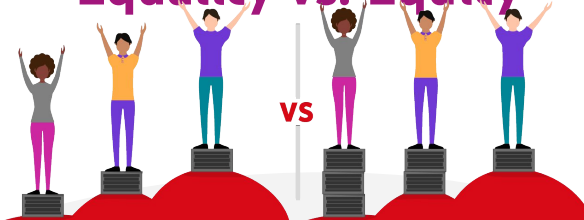


Fostering Equity & Empowerment With YouTube Learning Content

Equality vs. Equity

Equality aims to promote fairness, but it can only work if everyone starts from the same place & 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 **Postsecondary Education** and provides additional insights to consider in content planning and design.

To make the biggest impact for 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 mitigate challenges faced by those same learners?



What are some ways 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 while attending school. Nearly three fourths of U.S. college students could be considered **non-traditional** based on enrollment 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 parent**,³ or working a full-time job while in school should also be taken into consideration. How can content better reflect their lives, interests, and learning support needs?



Single Mom Resources

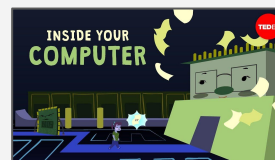


Working as a student

2

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

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



Inside your computer - Bettina Bair



How Computers Work: What Makes a Computer, a Computer?

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



5 tips to improve your critical thinking - Samantha Agoos

3 Foster 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 to 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.

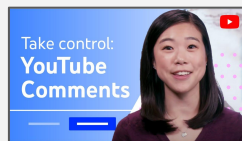


Why do mirrors flip horizontally (but not vertically)?



What Makes Things Magnetic? | PBS KIDS

- Utilize YouTube features** (e.g., pinned comments) to foster 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 think about their thinking**, and helps them 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 utilizing features like adding questions to videos** or even partnering with learning media organizations 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 they use in their jobs. There is also an opportunity to leverage content to demonstrate how different career fields impact the world we live in and our everyday lives, and how they will ultimately shape the future.



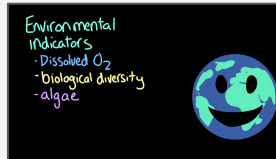
What is NASA STEM Stars?

7 Apply an inclusive lens.

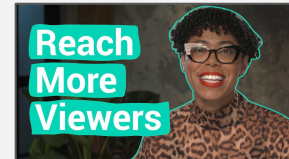
- **Create culturally-responsive content for underrepresented populations** that features historical figures, educators, students, and other professionals from diverse backgrounds. Check out the [Inclusion Driver](#) for tips on inclusion best practices in front of and behind the camera.



Black People Made That! Intellectual Property and US Patents

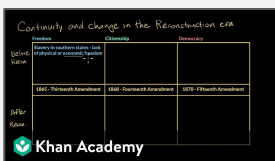


Introduction to sustainability| Land and water use| AP Environmental science| Khan Academy



Create Inclusive Videos to Reach More Viewers

- **Incorporate diverse perspectives as well.**
It's important to avoid whitewashing history, or centering only on colonizer vantage points. When possible, name and give credit to actual people opposed to only spotlighting a group.



Failure of Reconstruction | AP US History | Khan Academy

- **Embrace a global perspective.** Are there ways to make your content more universal if localized in markets outside the country you live in?
- **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).

- **Be mindful of terminology.**
Ensure that key terms are defined or explained so that they do not serve as a barrier.



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 you use your content to support learning, which can truly make 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