rules of conduct, into an instructional text for the colonists. Later, Walt Disney is said to have used the word edutainment to describe his ‘True-Life Adventures’ series. Television shows such as ‘Sesame Street,’ ‘Schoolhouse Rock!’ and ‘Mr. Rogers’ Neighborhood’ are considered to be contemporary examples of edutainment programming.”

“So the concept of edutainment is not new.”

(sandiego.edu)

When looking at Edutainment and YouTube specifically,
I developed some questions to ask.

Can YouTube be educational in the first place?

What if you do not want to learn because learning is boring?

Is it a waste of time to watch video after video? Can real positive effects happen?



Important Question #1

Can YouTube be educational in the first place?

Q1 The Medium

Can YouTube be educational in the first place?

YouTube's focus is all on videos, which are an **auditory** and **visual** heavy medium.



- This format does not directly promote comprehensive reading.
- Videos are at a set pace and duration, a finished product determined by the creator of the video.
- This may undermine reading's big plus, the ability or requirement to use your own imagination.



YouTube



VS



Q1 Key in Learning

Can YouTube be educational in the first place?

There is a **key** for true learning with this format of videos, which is to **apply yourself**.



- If you watch videos just to watch them, then you aren't working your brain, this is considered a passive activity, "*but if you do active things instead... your brain will stay healthier*". (Memtrax).
- It is up to the consumer or viewer to pick and choose how much they engage themselves.
- You can use the video as a primer to give your brain information to chew on and process afterwards.



Getty Images Plus

Important Question #2

What if you do not want to learn because learning is boring?

Q2 Edutainment

What if you do not want to learn because learning is boring?

This is where the idea of **entertainment fueled education** comes in.



- There is the common sentiment that various aspects of learning can be boring and a chore.
- A good simple quote from the website Easy Reader News is that *“learning is a continuous process that requires motivation, [and] dedication.”* (Easy Reader News)
- Capturing the motivation and dedication for learning seems to be a goal, almost to inspire and catch the interest of passers-byers to promote learning.
- With a lure of entertainment and a hook of education.

Good Examples of entertainment found on YouTube



TEDEd

This idea of fun learning requires a look at some **evidence.**



- “A study in the journal, *College Teaching*, found that students could recall a statistics lecture more easily when the lecturer added jokes about relevant topics.”
- “In her book, *Neurologist*, Judy Willis showed how fun experiences increase levels of dopamine, endorphins, and oxygen – all things that promote learning.”
- “Many influential researchers (Dulay & Burt, 1977; Krashen, 1982) have found evidence that people learn better when they’re feeling strong positive emotions.”
- **As they say** “The science proves it, learning is fun. So take the hint and make... [it] exciting!”
(Growth Engineering)

Important Question #3

Is it a waste of time to watch video after video? Can real positive effects happen?

Q3 Ex. of Change

Is it a waste of time to watch video after video? Can real positive effects happen?

I want to cite someone who I have seen **benefit** from this idea.



“I used to have high-cholesterol, high blood pressure, and border-line kidney disease. Then I learned about healthier eating on YouTube. Through experimentation with information I found on YouTube, my cholesterol and blood pressure are back to normal, and my kidney function has improved where I am no longer border-line kidney disease. Over the years, I have also saved a lot on car repairs and learnt better ways to cook by learning how to do them on YouTube. I have also been able to learn about different cultures and get their perspective by watching vlogs.”

-My dad, who I introduced to YouTube a few years ago.

I've seen these changes happen in real time, he found real positive results, especially with his health, from information he found from YouTube.

Q3 Spread of Info

Is it a waste of time to watch video after video? Can real positive effects happen?

With sites like YouTube, ideas and information is easy to **share**.



Microsoft

- There have been so many creators and innovative ways to present information.
- With important information, YouTube offers the possibility for it to be shared with many people around the world instantly.
- It can take less effort and time to learn, since a professional can wrap up research and offer advice in one neat package, which you can call your entertainment.

Like my dad, I believe YouTube pushed him to take a stark journey to improve his health. He did not have to comb through literature to find advice. He replaced traditional entertainment with what educational content YouTube offered.

Q3 Problem of Risk

Is it a waste of time to watch video after video? Can real positive effects happen?



With all the info and advice that is presented, there is a **risk of mis-information**.

- As an article from swaay.com points out, “*just because the video is popular doesn't mean that it contains correct information on the subject. The use of questionable source and direct misinformation in some cases are extremely bad.*” (swaay.com, 2020).
- Creators can be anyone, even without a background in what they are discussing and with how easy it is to access videos “Bad YouTube Advice” can be common.
- Some creators just make videos for the money aspect and not putting effort into proper research. Like “Content farms” that can lead to the spread of poor-quality information.
- According to Internet Matters, “*Many of the videos have disclaimers in their descriptions that state they are for ‘entertainment purposes only’. However, this is not included in the video itself. As such, dangerous videos can harm young viewers who wouldn’t think to look in the description. The responsibility is placed on the viewer rather than the company putting out the video.*” (Internet Matters, 2022).

The slide features a white background with decorative geometric patterns in the corners. The top-left corner has a grid of squares in shades of brown, green, and purple. The top-right corner has a diagonal pattern of overlapping triangles in shades of purple, pink, and blue. The bottom-left corner has a large triangular pattern with overlapping shades of cyan, green, and grey. The bottom-right corner has a dark teal curved shape.

Conclusion

Wrap up!

Edutainment

It is apparent that the media format of edutainment specifically on YouTube, and edutainment in general is a concept that holds a lot of potential for true learning and even positive change.

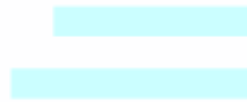
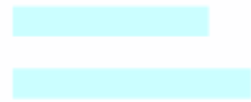
The goal of edutainment appears to be working towards inspiring and catching the interest of passers-byers in order to promote learning. The lure being entertainment and the hook being education.

Although, it is up to the consumers of the content to determine how much they really want to get out of it and to pick the right information to learn from.





Thank You!



Works Cited

- Dr Ashford, MD. “TV and YouTube May Cause Dementia: The Science behind Passive vs. Active Stimulation.” Memtrax, 3 Oct. 2022, <https://memtrax.com/youtube-tv-cause-dementia/>
- “Edutainment: Advantages and Disadvantages of Learning on YouTube.” Swaay, <https://swaay.com/edutainment-advantages-and-disadvantages-of-learning-on-youtube>
- “Fun in Learning: Why Entertainment Is Essential for Adult Education.” Growth Engineering, 24 Nov. 2022, <https://www.growthengineering.co.uk/why-fun-in-learning-is-important/>
- “Importance of Entertainment in Education Institutions.” Easy Reader News, 21 Sept. 2021, <https://easyreadernews.com/importance-of-entertainment-in-education-institutions/>
- Lathan, Joseph, PhD. “Edutainment in the Classroom: How Technology Is Changing the Game.” University of San Diego Online Degrees, 25 July 2022, <https://onlinedegrees.sandiego.edu/edutainment/>
- Peckham, Sheena. “What Are Content Farms and Are They Harmful?” Internet Matters, 17 Nov. 2022, <https://www.internetmatters.org/hub/news-blogs/what-is-content-farm-how-harmful/>

Logan Freeman

UCBA Mediated Minds 2023

Presentation Slide Narrative

Exploring the Intricacies and Implications of Edutainment Content Found on YouTube

In this presentation, I will explore the media format of edutainment, specifically found on Youtube, through a slideshow presentation which looks through an honest and critical lens.

—

“Benjamin Franklin’s ‘Poor Richard’s Almanack’ is sometimes cited as an early example of edutainment; Franklin combined entertaining and educational content, such as puzzles and rules of conduct, into an instructional text for the colonists. Later, Walt Disney is said to have used the word edutainment to describe his ‘True-Life Adventures’ series. Television shows such as ‘Sesame Street,’ ‘Schoolhouse Rock!’ and ‘Mr. Rogers’ Neighborhood’ are considered to be contemporary examples of edutainment programming.”

“So the concept of edutainment is not new.”

-sandiego.edu

—

When looking at Edutainment and YouTube specifically, I developed some questions to ask.

- Is watching too much YouTube good or bad, even if it's educational?
- What if you don't want to learn because learning is boring?
- Is it a waste of time to watch video after video? Can real positive effects happen?

—————

Q1 Important question #1, Can Youtube be educational in the first place?

Well, first of all, Youtube’s focus is all on videos, which are an auditory and visual heavy medium.

—————

This means that Youtube does not directly promote comprehensive reading. More transitional, forms of learning take place in books, research reports, and articles. There is of course the argument of why many believe reading is good and phones are bad, which is certainly a long drawn out battle

But videos are at a set pace and duration, determined by the creator of the video. Which yes users can slow down, pause, and rewind videos. But this means the creator also determines the visuals of the video.

Which undermines reading's big plus, which is the ability or even requirement to use your own imagination. These videos are served to you as a finished product which you don't get to define your own path too much, as compared to reading.

But see... there's a key for true learning with this format... which is to apply yourself.

If you watch videos just to watch them, then you aren't working your brain, this is considered a passive activity according to the website [memtrax](#). They also say, "but if you do active things instead... your brain will stay healthier".

Which, this is why I strongly favor watching educational videos since they allow me to think deeply and learn about a topic, and therefore work my brain.

Though, it is up to the user or viewer to pick and choose how much they engage themselves, if they want to learn, they can. I believe this can mostly negate the shortfall of not using your imagination as much...

Since you can use the video as a primer to give your brain information to chew on and process afterwards.

Okay so it is possible to learn from a Youtube video...

Q2 But now for Important question #2, what if you don't want to learn because learning is boring?

This is where the idea of entertainment fueled education comes in.

Throughout the years I've repeatedly heard the sentiment that learning is boring and a chore, from plenty of people... and sometimes I don't disagree.

A good simple quote from the website [easy reader news](#) is that, "learning is a continuous process that requires motivation, [and] dedication.", which certainly holds some truth, as I know personally if I find something disinteresting, it's increasingly harder for me to want to engage and learn.

Capturing the motivation and dedication for learning seems to be a goal of Edutainment. Its goal is almost to inspire and catch the interest of passers-byers in order to promote learning...

With a lure of entertainment and a hook of education.

But to get more technical, with some good evidence, I went to the site called [growth engineering](#) “Engage your learners impact your business”.

They gave an example of some studies regarding edutainment,

—

“A study in the journal, College Teaching, found that students could recall a statistics lecture more easily when the lecturer added jokes about relevant topics.”

I have also experienced this in past classes before, when there are relevant jokes, it makes the environment less stressful and therefore learning less stressful.

—

“In her book, Neurologist, Judy Willis showed how fun experiences increase levels of dopamine, endorphins, and oxygen – all things that promote learning.”

I am also aware of this idea as well, as whenever I find something fun, I tend to feel as though I am learning well.

—

“Many influential researchers (Dulay & Burt, 1977; Krashen, 1982) have found evidence that people learn better when they’re feeling strong positive emotions.”

Similar to the last two quotes, strong emotions are meaningful in affecting the comprehension of learning.

—

As they say “The science proves it, learning is fun. So take the hint and make... [it] exciting!”

So okay, fun learning can be a good idea, but as with much of modern media, there is simply too much content to consume. But does all of this potential actually do good? Again, can real change actually happen?

Q3 So Important question # 3... Is it a waste of time to watch video after video? Can real positive effects actually happen?

Now for this I want to cite someone who I have seen benefit from this idea.

My dad. I introduced him to Youtube a while back. And I’ve noticed first-hand he’s picked up a lot from YouTube

He gave me his perspective, and here's what he had to say:

“I used to have high-cholesterol, high blood pressure, and border-line kidney disease. Then I learned about healthier eating on YouTube. Through experimentation with information I found on YouTube, my cholesterol and blood pressure are back to normal, and my kidney function has improved where I am no longer border-line kidney disease. Over the years, I have also saved a

lot on car repairs and learnt better ways to cook by learning how to do them on YouTube. I have also been able to learn about different cultures and get their perspective by watching vlogs.”

This brings in the idea that with sites like Youtube, ideas and information are easy to share

—

There are so many creators there are some innovative ways to present them.

—

With important information, Youtube offers the possibility for it to be shared with many people around the world instantly. And all of it is controlled by you, you get to choose what you want to watch and when you want to watch it... which yes maybe the algorithm plays some role.

—

And this is due to how easy it is to access information on Youtube... this means it can take less effort and time to learn.

Seriously! I want to embrace the importance here, so for the majority of us it takes a lot of effort to conduct research through books and papers, and it may be boring too... But with formats like Youtube videos, a professional can wrap up research and offer advice all in one neat package, that you can call your entertainment.

—

Like my dad, I believe YouTube pushed him to take a stark journey to improve his health. He did not have to comb through literature to find advice. He replaced traditional entertainment with what educational content YouTube offered.

But wait! With all the advice that is presented, as with much of the media, there is a risk of misinformation.

As an 2020 article from swaay.com points out, “just because the video is popular doesn't mean that it contains correct information on the subject. The use of questionable source and direct misinformation in some cases are extremely bad.” (swaay.com).

Creators can be anyone, which means they might not even have a background in what they are talking about. This could be bad if you are getting important advice from them. You may have heard of “Bad Youtube Advice” because it can happen a lot, even to people who are diligent in checking their information. With how easy it is to access videos, some things just get picked up.

—

And after all, some creators could just be making videos for the money aspect and not putting effort into proper research. I have seen so many videos which are just blatant clickbait created just for views, and some that are literally just regurgitating or repackaging information for these

views. These “content farms”, as they’ve been coined, can lead to the spread of poor-quality information.

—

According to the website [internet matters](#) (2022), “Many of the videos have disclaimers in their descriptions that state they are for ‘entertainment purposes only’. However, this is not included in the video itself. As such, dangerous videos can harm young viewers who wouldn’t think to look in the description. The responsibility is placed on the viewer rather than the company putting out the video.”

—

What can you do? Focus on finding the right sources and creators, as it is integral when receiving advice... especially if it is life changing, where it is always best to go to a professional to verify and receive further advice.

—

How about my dad? Well he said that, for advice, he reviewed all of the sources he could, and remained cautious and skeptical. He took what he learned, and for his case he did verify with doctors...

And after all, he produced some very noticeable positive results in his health, so it is apparent that he did find some valuable information from Youtube.

Alright let's wrap up.

So, I’ve given a lot of ideas regarding Edutainment on Youtube...

I’ve given some examples and some pros and some cons... and I answered some important questions...

—

It is apparent that the media format of edutainment specifically on YouTube, and edutainment in general is a concept that holds a lot of potential for true learning and even positive change.

—

The goal of edutainment appears to be working towards inspiring and catching the interest of passers-byers in order to promote learning. The lure being entertainment and the hook being education.

—

Although, it is up to the consumers of the content to determine how much they really want to get out of it and to pick the right information to learn from.

—

Well that’s all I have for today! Thanks for tuning in!

Works Cited

Dr Ashford, MD. "TV and YouTube May Cause Dementia: The Science behind Passive vs. Active Stimulation." *The Online Memory Test - Track Your Memory With Memtrax*, 3 Oct. 2022, <https://memtrax.com/youtube-tv-cause-dementia/>.

"Edutainment: Advantages and Disadvantages of Learning on YouTube." Swaay, <https://swaay.com/edutainment-advantages-and-disadvantages-of-learning-on-youtube>.

"Fun in Learning: Why Entertainment Is Essential for Adult Education." Growth Engineering, 24 Nov. 2022, <https://www.growthengineering.co.uk/why-fun-in-learning-is-important/>.

"Importance of Entertainment in Education Institutions." Easy Reader News, 21 Sept. 2021, <https://easyreadernews.com/importance-of-entertainment-in-education-institutions/>.

Lathan, Joseph, and Read Full Bio. "Edutainment in the Classroom: How Technology Is Changing the Game." *University of San Diego Online Degrees*, 25 July 2022, <https://onlinedegrees.sandiego.edu/edutainment/>.

Peckham, Sheena. "What Are Content Farms and Are They Harmful?" *Internet Matters*, 17 Nov. 2022, <https://www.internetmatters.org/hub/news-blogs/what-is-content-farm-how-harmful/>.