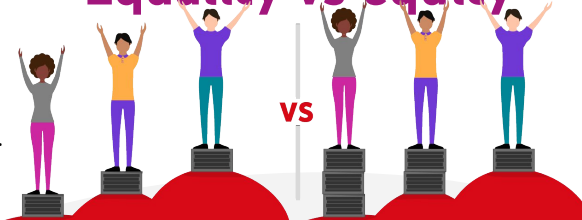


Fostering equity and empowerment with YouTube learning content

Equality vs equity

Equality aims to promote fairness, but it can only work if everyone starts from the same place and needs the same help.



Equity is giving everyone what they need to be successful, whereas equality is treating everyone the same.

'To teach in a manner that **respects and cares for the souls of our students** is essential if we are to provide the necessary conditions where learning can most deeply and intimately begin'.

– bell hooks

At YouTube, we believe that online video can be an incredible learning resource for educators and learners in all walks of life, at any stage of their learning journey.

By being more intentional about addressing educational inequities, learning content can function as a source of empowerment for learners who are underserved.

Empowerment = feeling supported by YouTube creators with purposeful and accurate content that enables people to have control over their learning or teaching experiences.

This guide was designed to help illuminate strategies for creators to achieve an even greater impact on the lives of the world's learners, educators and caregivers. It builds on previously explored content opportunities that span **primary** through to **post-secondary education** and provides additional insights to consider in content planning and design.

To make the biggest impact on all learners, creators might be guided by two central questions:



How can my content's topics and design support the educational journeys of learners who are underserved?



How can my content raise awareness and potentially help to mitigate challenges faced by those same learners?



What are some ways in which your content can support more **equitable** and **empowered** learning journeys?

Here are a few suggestions:

1

Consider the nuance among the needs and interests of your current and prospective audience.

- For instance, Gen Z (people born between 1997 and 2009) represent about 30% of the total global population. If this is your target audience, think about how your content can promote professional readiness and economic empowerment in addition to meeting their interest in global problem solving.¹
- Consider ways to support 'non-traditional' students who juggle jobs and other responsibilities whilst attending school. Nearly three quarters of US university students could be considered non-traditional based on enrolment patterns (i.e. part-time attendance and years post high school graduation).² Financial and family factors, such as having one or more dependent children, being a single parent³ or working a full-time job whilst in school, should also be taken into consideration. How can content better reflect their lives, interests and learning support needs?



Single mom resources

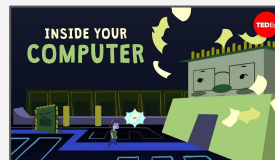


Working as a student

2

Address topic and format gaps. What topics are still awaiting quality educational content?

- Help to improve critical foundational skills like **reading**. Consider using formats (e.g. read alouds, kinetic typography) that can help to build literacy skills.
- Among popular topics, are there gaps in **format types** (e.g. animation, homework help, how to, lectures)? How can you present content in a way that might help learners who learn best in ways that are not yet available?



Inside your computer – Bettina Bair



How computers work: What makes a computer, a computer?

- What about the 'hidden curriculum' or the 'unwritten rules' of navigating certain learning environments, i.e. university experiences? Are there 'life coach' topics that your content can cover that could support learners' experiences beyond their coursework or outside of the classroom?



Five tips to improve your critical thinking – Samantha Agoos

3 Encourage equitable video production practices.



- Consider how the learning experience may **vary** if learners only have access to a mobile device with a small screen.
- Think about accessibility.** Check out tips for making your content more [accessible](#)⁴ and design strategies for learners with [disabilities](#).⁵



This blind gamer teaches me to play Mortal Kombat | Subcultured

5 Connect learning to learners' identities, communities and lives.

- Consider tying teaching topics about world events and big picture ideas (e.g. National Academy of Engineering [Grand Challenges](#)⁶ or the United Nations [Sustainable Development](#) Goals).



What does a 95% effective vaccine really mean?

- Reinforce conceptual knowledge and spark curiosity** through informal learning tied to everyday life and the world that surrounds us.

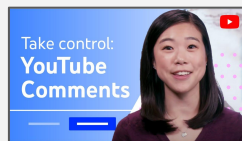


Why do mirrors flip horizontally (but not vertically)?



What makes things magnetic? | PBS KIDS

- Utilise YouTube features** (e.g. pinned comments) to encourage dialogue and community building among learners.



YouTube comments: Replying, filtering and moderating

4 Invite learners to reflect on how they learn.

- The process of metacognition helps learners to think about their thinking** and to identify ways to improve their learning and avoid less effective study or thinking habits. Learners should explain things to themselves to determine if they understand a topic and then think about what they could do next to learn more.
- Consider utilising features like adding questions to videos** or even partnering with learning media organisations to develop resources for educators⁸ that are based on your content, which might also be compatible with Google Classroom.



6 Illustrate the connections between skills and careers.

- Courses can sometimes feel abstract and it can be hard to understand how they relate to career pathways.** Content could highlight professionals and the skillsets that they use in their jobs. There is also an opportunity to leverage content to demonstrate how different career fields impact the world that we live in and our everyday lives, as well as how they will ultimately shape the future.



What is NASA STEM Stars?

7 Apply an inclusive lens.

- **Create culturally-responsive content for underrepresented populations** that features historical figures, educators, students and other professionals from diverse backgrounds. Check out the [inclusion driver](#) for tips on inclusion best practices in front of and behind the camera.



Black people made that! Intellectual property and US patents



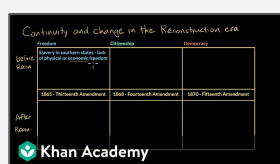
Introduction to sustainability | Land and water use | AP environmental science | Khan Academy



Create inclusive videos to reach more viewers

- **Incorporate diverse perspectives as well.**

It's important to avoid whitewashing history or centring only on coloniser vantage points. When possible, name and give credit to actual people as opposed to only spotlighting a group.



Failure of reconstruction | AP US history | Khan Academy

- **Be mindful of terminology.**

Ensure that key terms are defined or explained so that they do not serve as a barrier.

- **Embrace a global perspective.** Are there ways to make your content more universal if localised in markets outside of the country in which you live?
- **Avoid tokenism.** It's important to regularly build your content around a spirit of inclusion, not just during one-off moments (e.g. Black History Month, Asian American and Pacific Islander Heritage Month).



Tokenism is the practice of making only a symbolic effort to be inclusive of underrepresented people, especially by recruiting a small number of underrepresented people in order to give the appearance of racial, gender or sexual equality.

Thank you for all the creative and unique ways that you use your content to support learning, which truly makes a difference.

'Let us think of education as the means of **developing our greatest abilities**, because in each of us there is a private hope and dream which, fulfilled, can be translated into **benefit for everyone**'.

– John F. Kennedy