

# YouTube

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## What are the uses of YouTube? What does it do?

The purpose of YouTube is so everyday people can view and share their favorite videos. No one really knows how many videos are uploaded to YouTube currently. That is no surprise considering that for every minute that passes by, 48 hours of video are uploaded. That adds up to 8 years of video being uploaded every day. YouTube can have multiple purposes, whether it's to show a classroom an educational video, or to entertain you for a few hours, YouTube has any video to meet any need. For many, YouTube is the first, and only, internet site to search for videos of all kinds. Whether the video is about the political election, the daily news, a funny blooper or a missed TV episode, YouTube has it all. More recently, educators are beginning to value the internet sites that their students have been using in their leisure time. Educators now understand the power of the Internet and how using this new technology can be beneficial to their students.

Section">Section	Table of Contents">Table of Contents
I.	History I.1 Development I.2 How Does YouTube Work?
II.	How YouTube Relates To Other Applications? II.1 Comparison To Competitors II.3 Unique Uses
III.	Real World Application III.1 Educational Lesson Plans i. Elementary ii. Secondary iii. Post Secondary III.2 Business/Industry
IV.	How Project Title Is Used Internationally
V.	References

# I. History

## Development

### Who was the creator of YouTube?

YouTube was founded in 2005 and it all began with three co-workers who had difficulty searching for videos online. Chad Hurley, Steve Chen, and Jawed Karim were all once employed by Paypal, until it was bought out by Google, and this is where the three met. According to a Time Magazine article by John Cloud, the three co-founders have different recollections of where the idea of YouTube began. Karim seems to have different opinions on where the idea of YouTube originated compared to Chad and Steve. Chad and Steve say the idea began at a dinner party where Karim was not in attendance, but Karim disagrees. Regardless of where the idea began, all three are considered co-founders and all three are listed as co-founders on YouTube's website.



From left to right: Steve Chen, Chad Hurley, and Jawed Karim

### Where is YouTube today?

In 2006, YouTube was purchased by Google, "for \$1.65 billion in a stock-for-stock transaction". YouTube still operates independently from Google to keep the community that has been with YouTube from the start. Steve and Chad are now the CEO and Chief Technology Officer of YouTube, respectively. Jawed is working with PayPal investors and going back to Stanford to earn his graduate degree. Today, YouTube is still growing and developing. Over 3 billion videos are viewed and over 100 million people socialize on YouTube everyday.

### The Viral Video Phenomenon

In recent years, YouTube has become an outlet and place of discovery for many musicians. However, it is not always musicians. Videos of pranks or similar things are said to go "viral" when they get thousands or millions of views in a short amount of time. YouTube videos often end up on popular television shows like Tosh.O, Pranked, or The Ellen Show because of their surge in popularity.

Some musicians, like Justin Beiber, make it big time because the right person watched one of his videos showing off his unprecedented talent as a young boy.

Another person famous for her music video-gone-viral is Rebecca Black. Though she recieved a lot of criticism for her abilities, it is likely that no one would know her name if her video "Friday" had not gone viral. As of February 29, 2012, "Friday" has more than 24 million views!

## How Does YouTube Work?

### Where do you find YouTube on the web?

YouTube's url is <http://www.youtube.com/>

YouTube can also be found by accessing the internet in any web browser, such as Firefox, Internet Explorer, or Safari for Mac users.

YouTube can also be found by searching for YouTube in any major search engine, like Google, Yahoo, or Ask.

### How to search within YouTube

To search for videos on YouTube, you simply type in what you are looking for or key words relating to the subject in the search bar at the top of the site. When typing in something in the search bar, there will also be suggestions given to you while typing. This aids you when searching for something because it helps you be more specific in your search. However, you do not have to use the suggestions; they are only there to help.

You can also remove this by clicking on [Advanced Search](#) by the Search button and deselecting "Display query suggestions as I type"<sup>4</sup>.

After you have searched for what you want, there is a list of videos that come up. You can sort these videos by relevance, date added, view count, and rating by placing the mouse over the Sort By bar and clicking on how you want the videos sorted.

After selecting a video, there are related videos that come up on the right. These videos would pertain to what you have searched and could help you with finding another video. There are also videos from the person who uploaded the video you had selected, enabling you to see those as well.

On the homepage of YouTube, there are several featured videos that you can look at. These are videos that relate to current events. Looking through those may help you find a good video of a current issue. On the homepage again, there are different categories you can search through as well. These are: Most Viewed, Most Discussed, and Top Favored.

### Viewing a Video

Once you find a video that you want, you can just click on the video picture or title that comes up after your search in order to view it. The video will begin automatically. While watching the video, you can pause and play it again by clicking on the pause/play button on the bottom left corner of the video. To change the volume on the video, click on the volume button and move the bar up or down, increasing or decreasing the volume. The rectangular button by the volume control allows you to increase the size of the video to full screen. To exit from full screen, you click on the X that takes the place of the rectangular button. You can also move forward or backwards in the video by clicking on the circle that is moving along the time bar at the bottom of the video and moving it backward or forward, depending on where you want to go.

You can practice playing a video and using these features below. This video was the first video ever uploaded to YouTube by one of the creators.

### Who is YouTube accessible to? How do you sign up?

YouTube is accessible to anyone, free of charge. Non-members can view videos at any time. However, only members can **upload** videos, and **comment** on other videos. A membership to YouTube is free, though. The only thing you need is a valid e-mail address.

To sign up for a YouTube account, open the YouTube homepage. Click on "Create Account" in the upper right hand corner of the homepage. This will open up the page "Create a new Google account". Enter the correct personal information. In the field "Choose a Google username", enter a desired username which will also create a gmail e-mail account. If one already has a gmail Google account, enter that. The username can be changed from this later. After entering information into all of the required fields and agreeing to the Google Terms of Service and Privacy Policies, the new YouTube account is now ready to go.

### How to upload a video to YouTube

After becoming a member (see instructions directly above) , uploading videos is simple. Click the "Upload" button at the top right of the YouTube homepage. If you are not already signed in, it will prompt you to enter your login information.

The easiest way to upload is to upload a video from a file on your computer. To do this, click on the "select files from your computer" button in the middle of the "Upload your video" page. You can upload more than one file at a time by clicking on the button "upload multiple files" on the right side of the screen. Another option may be to upload a video from your webcam in which case you can click on "record from webcam" also on the right side.

When you choose to upload a file from your computer, a new screen will open that will allow you to browse your computer for the file you want. Once your file is selected, you will be able to add a title, description, and tags. You will also be able to choose the privacy of your video whether you want it private, public, etc.

If you were successful in this process, your video should now be uploaded to your very own YouTube channel!

### How to Use YouTube Safely

When uploading a video, you can either make the video available for the public, or make it a private video by choosing who you share it with. When making a video, make sure to keep your identity private by not giving out personal information such as telephone number, address, or license plate number. It is also possible for people to comment your video. In order to make sure these comments are ones you want, you can choose to have them be approved by you before they are put online. You can also choose to not allow comments at all when uploading a video.

YouTube does not allow videos with "nudity, graphic violence, or hate"<sup>5</sup>. If you come across a video that is inappropriate you can click "flag this video as inappropriate" and it will be sent to YouTube. YouTube will then look to see if the video has violated the Terms of Use and if it has, the video will be removed immediately.

When searching through videos, you can change the search options to filter the videos that come up. Next to the Search button, you can click "Settings" then click "Filter videos that may not be suitable for minors." Then click the "Close" link and the videos will be filtered when you search.

[Back to Top](#)

## II. How YouTube Relates To Other Applications?

# Comparison To Competitors

*Why would YouTube benefit a classroom more than TeacherTube?*

**YOUTUBE VS TEACHERTUBE Although TeacherTube is helpful for teachers and educational...**

## YouTube Compared to other Applications">YouTube Compared to other Applications

Although TeacherTube is helpful for teachers and education, YouTube has a lot of benefits for teachers that TeacherTube does not necessarily offer. YouTube has a much broader variation of videos and subjects than TeacherTube does. More people are familiar with YouTube and will most likely upload their videos there, rather than TeacherTube. TeacherTube has a more specified group of videos. TeacherTube is geared towards lesson plans and instructional videos. This is a great idea, however, YouTube offers this and much more. The day after the 2008 presidential election, YouTube had numerous videos about the election on their main page, while TeacherTube had none on their main page. However, on TeacherTube there ended up being a couple of videos about the election after searching. This says a lot about both of the sites because presidential elections are important in our nation, regardless of who any person voted for.

## YouTube Videos">YouTube Videos

YouTube has many different videos to choose from. YouTube has most of the same videos as TeacherTube (obviously someone cannot search them all) plus they have more videos that offer other educational insights that may not be lesson plans or instructional, but informational. There are a vast amount of videos that may not be put on TeacherTube because they may not be "educational" however they will aid the classroom. A lot of times at Purdue in Spanish classes, instructors have used YouTube more than once to show lessons, culture, and other aspects of this language and the cultures that speak it. Since TeacherTube has been around for over a year, one would think that professors and instructors would use this site, however, many have never heard of it.

## YouTube Efficiency">YouTube Efficiency

YouTube was created in December of 2005 while TeacherTube was created in March of 2007. A teacher who blogs about her school experiences, Kathy, said, "I went to the Teacher Tube as instructed only to experience the slow and inefficient design of this internet site."<sup>27</sup> Some teachers and users show concern that Teacher Tube may not be as efficient since YouTube is older. Like any website or project, it takes time to properly develop the final product. Although, TeacherTube may have its benefits, YouTube offers the same things plus a lot more. YouTube is also more accessible and widely used and accepted in comparison to TeacherTube.

## YouTube Working with other Applications">YouTube Working with other Applications

Facebook and YouTube work together because Facebook has an application that can link the YouTube videos directly to the website, and YouTube also has a link on the website to allow for videos to immediately be uploaded to Facebook. This can also be used in Myspace and blog entries. Another application is Google Results. This is beneficial when looking up specific information because there are links to YouTube videos on the information that is being researched.

## Unique Uses

**YouTube can be used in a variety of different ways in the classroom.">YouTube can be used in a variety of different ways in the classroom.**

**Here's a list of some common ways that someone can use YouTube">Here's a list of some common ways that someone can use YouTube**

1. Use videos as introductions
2. Upload videos of you teaching for students that are absent or want to hear the lesson again.
3. Find clips of movies to relate to your lessons
4. Use the videos on YouTube to better explain a certain concept
5. Show outside uses of a certain topic. For example, show how physics is used in roller coasters.
6. Find out how to use things. There are many 'How To' instructional videos on YouTube
7. Watch or re-watch special events on YouTube that you may have missed on TV

**If you use YouTube in your classroom or have heard of teachers using it in the classroom, feel free to comment on this page to let others know how YouTube has benefitted you.**

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The YouTube page below shows how a student could use YouTube if they were struggling in math. This is just one example, but there are thousands of videos explaining anything from adding fractions to complex calculus. All a student would simply have to do is type in "MATH HELP" in the search bar and they will get all of these videos that can help them.<sup>26</sup>

[Back to Top](#)

## III. Real World Application

### Educational Lesson Plans

#### Elementary

##### [LESSON PLAN #1-Bee Pollination](#)">[LESSON PLAN #1-Bee Pollination](#)

**Overview:** Student will learn the Bee Pollination process. Begin with a brief explanation of pollination, as in the activity described above, but then have your students draw a comic strip that illustrates pollination (as described on the Pollination Parties worksheet). Frame one, for example, would show a bee or butterfly looking for food. Frame two would show it settling on a flower and sipping nectar while pollen gets caught on its body. Frame three would show it flying off looking for more food. Frame four would show it settling on a new flower with pollen from the last flower rubbing off on the new one. They could then write one or more summary sentences under each frame.

**Objective:** Given worksheets, colored pencils and a video, students will be able to demonstrate an understanding of the concept of pollination by a) showing examples of it in plants; b) understand the connection between insects, plants and humans; and c) understand that insects can have a negative impact on ecosystems.

[Bee Pollination.docx](#)  
[Bee Pollination.pdf](#)

##### [LESSON PLAN #2-The Midwest](#)">[LESSON PLAN #2-The Midwest](#)

**Overview:** Students will learn about the United State's Midwest using maps and the Internet.

**Objective:** Given a map and a YouTube video students will be able to identify the location of the Midwest, describe its geography, discuss the importance of agriculture to the Midwest economy and create a billboard for advertising agricultural products grown in the Midwest.

[Midwest.docx](#)  
[Midwest.pdf](#)

##### [LESSON PLAN #3-Telling Time](#)">[LESSON PLAN #3-Telling Time](#)

**Overview:** Students will learn how to tell time with the help of YouTube.

**Objectives:** Given provided materials and a YouTube video, students will be able to tell time at 100% accuracy.

[Telling Time.docx](#)  
[Telling Time.pdf](#)

[Back to Top](#)

#### Secondary

##### [High School Math Class-Geometry](#)"> [High School Math Class-Geometry](#)

**Overview:** YouTube can be used in every math class. Many high school teachers use YouTube in their classrooms to teach topics that students are struggling with. By using a YouTube video, students are able to learn from another teacher's perspective which may allow them to see the problem in a new way. Here's an example of a geometry lesson.

**Objective:** Given the YouTube video, computers with internet and classroom materials, students will discover the Greek achievements in mathematics as well as understand a concept of their choice and be able to teach it to the class.

[Pythagorean Theorem.docx](#)  
[Pythagorean Theorem.pdf](#)

##### [High School History Class-9/11 Lesson](#)">[High School History Class-9/11 Lesson](#)

**Overview:** Student will learn about 911 using the internet.

**Objectives:** Given a computer with Internet access and the 9/11: The Flight that Fought Back program, students will:

Understand the political objectives of al Qaeda and possible reasons for the September 11 terrorist attacks.

Understand the influence of American foreign policy and culture on international relations.

Understand the role of ethnicity and religious beliefs in political conflicts.

Understand causes and consequences of economic imbalances around the world.

Write a letter to a student 50 years from now, describing the events of September 11, possible reasons behind the attacks, and what they hope the long-term response will be from Americans and U.S. and international leaders.

With 100% accuracy.

[911 Lesson.docx](#)

[911 Lesson.pdf](#)

### [High School English Class-Huckleberry Fin Reading Activity">High School English Class-Huckleberry Fin Reading Activity](#)

**Overview:** Student will use the Internet to help enhance their reading of Huckleberry Fin.

**Objective:** Given their book as well as in class examples and discussion of the video, students will be able to analyze and identify key quotations or symbols to extract the greater meaning of the book in the form of an analytical paper with 80% accuracy.

[Huckleberry Fin.docx](#)

[Huckleberry Fin.pdf](#)

### [Middle School Science - Experiment with Caffeine and Heart Rate](#)

**Overview:** In this lesson, students will get background information about caffeine and the body from YouTube videos selected by the teacher. They will then learn how to take their resting heart rate from another YouTube video. Students will work in laboratory groups to perform an experiment looking at how caffeine from soda affects their resting heart rate. They will apply what they have learned from the experiment and a little more additional research to write a short paper. Teachers can also choose to have groups present their research (i.e. related YouTube videos) to the class.

**Objective:** Students will be able to explain how caffeine affects heart rate. They will also be able to apply what they have learned to do some online research about how they could further their experiment in the future. Finally, they will be able to work as groups to create a short paper about their experiment and research.

[Caffeine lesson plan.docx](#)

[Caffeine lesson plan.pdf](#)

### [Middle School Culture Lesson : Bahamas](#)

**Overview:** In this lesson plan students will act as if they are travel agents and present a PowerPoint to the class on the Bahamas. Students will include in their presentation one informational video they find from YouTube on the Bahamas and its attractions. The instructor will also present a video from YouTube as an example for the students. Students will present in groups of 2 or 3. After each group presents each member will say one thing they learned about the Bahamas they didn't know before. When presentations are complete students will critique which presentation was the most effective and informational and why in written form.

**Objective:** Students will learn about the attractions and culture of the Bahamas through books, maps, YouTube, and other Internet sites and other types of resources. Students will also learn to create a PowerPoint about the Bahamas using Microsoft PowerPoint. Students will also present the PowerPoint to their classmates effectively. Finally, students will use Internet and other tools to find information.

[project 2 lesson plan](#)

[project 2 lesson plan \(pdf\)](#)

### [High School FACS- Easy Hungarian Recipe](#)

**Overview:** Students will watch a YouTube video about how to make a traditional Hungarian recipe. They will fill out a worksheet during the video and turn it into the teacher to be graded.

**Objective:** Students will know what ingredients go into Hungarian Goulash and will know how to cook it.

[Hungarian Goulash](#)

[Hungarian Goulash PDF](#)

[Back to Top](#)

## Post Secondary

For college level and beyond, the use of YouTube is very easily adapted into class. Though there are no specific lesson plans for college or graduate level courses, a YouTube video can easily be incorporated into class. Here are a few examples of how YouTube can be added into certain Post Secondary classes.

### **Bridge Building">Bridge Building**

**Overview:** Students research ways engineers build bridges so they know basic structures to make their own miniature structures.

**Objective:** Given a computer and the internet, students will view videos to view basic bridge building using popsicle sticks, and build a bridge of their own with 100% accuracy.

[Bridgeyoutube-1.doc](#)

[Bridgeyoutube-1.pdf](#)

### **Marine Animal">Marine Animal**

**Overview:** The students will become familiar with the various types of Marine animals. They will learn facts about the animals in their habitat.

**Objective:** Given a computer and the internet, students will find info on five animals and make their own YouTube video with 100% accuracy.

[marineanimal.doc](#)

[marineanimal.pdf](#)

[Back to Top](#)

## **Business/Industry**

### **YouTube can be used in businesses also. Here are a few examples of how corporations can incorporate YouTube into their business">YouTube can be used in businesses also. Here are a few examples of how corporations can incorporate YouTube into their business**

1. **Teach Business Etiquette**## Businesses can use a specially made YouTube video or an existing one to teach employees about how they should act in the work place. This example is old and kind of corny but it also gets to the point. If a business is having problems with work place etiquette, YouTube is a quick place a business can go to get a quick video to show doing a meeting.
  1. *Example:* <http://www.youtube.com/watch?v=A7D5QZS1Ldo> <sup>23</sup>
2. **Teach New Technology**
  1. Businesses can use YouTube to teach their employees about how to use word, the internet, or a new special program. Again, this can be specially made for the corporation or be one that already exists. The video listed below is an example of a video you could show to a business that just switched to Office 2007. This video tells viewers how to use Word 2007 which is a common fixture in the workplace.
  2. *Example:* [http://www.youtube.com/watch?v=WX\\_Xsonmkg](http://www.youtube.com/watch?v=WX_Xsonmkg) <sup>24</sup>
3. **Use YouTube for business meetings**
  1. By using YouTube in a meeting for a business pitch to other corporations, businesses can show other companies that they are technology forward as well as comfortable with their ideas to post them on the internet.
  2. Another use of YouTube in a business meeting would be for an attention getter. A comical clip from a movie or TV show that is found on YouTube can break the ice and make a meeting more interesting for employees.
  3. *Example:* <sup>25</sup> This is a screen shot of the YouTube search for *The Office*. Using a quick video clip from this popular TV show will get employees to pay attention and not be so tense. As a business, you can search for anything on YouTube as an attention getter. This is just one example and shows how many options businesses have.

[Back to Top](#)

## **IV. How Project Title Is Used Internationally**

### **When was YouTube first introduced in Korea?">When was YouTube first introduced in Korea?**

YouTube Korea (<http://kr.youtube.com/>) launched on Jan. 23<sup>rd</sup>, 2008. Korea was the 19<sup>th</sup> country to have its own regional YouTube site; England, France, Australia, Japan and others have YouTube sites in their own language.<sup>28</sup> According to one Korean YouTube manager, YouTube Korea showed the biggest increase in web traffic in July.<sup>29</sup> This research was done by a Korean web-site evaluating company named Koreanclick ([http://koreanclick.com/information/freedata\\_rankings.php](http://koreanclick.com/information/freedata_rankings.php)).

Many people would agree with that YouTube is a big hit in Korea, but there are also some alternative views. Korea already had many of its own internet ventures such as search engines, web2.0 sites through which people share UCC (User Created Contents) and so on. These highly localized sites dominate most of internet market in Korea. Because of this, giant IT companies such as Google have not been so successful in the Korean market. When YouTube Korea launched, Korean newspapers and IT magazines asked questions such as, "Is YouTube going to be another case of world-hit internet site that failed to attract Korean users?" This questions still remains. For example, in April 2008, there were now only around 115,000 daily visitors to YouTube Korea, where as 997,000 people visited the Pandora TV website a day.<sup>30</sup> In an effort to expand

their audience, YouTube Korea has built up partnerships with a variety of Korean companies, especially Korean Web2.0 companies to share videos clips created by its users.

## **How has YouTube become famous among Korean people?"> How has YouTube become famous among Korean people?**

Two years ago, a relatively unknown guitarist *Im, Jeong-Hyeon* posted a short video clip of himself playing a rock version of Canon on YouTube. People around the world soon noticed his video, and many of them thought that he was a great guitar player. This made him famous over night. Eventually his name was known to Korean people and they started showing interests to YouTube.

## **What do Korean people with YouTube?">What do Korean people with YouTube?**

Music videos of the Korean group Wondergirls and performance of Korean B-Boys are popular in Korea. People mostly use YouTube Korea for amusement or entertainment as well as for other purposes.

## **Similarities and differences between YouTube Korea and YouTube U.S.">Similarities and differences between YouTube Korea and YouTube U.S.**

### A. Similarities

Despite the fact that YouTube Korea is aimed to be more localized to attract Korean users, so far it is fundamentally the same web site with YouTube.com, only translated in Korean. If a user signs up to be a member of YouTube Korea, he/she automatically becomes a member of all connected YouTube websites. Also, through YouTube Korea, people can share, search, and watch the same videos as other YouTube users all around the world.

### B. Differences

In YouTube Korea, Promoted Videos are chosen by Korean managers. Usually these videos are about hot issues in Korea, and most of these are posted by Korean users. However, sometimes video clips posted by international users are picked when they are thought to be attractive issues among Korean users. Featured Videos and Most Viewed Videos in YouTube Korea are sorted out based on numbers of times it has been viewed only by Korean users. YouTube Korea communicates with its users via official blog of YouTube Korea. This blog has information about new promotion events, worldwide or regional competition, and latest news about YouTube Korea.

## **How is YouTube Korea used in education inside and outside schools?"> How is YouTube Korea used in education inside and outside schools?**

Some school teachers in Korea use video clips from YouTube as teaching materials. Application of YouTube into the classroom is mostly done by the teachers' individual needs and expectations. So far, not so many studies have been done to clarify cause and effects of using YouTube as a teaching material in Korea. Blogs and personal web sites of some teachers who are willing to use YouTube materials for their classes show that there are several different reasons for using YouTube. Sometimes YouTube is used to show animated pictures that visualize chemical reactions or to demonstrate science experiments. Video clips from YouTube can also be used in English Class to show students' speeches of native English speakers. There are many other ways that YouTube is used in the classroom as well. However, there are some common reasons why they want to use YouTube. First, it is free. Second, there is enormous amount of information within YouTube. And, last, it is easy to access.

## **Suggestions about using YouTube Korean in the Korean educational field">Suggestions about using YouTube Korean in the Korean educational field**

A. YouTube can be used to help teachers communicate with each other in two different ways. First, Korean teachers can share their teaching materials via YouTube Korea. If their materials are a video clip, they can share them directly. If their materials are real objects, they can make video clips about how to make and use them. Second, teachers can record their class and show it to other teachers and ask for their comments. It is also possible to share information with teachers in different countries since YouTube Korea is connected with other YouTube sites. In this way, teachers' burdens to create teaching materials can be lessened, so they can focus more on their teaching methods. At the same time, all materials can be improved and localized by YouTube users' suggestions.

B. YouTube Korea can be used to increase teacher-student, student-content, and student-student interactions outside of the classroom. For example, if teachers upload class materials or video clips of their class, students can watch them as many times as they need. Furthermore, students can search for more information about what they have learned. They can also record themselves performing lesson tasks such as conducting scientific experiments or making an object and then upload the video.

C. A study by Park and Choi (2004) reveals one major difference between Korean and U.S. internet users.<sup>31</sup> Korean users mainly seek for companionship through the internet, while U.S. users are more focused on seeking for information. Korean people have a strong sense of being a part of a community. Instead of urging teachers and students to use YouTube in an ordinary way to share their information with unknown internet users, we suggest YouTube Korea to promote Korean teachers and students to form communities within YouTube Korea. YouTube Korea does provide services for its users to form and run their communities, but it is not very well-known among Korean internet users. Forming communities will also help teachers and students to find information they need more easily and more meaningful feedbacks can be given.

[Back to Top](#)

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