Learning from YouTube's Reaction Videos

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Slides: bit.ly/nmlcreact
Handout: bit.ly/nmlcreactdoc

Our Story

The Community Art Critique

- A student presents their artwork to a group who offer immediate feedback
- The instructor moderates the feedback and/or steers discussion

Librarian Reacts

Connection to Other Learning Activities

- Peer Review
- Annotation
- Text Analysis
- Personal Essay

Goals for This Workshop

- Recognize key components of reaction videos as a genre
- Practice reacting to a piece of media
- Reflect on the value of reaction videos for teaching and learning

What Are Reaction Videos?

Common Features

- One or more people reacting to video media
- Picture-in-picture format
- Inexpensively produced
- Typically long videos, 15-20 min.

Common Strategies We'll Cover

- Approachable and informal
- Feature expert identity
- Authentic and natural
- Opportunities for co-learning

Reaction Videos
as Learning Experiences

Watch for: Approachability + Informality

Approachability + Informality

- Informal tone
- Specialized knowledge broken down
- Not explicit education

Approachability + Informality

Personalization principle in multimedia learning:

"people learn more deeply when the words in a multimedia presentation are in conversational style rather than formal style" (Mayer, 2014)

Watch for: Expert Identity

Expert Identity

- Identity of the expert is integral to the content
- Expert can mean many things
- Identity, even if it's specifically non-expert, is broadcast to set expectation

Watch for: Authenticity

Authenticity

- "Real time" reaction
- Raw emotion, experience it alongside them
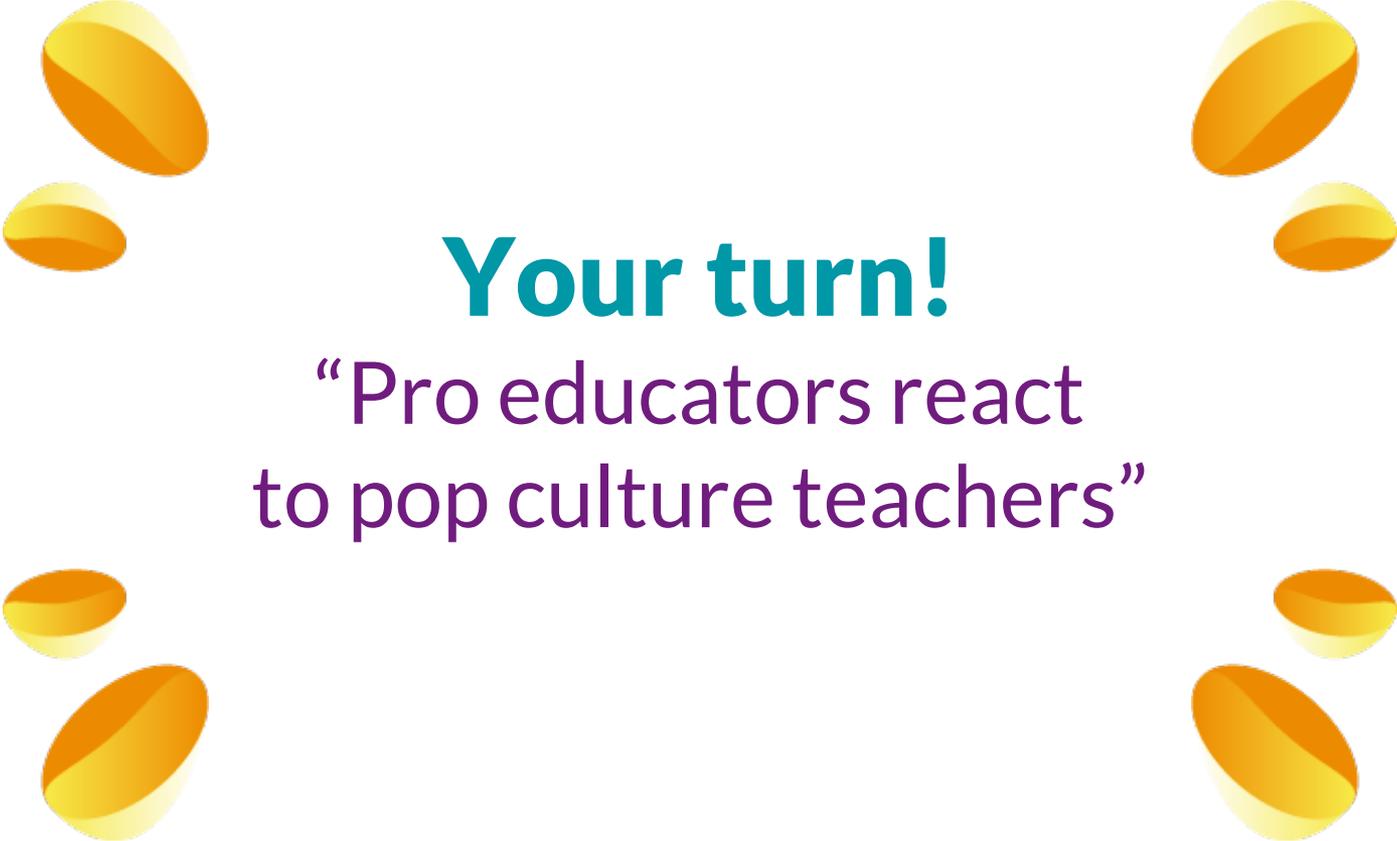- Parasocial relationships (Ferchaud et al., 2018)

Co-learning

- Building community
- Invitation to participate
- Shared analysis and critique*
  (Motley, 2015; Inman, 2015)

  *For fun

Your turn!
"Pro educators react
to pop culture teachers"

Small Group Activity

- 5-7 minutes in breakout rooms
- Practice reacting together to a short example clip
- Note your reactions using Sync Sketch:
  - An emotional response
  - Something you agree or disagree with, based on your own experience
  - Something non-educators might miss

Remember, you are responding as a Pro Educator

Suggested workflow

- Pick someone to be a SyncSketch driver
- Pick someone who will share for your group
- Watch it through together once
- Watch it through together again and pause every few seconds for someone to offer a reaction
- Add a comment, or draw on the video, to record your idea

We'll share out after about your experiences reacting

Clips

- Group 1: http://bit.ly/nmlcreact1
- Group 2: http://bit.ly/nmlcreact2
- Group 3: http://bit.ly/nmlcreact3
- Group 4: http://bit.ly/nmlcreact4
- Group 5: http://bit.ly/nmlcreact5
- Group 6: http://bit.ly/nmlcreact6

bit.ly/nmlcreact

Share Out!

What was something surprising or notable about the experience?

Next Steps for Video Creation

- Find the media you want to react to
- Set up your camera and microphone to record
- Record your screen as you watch
- Edit together and share!

Tip: *Speak out loud what you are having an emotional response to and noticing about the media*

Look for Ways to Integrate These Components

- Informal
- Expert
- Authentic
- Co-learning

Example Application for Teaching

- **Annotation:** After learning about a subject, students react to media related to that topic *("High School History Students React to Hamilton")*
- **Peer review:** Students reacting to another student's assignment

References

Ferchaud, A., Grzeslo, J., Orme, S., & LaGroue, J. (2018). Parasocial attributes and YouTube personalities: Exploring content trends across the most subscribed YouTube channels. Computers in Human Behavior, 80, 88–96.

Inman, J. (2015). Teaching through critique: an extra-disciplinary approach. The National Teaching & Learning Forum, 24.2, 6-8.

Mayer, R. E. (Ed.). (2014). The cambridge handbook of multimedia learning. Cambridge University Press.

Motley, P. (2015). Learning—to and from—the visual critique process. New Directions for Teaching & LEarning, 141, 77-86.

Youtube Reaction Video Examples

- [Professional Violinists React to Violin Progress Videos](#)
- [Real Lawyer Reacts to My Cousin Vinny](#)
- [Pro Chefs Review Restaurant Scenes In Movies](#)
- [VFX Artists React to Bad & Great CGi 35](#)
- [Teens React To 5 TikTok Creators](#)

Questions? Ideas?

What questions does this spark for you?

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