



SeniorVlog

Inspiring and Empowering Seniors to become Vloggers and conquer the Internet

Being
a vlogger





Today's menu

What is vlogging?

Why vlogging?

Vlogging themes, styles, and formats

Communication



What is vlogging?

- Activity or practice of **posting short videos to or maintaining a vlog online** (Oxford Language)
- Focused on the **creation of contents**
- Can build a **group of followers over time** and potentially even **earn income** through advertising partnerships





Why vlogging?

- Vlogging is a form of **expression** of one's **creativity and identity**
- Only about 18% of the elderly population (65–74) are active in social media (EUROSTAT)
- Vlogging can be an opportunity to learn how to **use the full potential of the Internet**



The Most Popular YouTubers of 2022



PewDiePie – Felix
Kjellberg



MrBeast – Jimmy
Donaldson

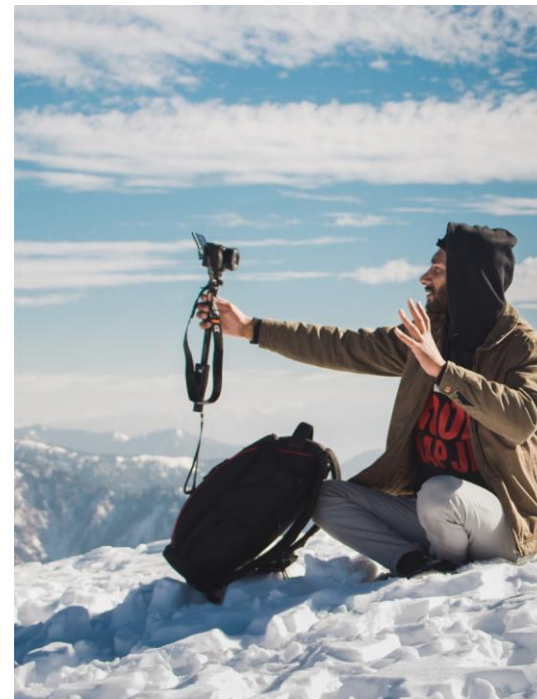


**Like
Nastya**

Theme

Choosing the topic of your vlog is most probably the most important decision you have to make before starting your career as a vlogger.

- What will be the main theme on which your videos will be based?
- Is it a topic you know and have a lot to say about?
- What are your competitors or people who have tackled the topic before you?





Style

Finding your own style means answering these questions:

- What should I say in the video?
- How should I say it?





Channel

The answer depends on your needs.

If you need to:

- do live vlogs,
- have the possibility to embed the movie player on external websites,
- to monetise your content and
- take advantage of advanced features for editing and managing your videos,

then it is recommended to use YouTube.





Duration

- How long should the video last?
The "ideal" duration varies extremely from platform to platform!
Youtube: it is important that the video is not too long (maximum 6–7 minutes). The most successful videos seem to be around 2 minutes





Format

To make your videos unique, don't forget the format:

- Have an introduction?
- Have a theme song?
- Your logo always present?
- A 'closing' for each video with a call to action for the next one?
- Ask the user for an action?





Let's analyse their vlog!

- Theme
- Style
- Channel
- Duration
- Music
- Effects
- Graphic



Activity 1.1.



Introduction to communication



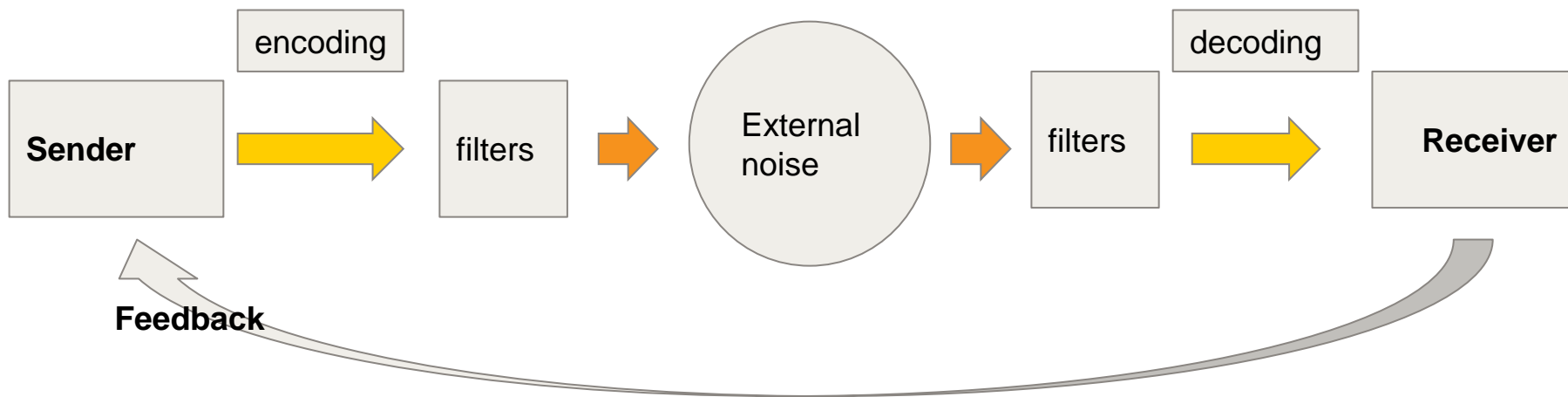
Other Concepts to consider in vlogging

- Vlogging does not only include technical skills
- Considerations include
 - the means and methods that the message /information is presented to viewers
 - the legal aspects of presenting these information
 - Aspects to ensure vloggers security issues



Communication

Communication





Types of Communication



Verbal

Non - Verbal



1.2.

Learning activity

Examples of verbal and non - verbal
Communication

Activity 1.2



Types of Communication



Verbal	Non - Verbal
Oral communication	facial expressions
Written communication	body language
	gestures
	volume of voice
	appearance
	postures

Miscommunication





1.3.

Learning activity

Examples of Communication Barriers (filters)

Activity 1.3.



Communication Barriers



10 BARRIERS
to EFFECTIVE
COMMUNICATION



A photograph of a senior man and woman vlogging. The man, on the left, has grey hair and a beard, wearing a green sweater and a light green apron. The woman, on the right, has blonde hair and is wearing a red shirt, a dark blue apron, and yellow gloves. They are both smiling and looking at each other. A professional camera on a tripod with a microphone is positioned in front of them. The background is plain white.

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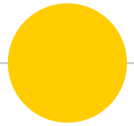
Channel choice



Today's menu

What's a channel? What's a content?

Tips to create your own channel!



What's a channel?

How to choose our channel?



What's a channel?

- A vlog is a creative way to share your experiences online. Video blogs, or vlogs, are increasingly used by content creators to share experiences and opinions.
- A channel is a “place” where I can share my contents in a way I decide. My channel is unique and an expression of yourself.

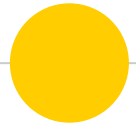




What's a channel?

- Normally in order to create a channel you need to set up an account on a social media as youtube or facebook etc. and start to create contents.





What's a content?



What's a content?

- A content could be a post or a video used to express yourself and your opinion.
- First of all you choose a topic or field you like to talk about and then plan your first vlog by writing a script or a short description of the ideas you want to share.





**Let's try open a class
channel**



Tips to create your own channel

Let's discover and discuss them together!



Be yourself

Invest time and effort into vlogging because you are passionate about it.





Consider your audience





Don't hide emotions





Surround yourself with positive people





Consider the relationship you're in





Start with small steps

When you first start your vlogs, don't expect to gain one million subscribers in one day.

Don't compare your subscribers to massive YouTubers





My channel, myself



Let's make some reflections about our channel!

Activity 1.4.



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Most popular topics



Today's menu

Our international report

Popular topics on vlogging



What comes from the national report?



ITALY		GREECE		POLAND	
YouTube	TikTok	YouTube	TikTok	YouTube	TikTok
ASMR	#Ididitmyself	Health & fitness	Fashion	Comedy	Entertainment
Compilation	#carbonara	Cooking	Cooking	Religion	Dance
Educational	#beautyroutine	News & politics	Music	Health & fitness	Lifestyle
Entertainment	#sportazzurro	Sports	Psychology	Information	Lifefacks
Gaming	#duettaconlaura	How to style	Travel	Learning	Cooking
Infotainment	NA	People & blogs	Crafts	Cooking	News
Journalism	NA	Religion	Cosmetics	Travel	Education
Reviews	NA	Comedy	Books	Music & dance	Fitness & sports
Travel	NA	Music & dance	Sports	DIY	NA
Tutorial	NA	Tutorial	Commentary	Politics	NA



Content ideas

Ideas from the web



Daily vlogs

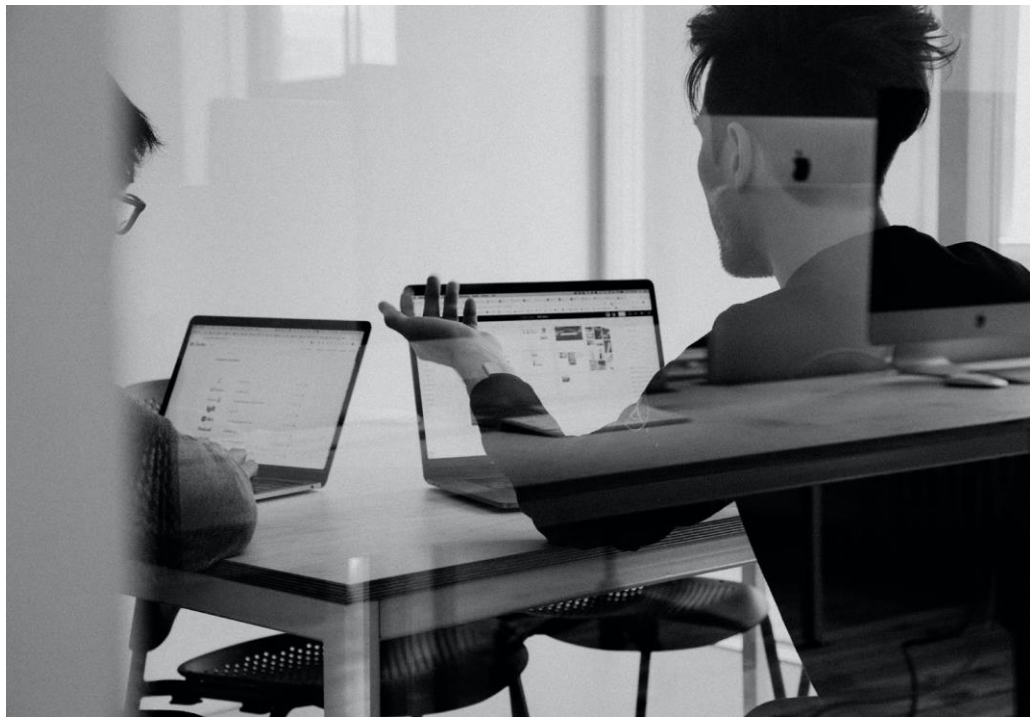
- A Day in my Life:
- Morning/Night Routine:
- Bucket list:
- What I Eat in A Day:
- Clean with Me:





Reviews

- Movie Reviews:
- Book Reviews:
- Gadget Reviews:
- Theater Reviews:





Opinion vlogs

- Current Affairs:
- Trending topics:
- New Releases:





Music vlogs

- Share:
- Journey of a Song:
- Behind the Scenes:
- Pointers:





Educational vlogs

Subjects:

Vocal Coach:

Language Teacher:



Co-funded by
the European Union





Motivational vlogs

Daily Motivation:

Mindfulness:

How to feel motivated?:





Tech vlogs

How-to Videos:
Setup Videos:





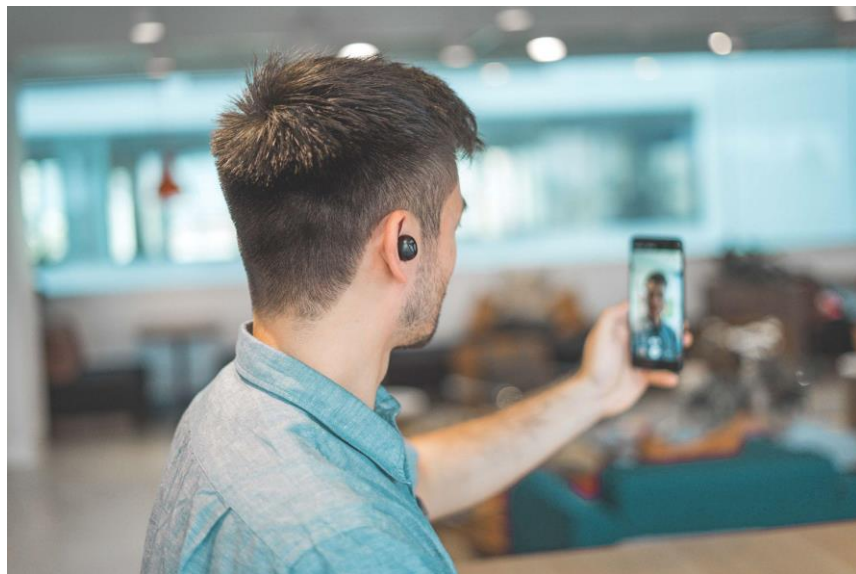
Travel vlogs

- Explore:
- Facts:
- Personal Opinion:
- What did you learn:
- What's in my bag:





Informative vlogs



DIYs:
How to edit:

Now your turn!

Find one vlogger for at least three categories.



DAILY VLOGS



REVIEWS

OPINION VLOGS

MUSIC VLOGS

EDUCATIONAL VLOGS

MOTIVATIONAL VLOGS

TECH VLOGS

TRAVEL VLOGS

INFORMATIVE VLOGS

Activity 1.5.



Badge hunt



Prepare such a "Day in my life" vlog or any other from the types/themes presented for next meeting.

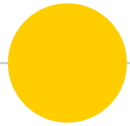
Activity 1.5.



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**Skills and
competencies**



Today's menu

Skills and competencies needed to become a vlogger:

Storytelling

Content creation

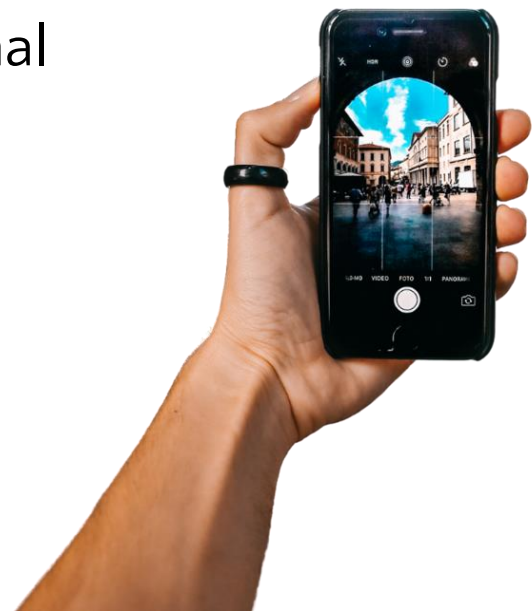
Personal Branding



Vlogging skills

To become a Vlogger it is **not only** necessary to possess technical skills. Among the skills that are needed to become a professional vlogger, in any field, there are:

- Communication skills: **storytelling**
- **Content creation** skills
- **Personal branding** skills





Storytelling

- Storytelling is a form of communication that originates from the art of **narration**.
- In the digital sphere, storytelling is the best way to **transfer** knowledge and experience, to **persuade**, to **involve** people.





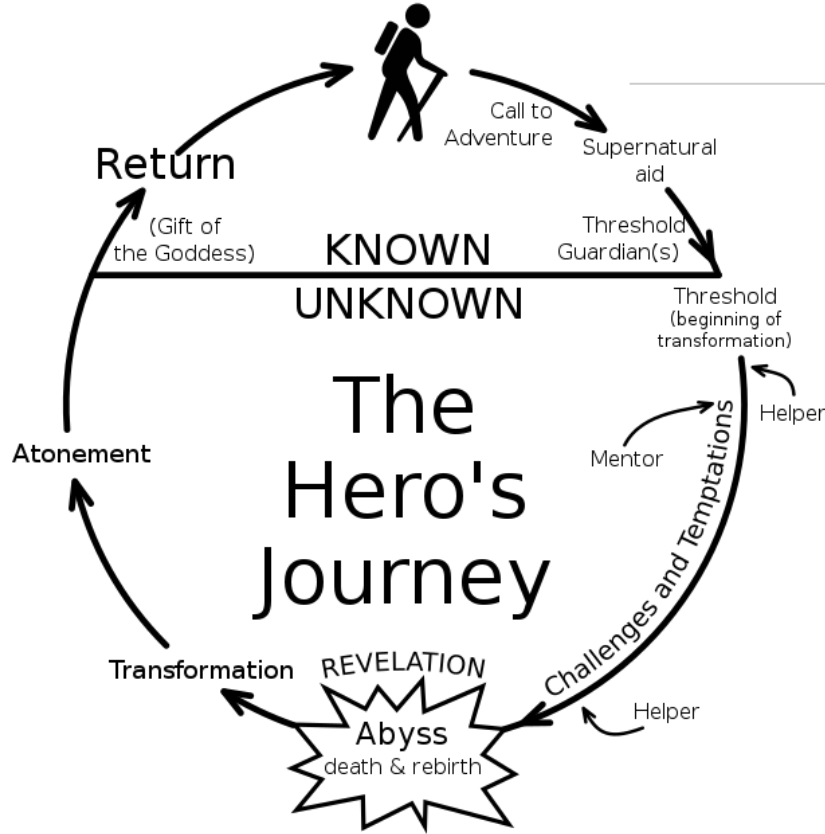
Storytelling – the hero's journey



The steps of the narrative can be summarised as:

- Departure
- Initiation
- Return

How do you use this scheme to make a story, a short story or even simply a blog article more engaging?





Digital Storytelling

- The goal of storytelling is to arouse **emotions**
- **Digital storytelling**: organising selected content into a coherent system
- We must follow a storytelling technique that is close to the audience, **clear and simple**, trying to make our words make them **empathise** with our story.



How to realise a video storytelling project

Here are some operational steps:

- Observe
- Listen
- Show curiosity
- Be interested
- Empathise
- Reflect





Tell me your story?

Storytelling activity

1-3

Activity 1.6.

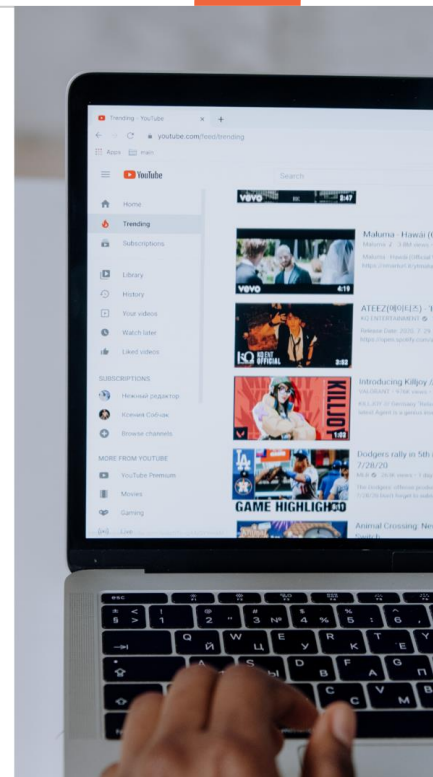


Content creation

Web lives on **content**

Editorial plan

- Evaluate the commitment you are able to make
- Decide whether to publish every day or a few days a week
- Create fixed appointments and avoid uploading less than one video per week



● Personal branding

You have to find out what makes you **special** and turn it into your own personal brand, what will make you different from all the other vloggers out there.

- **Be yourself!**
- **Give your channel a name** and choose a **cover image** that represents you
- Spend time on **visuals**
- Make your style **visible and recognisable**





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**Good practices
of vlogging**



Today's menu

Good practices of vlogging:
a few examples of popular Senior
Vloggers

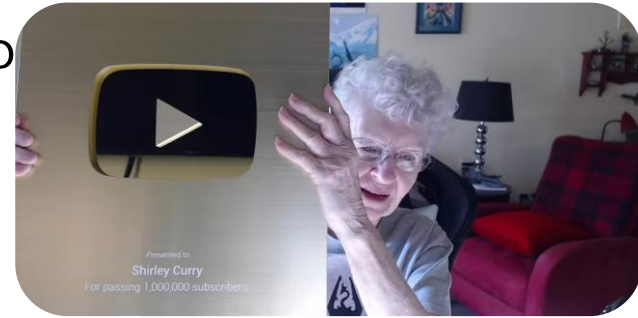
Shirley Curry

I am an 85-year-old grandmother who loves to play, and now record, video games! I live in Ohio and love playing Skyrim. I am a widow. I have four children, nine grandchildren and three great-grandchildren.



● Skyrim Grandma on Youtube

- Curry's YouTube career has taken off six years ago.
- Curry managed to surpass 1 million subscribers
- YouTube has sent her a gold Play Button
- Skyrim Grandma regularly uploads videos of herself playing Bethesda's The Elder Scrolls 5: Skyrim
- She starts each video with her catchphrase, "Good morning, grandkids."



Tricia Cusden

Makeup Tutorials for Older Women by Look Fabulous Forever. We show mature women how to apply makeup so that they look and feel fabulous.





● Tricia Cusden - Look Fabulous Forever

- 70-year-old
- Look Fabulous Forever kicked-off 5 years ago.
- Make-up made specifically for older women.
- *"I thought, that's a really stupid idea,"*
- *"Millions of videos are uploaded to YouTube, people just won't see them."*
- She had tapped into a real need.



Judy Graham

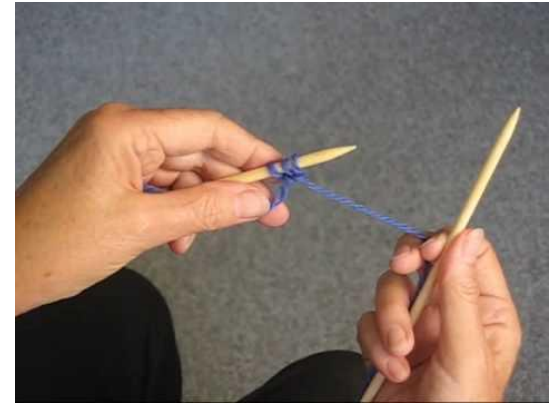
Graham is a knitting legend. She's still producing videos nearly every week.

«Seniors do know about tech, and they do use it»



● Judy Graham, Knitting Tips by Judy

- She's now in her 80s
- She's still producing videos nearly every week
- Not everyone who watches "Knitting Tips by Judy" is older. She has plenty of younger fans (points at self).
- She complained to her son that it was a myth that all seniors hated technology.



Tim Rowett

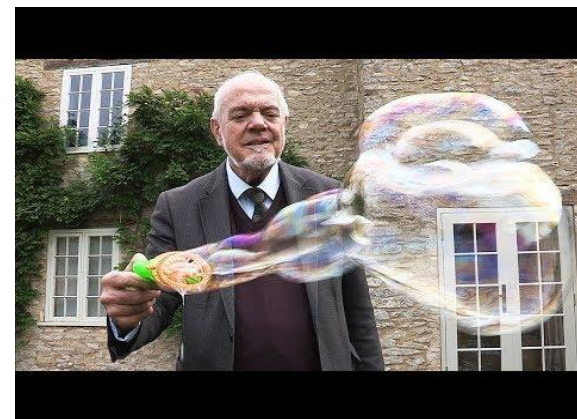
«We don't do dolls! Our toys might have a fun or unusual mechanism, can be used to amaze or puzzle people, are a bit magical or maybe a bit scientific.»





Grand Illusions

- Rowett's YouTube channel, Grand Illusions, collects and reviews dozens of random toys.
- The channel currently has over 881,000 subscribers.
- In 2015, the *Telegraph* named Rowett one of the best YouTubers over 50 years old.



Bossa Nakane

*Bossa Nakane makes
lullabies for stressed-out
adults*

*«Good music, good sounds,
good feelings... most
happiness in my life!»*





Bossa Nakane ボッサ中根

- Bossa Nakane makes lullabies for stressed-out adults.
- He expresses his passion for making other people's day better
- He has reached 3.97 thousand followers





Resources

The following resources were used to develop this module:

- <https://www.geppa.it/lo-storytelling/>
- <https://wearemarketers.net/guida-storytelling/>
- <https://wearemarketers.net/il-viaggio-dell-eroe/>
- www.officinamicrotesti.it
- <https://www.digital-coach.com/it/blog/lavoro-digitale/professionisti-digitali/come-diventare-vlogger/>
- <https://www.wikihow.com/Become-a-Successful-Vlogger-on-YouTube>
- <https://www.adobe.com/it/creativecloud/video/hub/ideas/what-is-a-vlog>



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- <https://www.adobe.com/it/creativecloud/video/hub/ideas/what-is-a-vlog>
- <https://www.wikihow.com/Become-a-Successful-Vlogger-on-YouTube>
- <https://medium.com/rizzle/33-vlog-ideas-for-beginners-8e4f08106821>
- <https://mashable.com/article/senior-citizen-youtubers>
- <https://www.wikihow.com/Become-a-Successful-Vlogger-on-YouTube>
- <https://www.adobe.com/it/creativecloud/video/hub/ideas/what-is-a-vlog>



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- <https://www.aranzulla.it/come-fare-un-vlog-1158943.html>
- <https://www.digital-coach.com/it/blog/lavoro-digitale/professionisti-digitali/come-diventare-vlogger/>
- <https://webipedia.it/blogging/vlog-vlogger-youtubers-come-guadagnare/>
- <https://www.nur.it/blog/449/quanto-dura-il-filmato-ideale-su-youtube>



1 Badge

For concluding the module

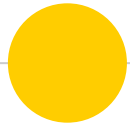




SeniorVlog

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**Recording
Equipment**



Today's menu

Hardware – what equipment to choose (not only recording)

Software – what software is necessary to create a vlog (not only for editing)

SNOWBRAWL

Shot on iPhone 11 Pro

1:09





2

Hardware

WHAT EQUIPMENT DO YOU NEED TO RECORD A VLOG

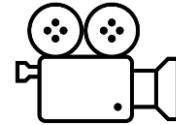
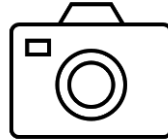


Video camera





Video camera





Smartphone

PROS

- Availability - almost everyone has a smartphone
- A good class (quality) camera (optic, sensor etc.)
- Expandable with accessories

CONS

- Sometimes difficult to handle and bulky
- It's impossible to take good close-ups





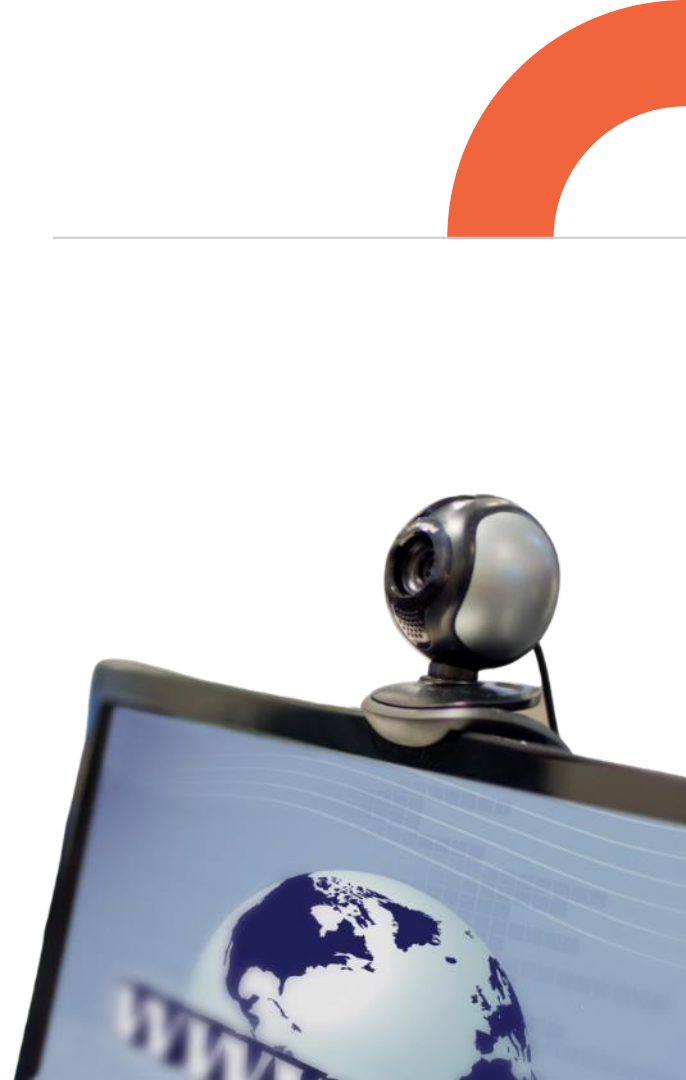
Webcam

PROS

- ..
- ..
- ..

CONS

- ..
- ..
- ..





Digital Camera

PROS

-
-
-

CONS

-
-
-





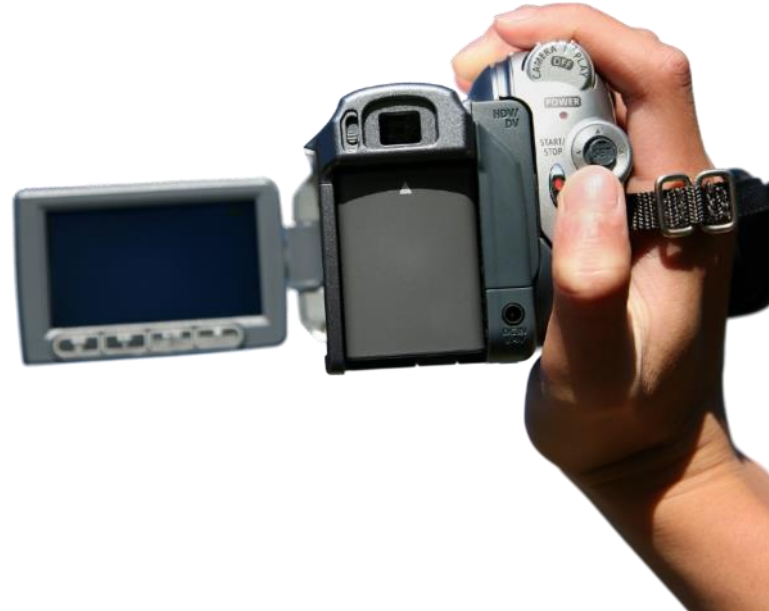
Camcorder

PROS

- ..
- ..
- ..

CONS

- ..
- ..
- ..



● Camera's components



Camera's components



Lens

Recorder

Power Supply

Sensor

Memory

Battery



Ease of use

- I can take it everywhere with me
- I care about a very good image quality
- Ease of use counts for me
- ...
- ...
- ...



Ease of use of smartphones

- A good quality camera
- High-capacity battery
- Possibility to connect a microphone and headphones
- Functions supporting filming - manual mode, image stabilization



 **What type of vlogger are you?**



What type of vlogger are you?

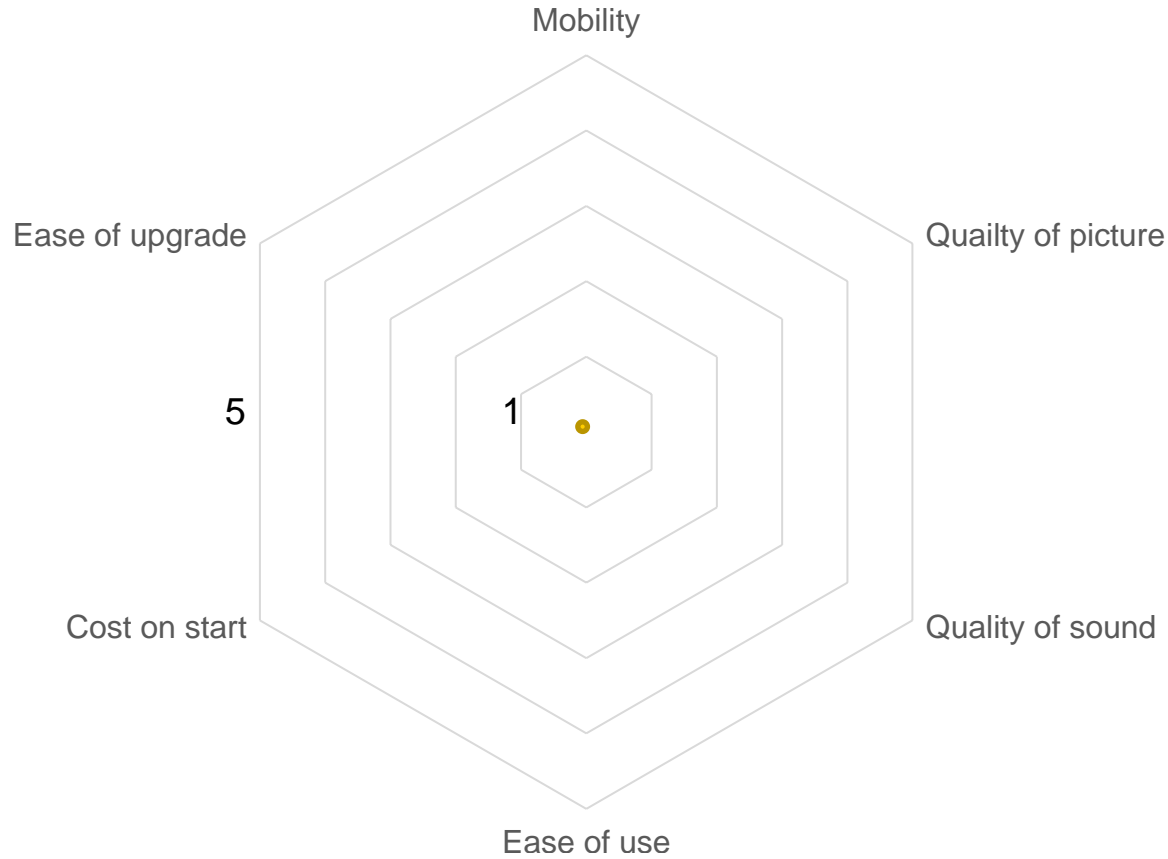


- Storyteller
- Traveller
- Workshop / kitchen master
- DIY enthusiast
- Film director
- Streamer



What type of vlogger are you?

- Storyteller
- Traveller
- Workshop / kitchen master
- DIY enthusiast
- Film director
- Streamer



Activity 2.1.

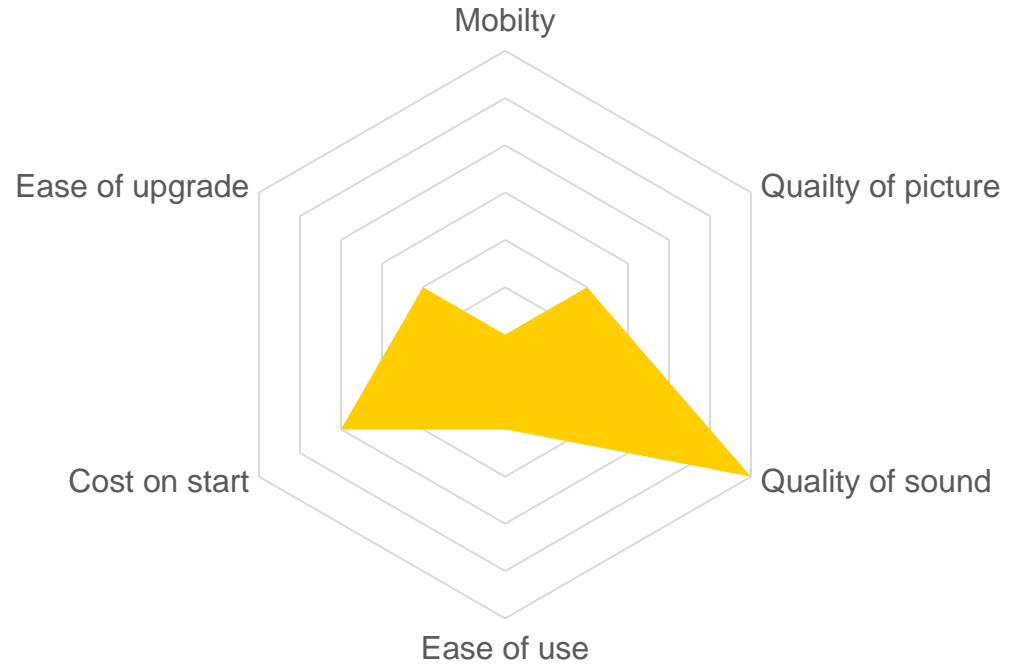
Let's try it!



Storyteller

S/he records mostly static shots in one place.

In his/her films, the most important thing is the captivating story.

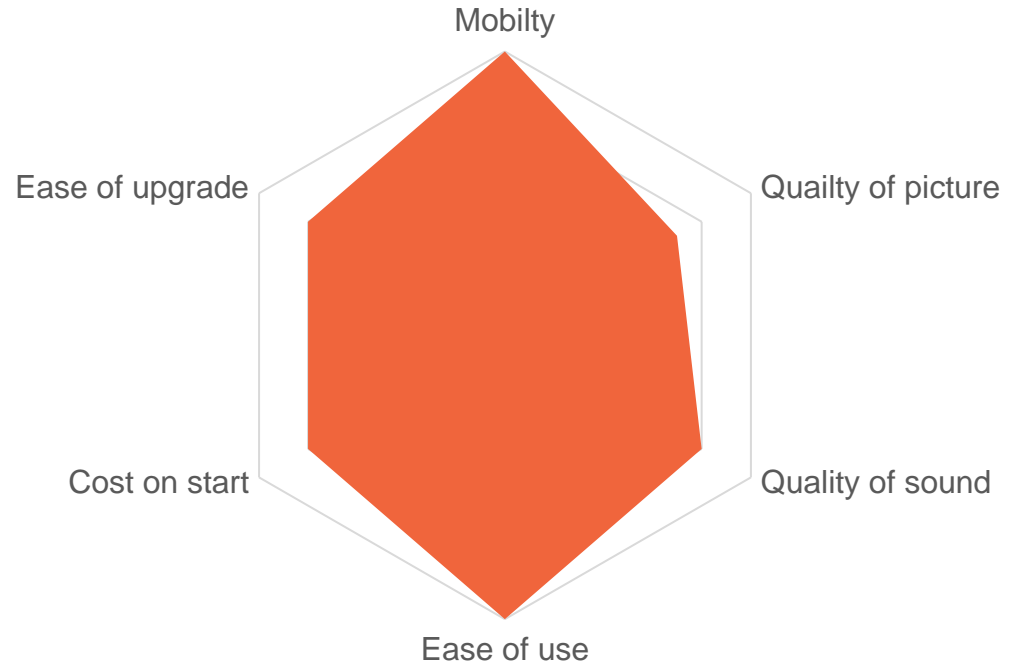




Traveller

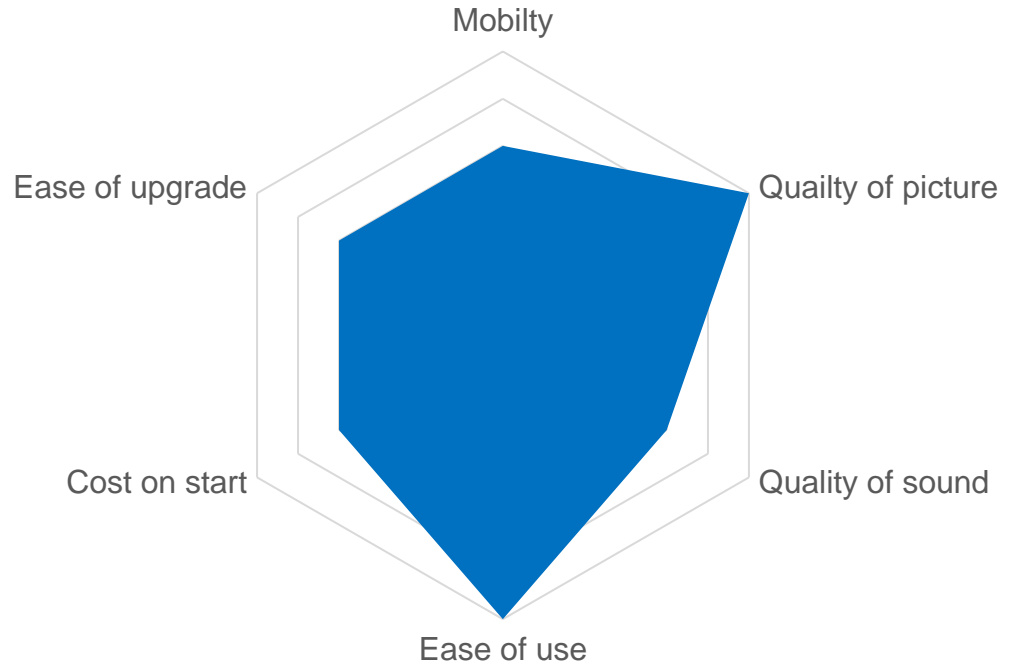
S/he records everywhere, especially outside.

S/he likes showing viewers various interesting places and situations



Workshop / kitchen master

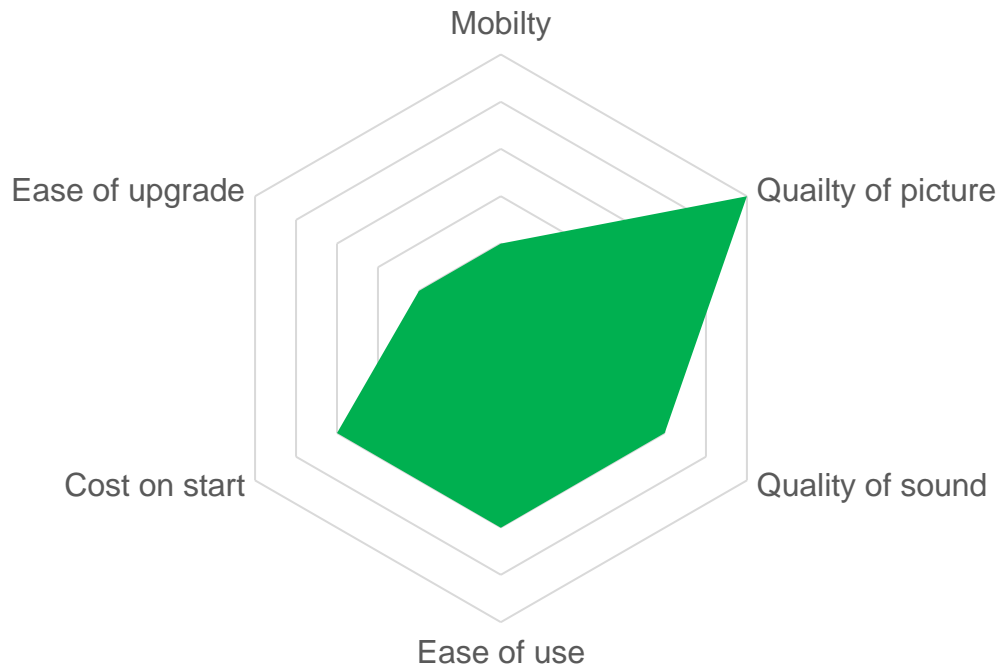
S/he records mostly static shots in one place from several angles. In his/her films, the most important thing is the picture.





DIY enthusiast

S/he records mostly static shots in one place sometimes using zoom or time-lapse. In his/her films, the most important thing is the picture and sound with an instruction.

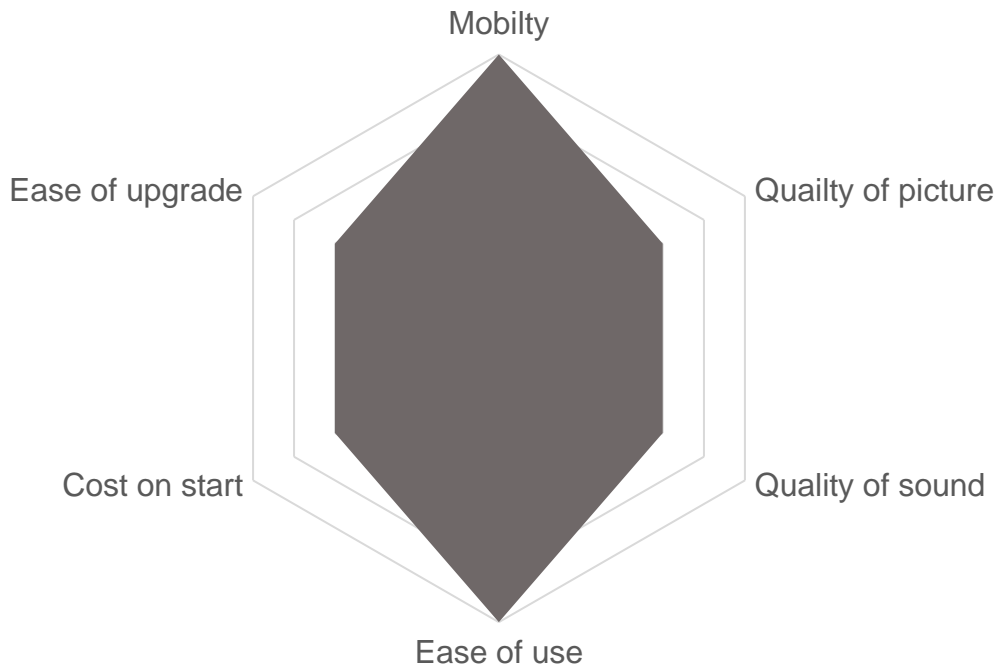




Film director

S/he records everywhere based on her/his vision.

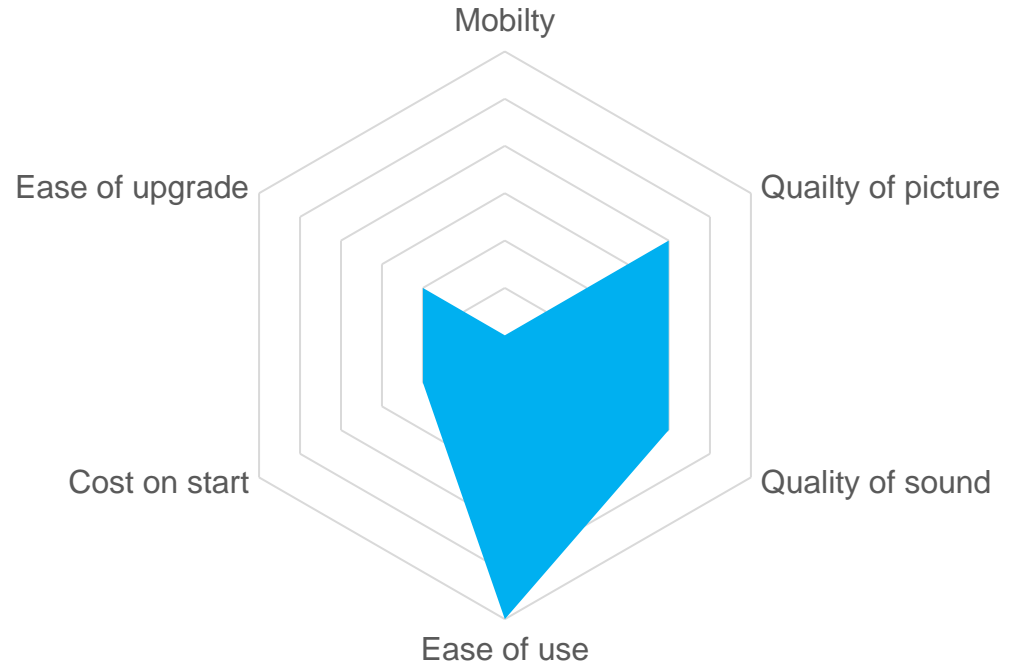
S/he likes showing viewers various interesting situations





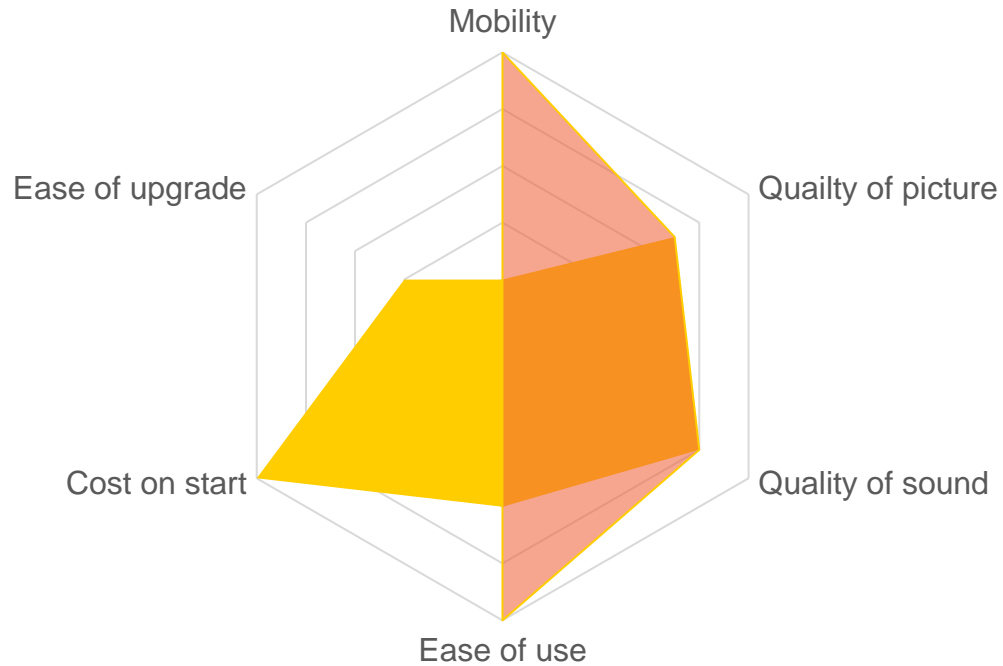
Streamer

S/he shares screen mostly without showing her/his face, S/he likes presenting viewers various interesting events or games





Storyteller vs Traveller





MoSCoW analysis tool

- a tool for creating a hierarchy of priorities
- an acronym for “must-have,” “should-have,” “could-have,” and “won’t-have
- categories of priorities
- to decide what is needed and what we can do without



Homework



You will get a handout with MoSCoW analysis tool

Choose a vlogger and fill it in for him/her.

What do you think was important for the chosen vlogger per this analysis?

Activity 2.2.

	3 – Must have	2 - Should have	1 – Could have	0 – Will not have
Mobility				
Quality of picture				
Quality of sound				
Ease of use				
Costs on start				
Ease of upgrade				



An example of a storyteller





Sound recording



Sound recording





RØDE SmartLav+



Co-funded by
the European Union



Don't get misled!



Tip
Ring
Ring
Slave





BOYA BY-M1





RØDE Videomic ME





BOYA BY-MM1





Saramonic Blink500





USB Microphone





Badge hunt

Homework
Sound recording



Activity 2.3.



Lighting



Lighting

- Natural light: sun, walls, lighting flags
- Artificial light: bulbs, lamps, spotlights







Some tips for... lighting

- filming with the light not against the light
- the Sun behind the back
- watch out for reflections on spectacle lenses



Possible sources of natural light

- a window illuminated with daylight
- reflected light



Additional advice

- Adjusting the exposure parameters in the camera
- UV and polarizing filters
- obtaining the desired effects can be brought by a photographic tripod, a lens hood
- take advantage of different times of the day and create different moods for your photos



Lighting activity 1



Competition for the best selfie photo using natural light, to demonstrate the effect of good lighting

- Let's take cell phones and look for places with good natural light. Take good natural light selfie example.

Activity 2.4.



Lighting activity 2



- Competition** for **the worst selfie** photo using natural light, to demonstrate the effect of bad lighting
- Let's take cell phones and look for places with bad, insufficient natural light. Take bad natural light selfie example.

Activity 2.4.

#3 Back Light

#4 Background Light

Object

#1 Key Light

#2 Fill Light







Popular LED panels

- Yongnuo YN-600
- Yongnuo YN600 Air





LEDs can be very convenient

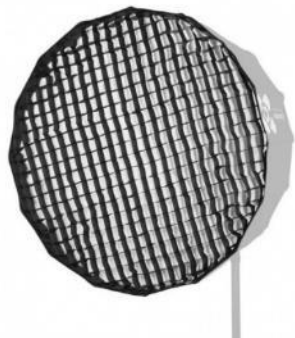
- You can use that set indoor and outdoor (wyth batteries)





Professional LED lighting

- Wherever you need to focus on quality straight from a pro photo studio.



Travor[®]

LED Set





LED Ring light





LED Ring light



FOR FUN

Additional Homework

- If you are interested in artificial lighting rules, try to have fun with it in your spare time.
- You can watch some instruction movies, get a book on artificial lighting.



Additional equipment



The Filters





Gimbals





Rig





Tripod





Backpack?



- Source: aliexpress.com



Powerbank





Software

RECORDING, EDITING, MIXING

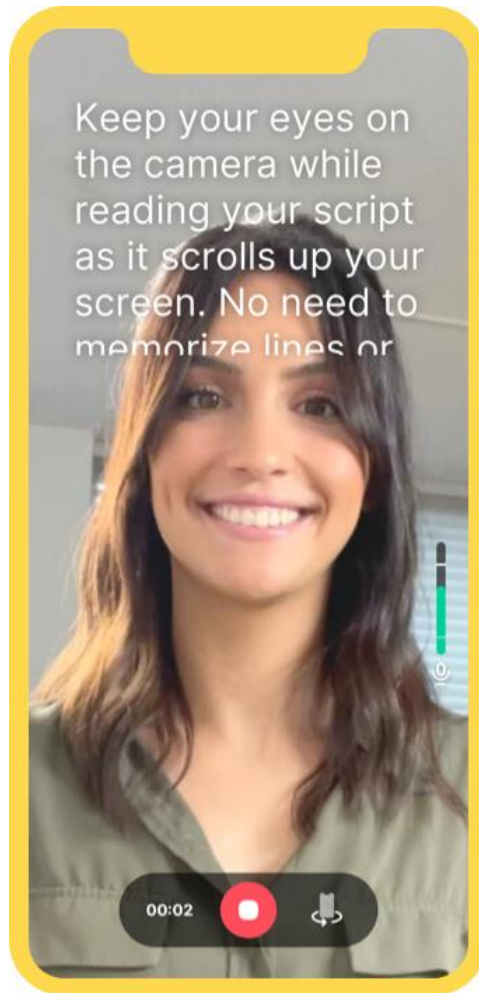


Cinema FV-5 (Lite)





Cue prompter app





Battery control app



● Editing app (mobile)

Some apps worth to consider:

- KineMaster
- FilmoraGo
- InShot



KineMaster. Oficial photo



Editing app (PC)

Some apps worth to consider:

- Shotcut (free)
- Davinci Resolve (free)
- Filmora (€50)
- Adobe Premiere Essentials
- iMovie

Badge hunt

Homework:

Download a recommended or chosen Editing App

Create a vlog video of your choice / style / theme etc. in which you will prove your editing and/or technical practice



Activity 2.5.

 **Pimp your smartphone**



MoSCoW Analysis



- **Must have** – essential needs

.....
.....

- **Should have** – important but not essential

.....
.....

- **Could have** – nice to have

.....
.....

- **Will not have** – not needed right now (or never)

.....
.....



Pimp your smartphone

- There will be 2 challenges requiring looking for additional accessories for your phone
- Each challenge completed is worth 5 stars, so a maximum of 10 for this exercise.
- If you work in groups, you split the stars between group members.



Activity 2.6.



Pimp your smartphone. 20€ challenge



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Pimp your smartpone. 50€ challenge

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-



What I have in my backpack?



Xiaomi 11 Lite 5G NE	300 €
Ulanzi Smartphone Rig	50 €
Rode SmartLav+ Mic	40 €
Case Logic Backpack DSLR	45 €
Feiyu Tech Vimble 2 Gimbal	60 €
Benro Slim Travel Tripod	85 €
Newell RGB-W LED Light x2	100 €
SBS Powerbank 20000 mAh	30 €
Total:	710 €



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the Internet

**Vlogs production
& postproduction**



1

Films recording

Some useful information
when you don't have time for a film school



Before your press REC button

- A reserve of space and energy
- Frame setting
- Setting up the actor and checking the appearance
- Focus point
- Lighting and exposure
- Does the sound "come in" (and from what source)

 **Let's frame!**



Let's frame!





























C
th



The nine framing sizes



The nine framing sizes, all appearing in *The Good, The Bad & The Ugly* (from Wu et al. (2017))





















Look in your SmartPhone Rolls

Can you find there:

- A good example of a composition
- A wrong take
- Golden rule (tri-division of a plan)
- Close-ups
- Wide plan



Activity 2.7.



Camera movement



PAN



TILT



ZOOM



 **Stabilization**



RESEARCH

COM

IDEA SOLUTIONS

COURAGE

COMMITMENT TECHNOLOGY

University of Applied Sciences
Innovation for the Social
Partnership between companies and universities



Szukaj aplikacji...



Chrome



Gmail



Facebook



SMS



Messenger



Admin



AirVisual



Allegro



Amazon Kin...



Analytics



Android TV



Aparat



Aparat Cardb...



Asystem



Banggood



Cardboard



Chrome



Cinema FV-5



ClickMeeting



Digital Clock



Dokumenty



DU Recorder



Duo



Duolingo



Dyktafon



Dysk



Endomondo



Evernote



Facebook



FilmoraGo



Flipboard



FREE NOW (...



Galeria



Gmail



Google



Pay



Home



App Store



Settings



Drawer

 **Mastershot**



One perfect shot?



Co-funded by
the European Union



It would be nice, but...





Remember about the B-roll





It will save your video





Keep in mind

- 3x more footage
- work out a concept
- at least 8 seconds long shots
- record each take 2-3 times



Let's try it!



Try to shoot 1 movie with one of the camera movements:
TILT/ PANORAMIC/ZOOM/NOT OBVIOUS

What we score:

- Time of the take – at least 8 sec. per shot
- Doing properly a panoramic/tilt/zoom/not-standard take
- Interesting theme

5 stars to be gained per 1 film (so 15 stars if you bring 3 movies)

Activity 2.8.

 **Some tips for...**

Some tips for... the interviews

- Find a quiet place
- Light up her/his face
- Medium shot
- S/he doesn't have to look at the camera
- Talk to her/him, don't make him speak as a sign
- Record two versions that you will be happy with





Some tips for... the DIY



- Get everything ready in advance
- Practice all activities
- Check that everything will be clearly visible
- Will it be possible to shoot close-ups?
- Medium shot (long shot or close up)
- Take care of roll B



Some tips for... the traveller vlog

- Think about the acoustics
- Check the material on a regular basis
- Think about the structure of the movie
- Think about the problem you want to show
- Your author's comment matters!
- Do lots of extra material



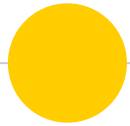


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How

Algorithms Work



Today's menu

YouTube – How it developed, how its algorithms decide which videos to recommend and monetize

TikTok – How it took over social media, how its algorithms promote videos





2

Introduction to YouTube

What is the Algorithm?

How does it determine which videos come up first?

Definition of the YouTube Algorithm

The YouTube algorithm is a computer program that decides which videos to recommend to users based on their previous viewing history, engagement with the platform, and other factors.

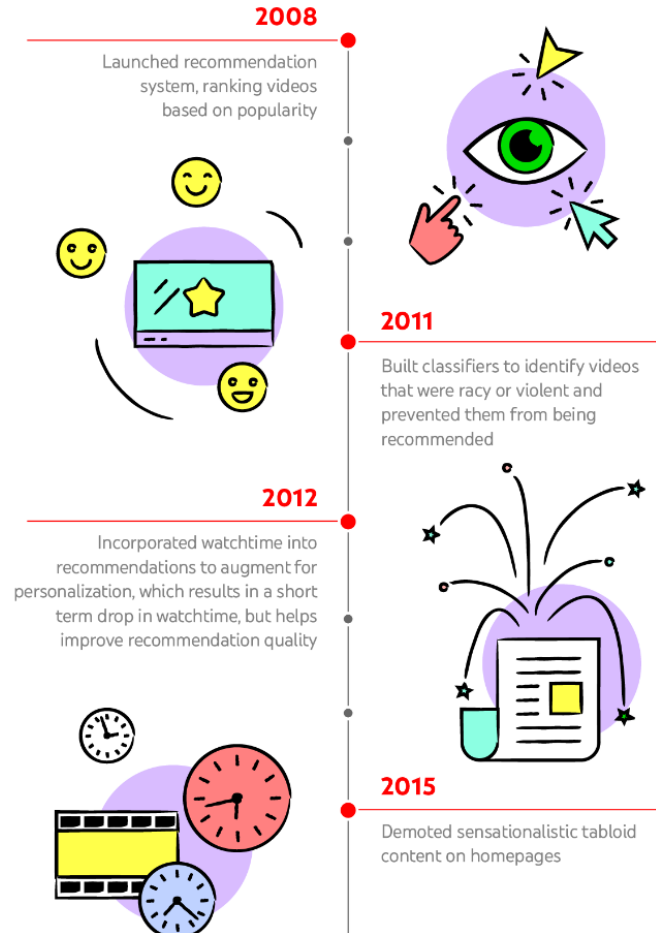
This algorithm uses data analysis and machine learning techniques to suggest content that it predicts will be of interest to each user.

History of the YouTube Algorithm

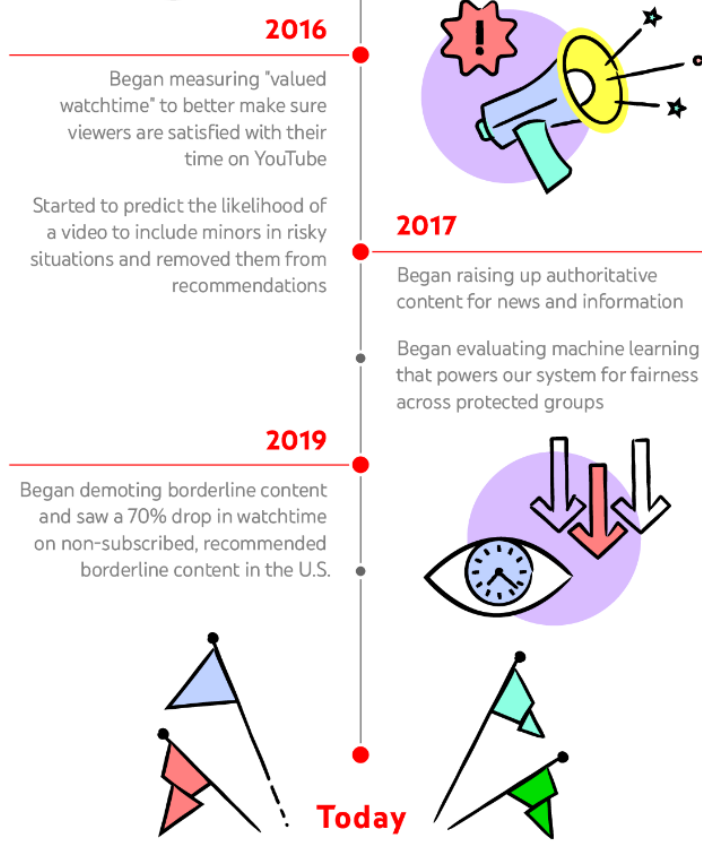
Since its launch, the YouTube algorithm has evolved a lot, changing form and recommendation factors multiple times.

Recommended for You

Key Moments in YouTube's Recommendation System



From 2016 to today

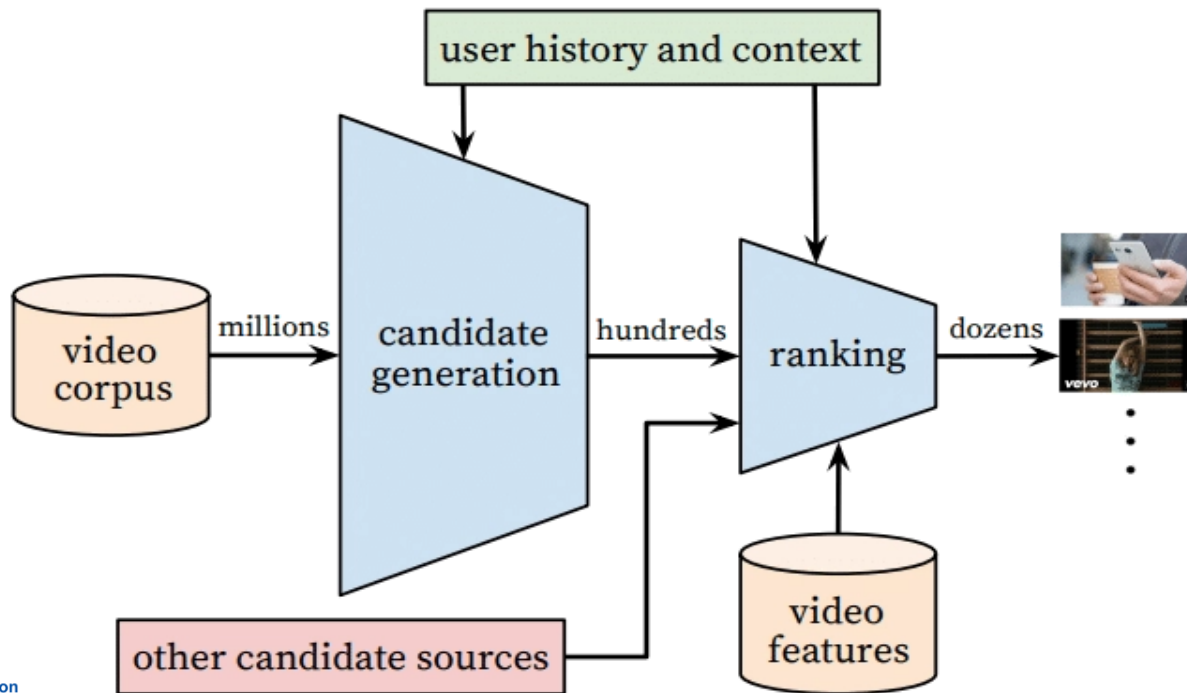


Learn from over 80 billion signals to help people connect to videos they love.

Watchtime of authoritative news is up dramatically and consumption of borderline content that comes from our recommendations is now significantly below 1%



YouTube Algorithm



Recommendation system architecture demonstrating the "funnel" where candidate videos are retrieved and ranked before presenting a few to the user. Source: TastyEdits



Content Classification



- YouTube classifies all content that is uploaded on the platform into two categories, based on their topics, as well as their conformity to the YouTube guidelines.
- This evaluation is made either by the YouTube algorithm or in some cases by YouTube employees.
- These categories are authoritative and borderline, although there is internal classification into each category through a score system.

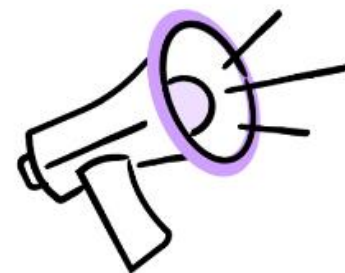


Authoritative Content



A video is classified as authoritative mainly on the answers to the following questions:

- Does the content deliver on its promise or achieve its goal?
- What kind of expertise is needed to achieve the video goal?
- What's the reputation of the speaker in the video and the channel it's on?
- What's the main topic of the video?
- Is the content primarily meant to be satire?





Borderline Content

On the other hand, content is also evaluated on the basis of its possible negative effects on the viewer, where certain subjective aspects are put into a score system as well. Those include:

- Inaccuracy
- Misleading or deceptive content
- Insensitivity or intolerance
- Harmfulness or potential to cause harm





2

TikTok

How is its Algorithm different from
YouTube's?

How does it determine which videos come
up first?



TikTok Algorithm

The page contains extensive handwritten physics notes, including:

- Mechanics:** Force diagrams, Newton's laws, energy conservation, and kinematics. Equations include $\sum F_y = 0 \Rightarrow F_n - mg \cos \theta = 0$, $E_{pot} = mgh$, and $E_{kin} = \frac{1}{2}mv^2$.
- Electromagnetism:** Circuits with resistors, capacitors, and inductors. Equations include $U = IR$, $Q = CV$, and $\mathcal{E} = -\frac{d\Phi}{dt}$.
- Waves:** Sinusoidal wave functions $y(x,t) = A \sin(2\pi \frac{x}{\lambda} + \omega t)$ and wave speed $v = \lambda f$.
- Optics:** Ray diagrams for lenses and mirrors, with equations like $\frac{1}{f} = \frac{1}{s} + \frac{1}{s'}$.
- Mathematics:** Calculus applications such as $\frac{d}{dx} \ln x = \frac{1}{x}$ and $\frac{d}{dx} e^x = e^x$.



For a start...

When someone opens a new TikTok account they are greeted with videos calibrated based on:

- Country settings
- Language preferences
- Device type
- Category selection





User interaction with the platform is crucial!



The algorithm filters videos further and further depending on the user's interactions with the app, such as:

- Video likes and shares
- Accounts followed
- Comments posted
- Content created
- Videos completed
- Favorited videos



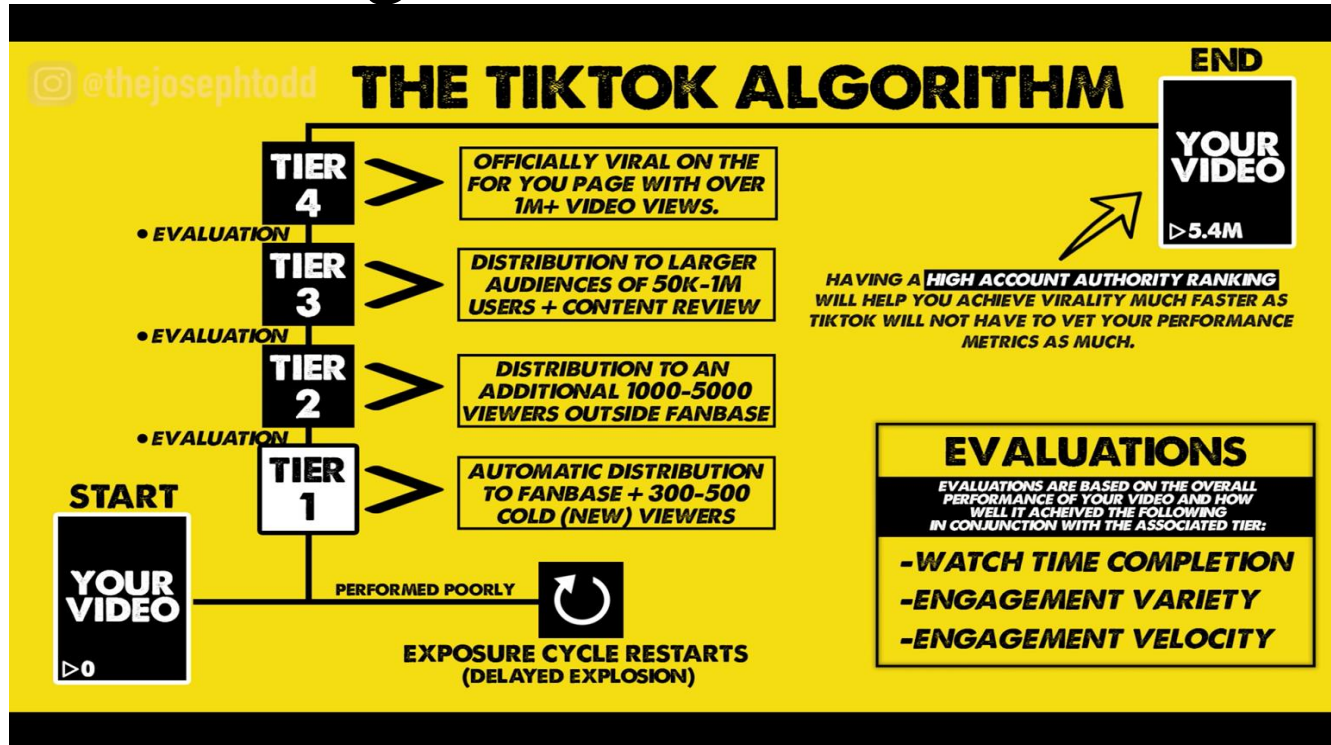
The TikTok algorithm

Metrics:

- Retention
- Time spent

Tiers system:

- Regular user
- Verified user
- Creator user





The TikTok vs YouTube algorithm



Basic differences

- TikTok's algorithm is primarily focused on serving users with content that they are likely to engage with, based on their past behavior on the app
- YouTube's algorithm is more focused on user preferences and search history

Homework



Let's make algorithm work in YouTube and TikTok

Search in YouTube and in TikTok 9 movies. To search for 9 movies with cats on preferred channels and try to analyze how the algorithms work, what decides that the movie is well positioned. Leave apps. Rejoin apps after 1 hr and see the results in the app feed and for you page. What do you observe?



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Interact with

your audience



Today's menu

Marketing Strategies

Communication Strategies

Content Outsourcing

YouTube

MARKETING



TikTok Marketing



IN-HOUSE

OUTSOURCING



1

Marketing Strategies

Why use marketing when vlogging?

What kind of practical applications do these have?



Developing your strategy



Developing a marketing strategy begins with identifying your audience. This is done by:

- **Compiling data** on the market. More specifically, audience members' ages, locations, and engagement patterns to market effectively to them.
- Making use of **social media analytics** – where those are available by the website itself, and exploring the possibility of the creation of a business-type account.
- Taking into account the **competition**. This is achieved by watching and understanding similar creators' content and noting gaps in the market.

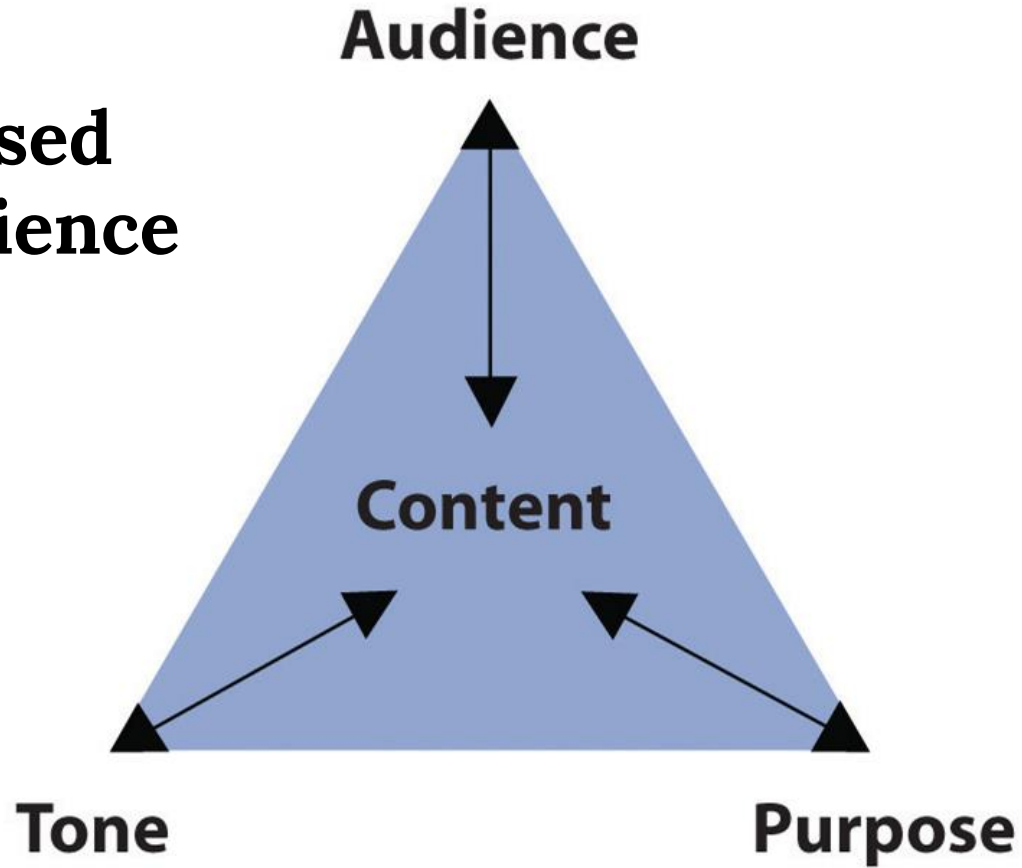




Timing and Consistency



Adjusting content based on the audience





When posting, ask yourself...

- Is this content contributing to the lives of the audience?
- Is it original?
- Is the content bound to inspire or entertain?
- Are the sources used, cited?



How to measure the audience's response?

Common social media metrics

- Reach
- Engagement
- Impressions
- Mentions
- Post clicks
- Video views





2

Communication Strategies

How to best communicate with your audience ?

Which are the main channels of communication?





Communication advice



- When posting on social media, **repetition across platforms should be avoided** and posts should be enriched with colorful pictures, music, videos and GIFs.
- Replies to comments, emails and requests should be **quick and courteous**.
- This practice gives the audience the impression of **someone who cares** about the audience's opinions and keeps them in high regard.

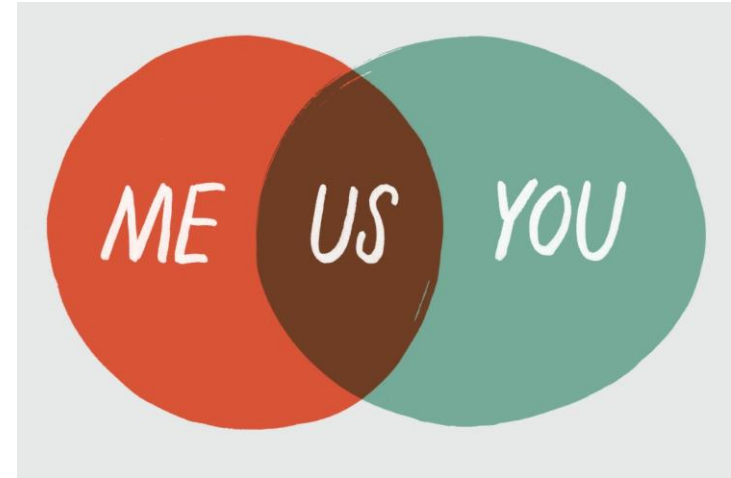
● Collaborations





Collaboration with other creators

- Choose the right partner
- Similar niche
- Similar outreach
- Market it extensively to your audience through social media





How to collab 1/2

There are four ways to collaborate:

- Both creators meet in person and **film two different videos**. The first video will go on creator A's channel, and the second video will go on creator B's channel. However, both creators appear in each video.
- Both creators **film their scenes separately** and send clips back and forth to create a single video.



● How to collab 2/2

- Both creators do a **video takeover on each other's channels**. So, for example, creator A makes a video that doesn't include creator B, but the video gets published on creator B's channel. Then they do the same thing for creator A.
- Both creators do a **hybrid video collab**. For this idea, creator A appears in the first half of the video, and creator B appears in the second half. An example: a video titled "6 Ways to Get Free Airline Tickets"

Badge hunt

Homework - collab video

Create a collaboration video of choice. You can choose a partner, or a lottery/division can assign partners in teams.





3

Outsourcing

Why outsource your content?

How to choose between different outsourcing agents?

What are the benefits?

● Outsourcing to outside actors

This practice allows for a number of benefits, such as:

- More Free Time
- More Point Of Views (POVs): fresh ideas and perspectives to attract new audience.
- Speed of Delivery: you know exactly when you'll receive the content you ordered.





The hard choice: Freelancers or agencies?



● Freelancers

Pros

- The cheaper option
- Experienced in the field
- Terms are negotiated one-on-one

Cons

- Lower Quality content
- Less Flexible



Creative Content Agencies

Pros

- Full-package (development of communication and marketing strategies as well as metrics analysis and publishing content)

Cons

- Much higher price
- Unreliable · Quality and timely delivery due to producing in bulk





How to outsource your content writing?



How to Outsource Content Writing?

- Define your brand goals
- Set style and requirement guidelines
- Create a budget plan
- Analyze and choose outsourcing options
- Select relevant writer for your text
- Ask them to write a test sample
- Make the focus on your deadlines
- Define your success metrics



1 Badge

For concluding the module





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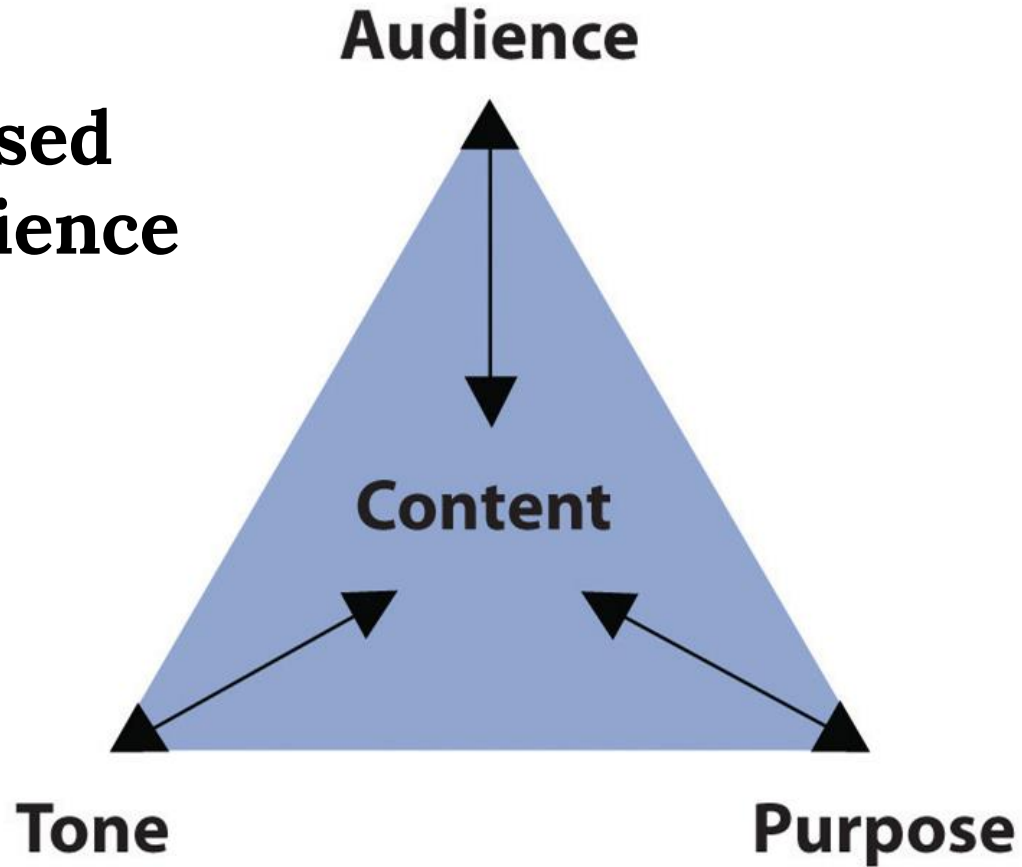




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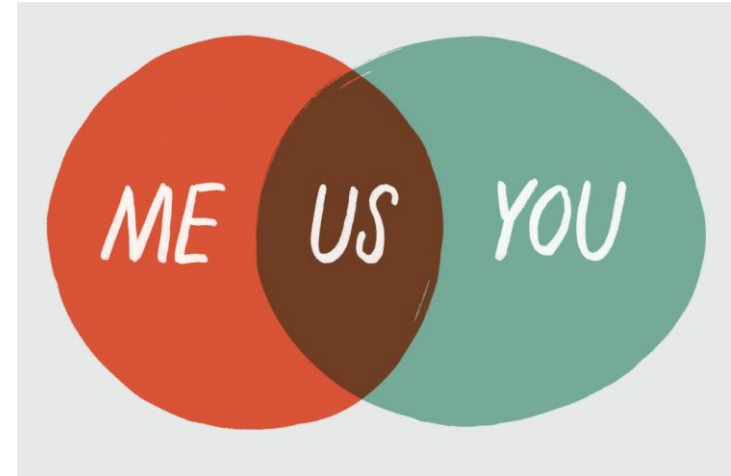
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Thank YOU

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**Shaping your
vlogging**

Today's menu

Introduction

Plan your own vlogging

Preparing my routine as a vlogger

Plan the future as a vlogger

Earning Money as a vlogger

Introduction

The digital influencer
Characteristics of the digital influencer
Benefits of a vlogger
Steps to become a social media influencer





The digital influencer

- The role of digital media is to affect the consumer behavior (opinion, choices, consumers).
- Influencer is considered the new profession of the XXI century!
- Influencers are the ones that perform online to a big audience and exert more influence on other people behavior than the average ordinary users.
- **Vlogger** is the person who posts videos on Youtube, talking about some topic (Bakhtiari, 2022).



Characteristics of the digital influencer

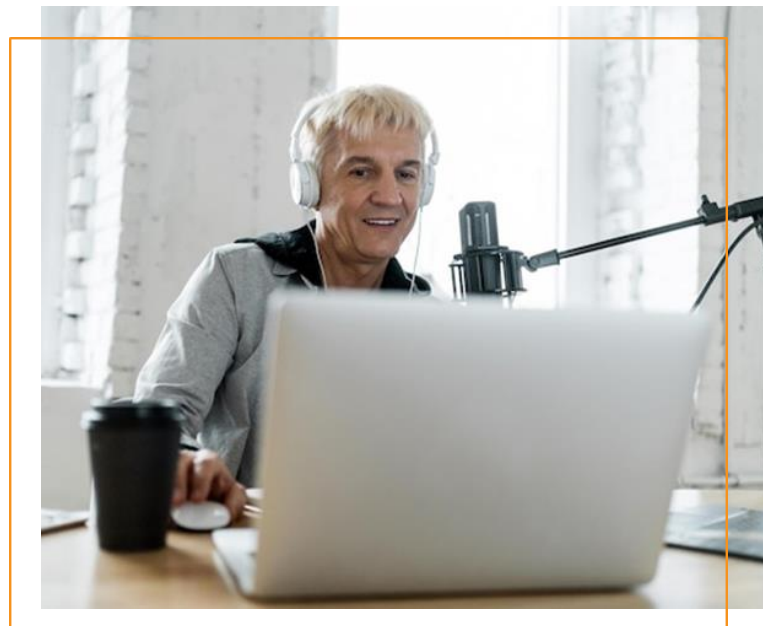
- Persuasion
- Ability to build close relationship with the followers
- Build na image of trust
- Authenticity
- Talk about routines and interests
- Be associated with brands





Benefits of being a vlogger

- Emotional and social connection with people
- Can reduce loneliness levels
- Share experiences
- Interact with different followers,
- Reflect about feedback
- Increase their self-esteem



(Gallo, Shim, Wilber & Ailshire,2018; Garcia-Dia, 2020).

● Steps to become a social media influencer / vlogger



- *Step 1: Select the theme and content*
- *Step 2: Optimize Social Media Profile*
- *Step 3: Understand the audience*



Steps to become a social media influencer / vlogger



- *Step 4: Post Relevant Content*
- *Step 5: Consistency*
- *Step 6: Engage the audience*
- *Step 7: Be open for collaborate with brands*

● **Plan your own Vlogging**



Choose theme and content

To decide about which theme and content, the vlogger should question himself:

Which type of content I would like to produce?

What kind of followers I would I like to have?

What do I want to influence and mobilize?

Which type of content my followers would like to watch?





Choose theme and content



What can be considered?

- Routine and personal environment
- Interests
- Knowledge and experience
- What already exist (explore)



Choose theme and content

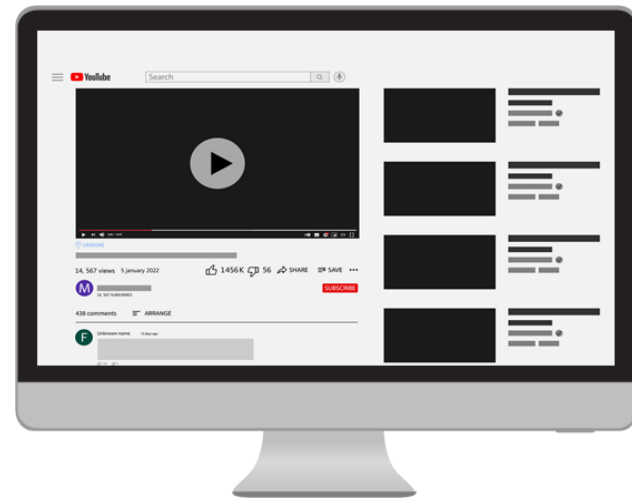
After creating the channel...

Self-presentation video:

- *Let your followers know the channel*
- *Share motivation behind creating the vlog*
- *Talk about plans for the channel*

Start Publishing videos

Pay attention to feedback



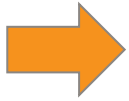


3.1.

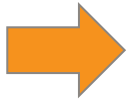
Learning activity



Get to know myself as a vlogger



Pick the 1 or 2 words.
Which one says more about you and Why?



Let's start shaping our vlogs!!

Activity 3.1. /part 1

30min



 **Get to know myself as a vlogger**

 Let's start to create a portfolio!

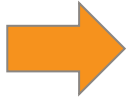
 According to my skills and knowledge, what type of content I would like to talk about

Activity 3.1. /part 2

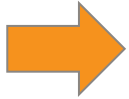
20 min



Get to know myself as a vlogger



Do you need some ideas for your channel?



Please watch the video:

[Top 10 YouTube Channel Ideas 2022 - These Are The BEST I Found - YouTube](#)

Activity 3.1. /part 3

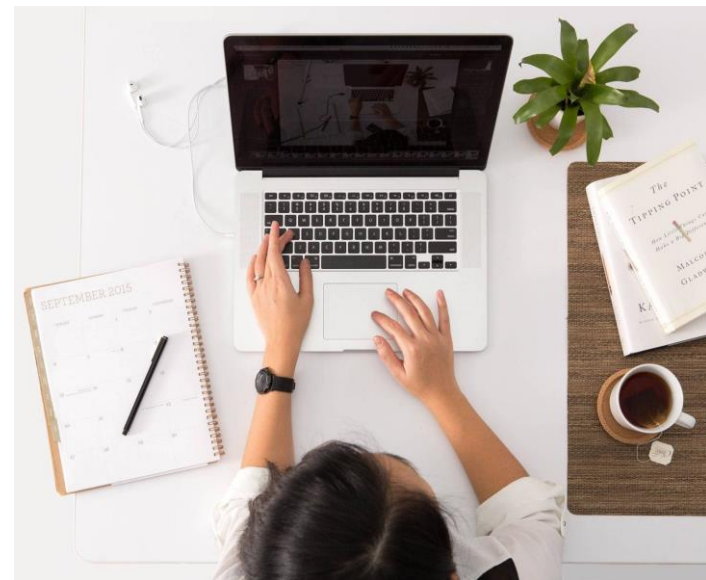
30min



Choose the format

3 types of formats

- **Textual content** (blog posts, articles, guides, lists, etc)
- **Multimedia content** (infographics, audio posts, screenshots, podcasts, live videos, online events, webinars)
- **Other types** (free tools, applications, games QR code, etc)





Choose the format

Create your:

- **Personal brand**

- *Theme*
- *Content*
- *Communication*
- *Preferences*
- *Positioning*
- *Individuality*



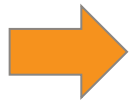


3.2.

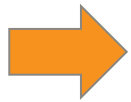
Learning activity



Portfolio



Please complete your portfolio with answers to the following questions about your future channel



- Platform ?
- Duration per video/post?
- Frequency in posting?
- Target group?

Activity 3.2.

20min



Preparing my routine as a vlogger



- Necessary the equipment (microphone, light, camera) for film the video.
- Prepare guidelines about the content we want to transmit.
- Make sure you have the consent of persons and places appearing in the video
- Engage the audience by making games, challenges, funny or dramatic events





Preparing my routine as a vlogger



- Edit the video
- Pay attention to feedback
- Vlog promotion





3.3.

Learning activity



Market Research - Homework



- Look for vloggers in the same area.
- Look for similar themes.
- How long are the videos?
- How the influencer connect with the followers?
- What will I do different?
- What would I like to do in the same way?

Activity 3.3.

40min

● **Plan the future as a vlogger**



Channel sustainability

- Invest in equipment
- Practice to talk in front of a camera
- Invest in creation and the promotion of videos
- Plan the content, do research, stay aware about the latest news about the topic
- Be consistent in posting
- Film in advance
- Take notes from ideas



3.4.

Learning activity



Learning activity 3.4.

- In **five years**, witch progressions I want to have in my vlogging?”



Activity 3.4.

10min



Earning Money with vlogging



Earning Money with vlogging

- Association with brands can bring advantages for both sides.
- Working for Youtube means pay before someone pays you back.





Some ways to earn money with YouTube



- Publicity/Advertising Revenue: get ad revenue through videos, announcements,
- Channel members: who do monthly payments and have special perks in exchange
- Merch self: Followers can buy official branded items that are exhibited in the posts



Some ways to earn money with YouTube



- Chat & Stickers: Followers can pay to have their messages on the screen more visible than others
- Youtube Premium Revenue: receive YouTube taxes when someone watches the videos



1 Badge

For concluding the module





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**Vlogging in a wider
Concept**



Vlogging in a wider Concept

Media Awareness

Legal Rights and Aspects

internet Security



Media Awareness



What is Media Awareness?

- *Understanding of the different methods for presenting information and of the possible uses and dangers of these methods (Cambridge Dictionary)*



What is Media Awareness?

- Vlogging is a popular method for sharing online information for various subjects
 - Information sharing is easier due to new technologies – backpack journalism or MOJO by non journalists
 - Information provided remains public for a long period of time
 - Vloggers are responsible of being fair, honest and respectful not only toward their public audience but also toward facts.
- Vlogs should be able to promote inclusiveness and avoid social stereotypes



Biased Language







Biased Language

- Words or phrases that are offensive, prejudiced, excluding, or hurtful.
- They constitute an important barrier /“filter” in communication
- Their use might make certain people or groups feel misunderstood, cast out, or misrepresented



Biased Language

- In vlogging can provoke isolation and degradation towards viewers because of their **age, gender, race, sex, ethnicity, physical or mental differences, religion, or economic status**
- **Inclusive language** sends the message that vloggers have invested on learning how to express themselves in order to create the sense of belonging for everyone.



4.3.

Learning activity

Replacing words with more inclusive ones

Activity 4.3.



Examples of Biased Vs Inclusive language



Biased Language	Inclusive Language
Mankind	
Man's achievements	
Manmade	
The common man	
Man the stockroom	
Nine man hours	



Examples of Biased Vs Inclusive language



Biased Language	Inclusive Language
He/She	
Husband / Wife	
Blacklisted / Whitelisted	
The blind	
The disabled	
An addict	
Wheelchair-bound	



Badge hunt

“Rewrite” a video of your choice from previous modules in order to promote inclusivity

Activity 4.3.



Media Vs Presenters





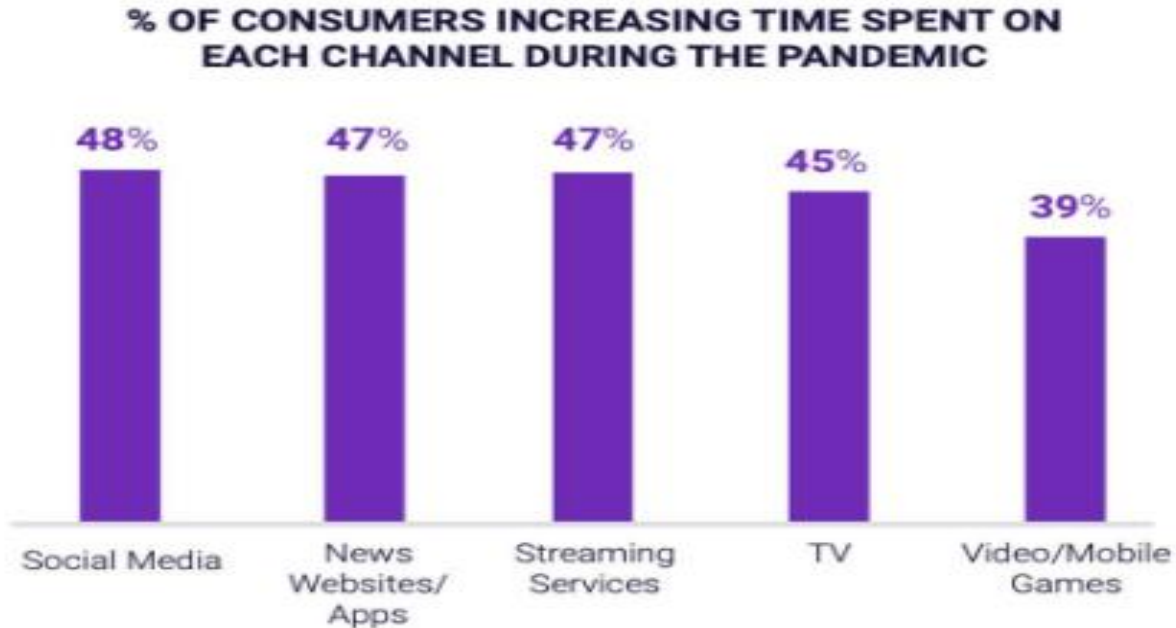
Media (1)



Communication channels through which we disseminate **news, music, movies, education, promotional messages and other data.**

- It includes:
 - physical/online newspapers and magazines,
 - television, radio, billboards, telephone, Internet, fax.
- Media messages are created, shaped, and positioned through a construction process – they do not present reality like transparent windows.

Media (2)



Percentage of consumers increasing the time the spend on social media, news sites, streaming ... [+] DOUBLEVERIFY

Shifting from TV to Vlogs - Differences of TV from Vlogs (1)

- TV is decreasing rapidly(Statista, 2022)
- New audience not sitting in front of TV screens nor buying a newspaper
- Spend most of their time on social networks (Mitchell, 2014)



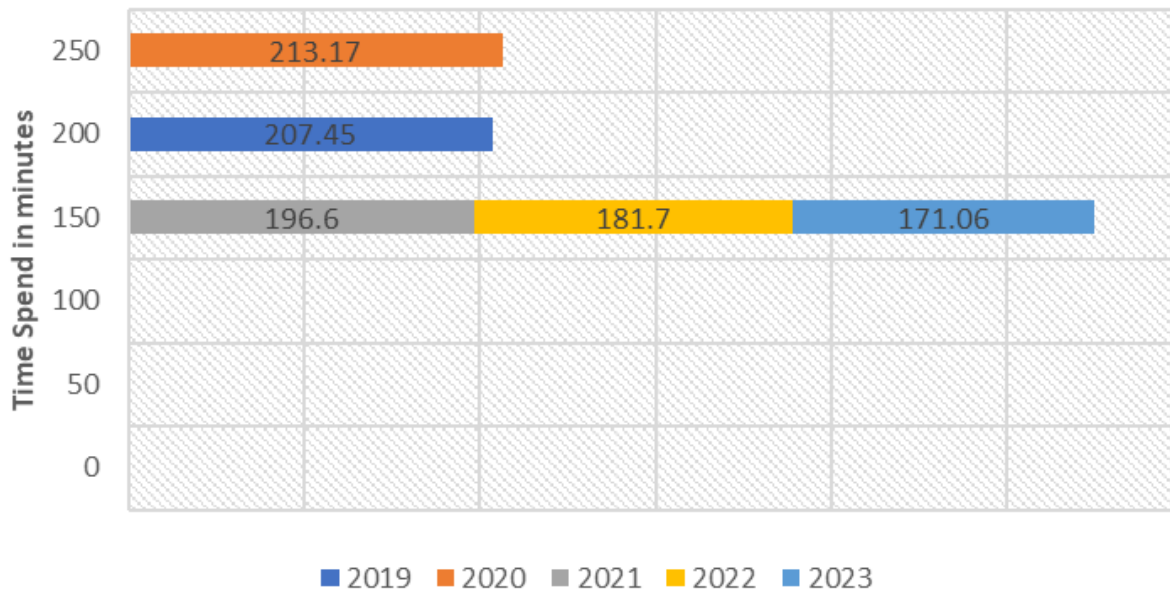


Differences of TV from Vlogs



- Interact directly with newsmakers
- Connect directly with those who are creating news for them
- They don't like to be just good receivers of information
- They are not only readers:
 - they want to have conversations,
 - find the resources, share them with others and
 - have their questions to be answered and their opinions to be listened to (Lavrusik, 2009)

Average daily time spend watching TV





A Video Example of Senior Vloggers





Media Literacy (ML)



The ability of the person **to learn** and **read** the messages the media sends and **how they send them** (Aufderheide & Firestone, 1993; Ofcom 2019a, 2019b; Potter, 2016)

- Helps people identify reliable sources and filter through the noise to get at the truth
- It is the first step to being able to construct effective and creative media yourself



How we build **responsible** and **respectful** communities?






We can achieve **responsible** and **respectful** communities **if all ...**

- ...contribute **in reframing** how we use media
- ...**change our culture** where the responsibility for any issues lies in people concerning marginalized groups
- ...**be responsible** for the care and respect of our peers and our community
- ...become **more independent** and **creative**
- ...**be accountable** to all the media we create



3.3

Mobile Journalism and Backpack Journalism



Mobile Journalism (MJ) has been described as **“nothing more, nor less, than the witnessing by one person of something happening – an event, an occurrence, a manifestation of an idea or an emotion – and bearing witness of that to someone else”** (Kevin Klose (2009))

Mobile Journalism (“MoJo”)

Need no more than a **smartphone mobile** to create and publish news
(Goujard, 2016)

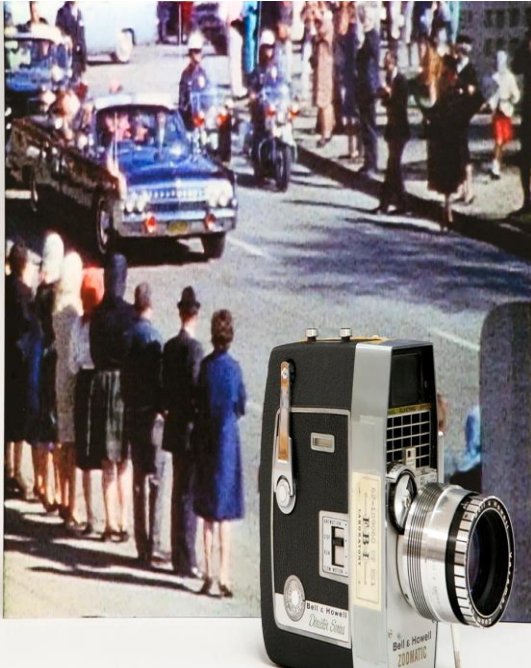


Mobile Journalism

- Encouraged ordinary individuals to involve in media work – not much different than the job of journalists
- Provides a unique opportunity for citizen with no previous experience in journalism



Backpack Journalism (BJ)



- thousands of **citizen-journalists** that witness an event and they try to document the event and make it public to the audience **empowered by their smartphone** (Burum, 2016)
- **Abraham Zapruder** and **George Holliday** were two ordinary American citizens with home video cameras. Just two guys who changed the nature of how the world consumes news...

Backpack Journalism Example





MoJo (MJ) Advantages

PROS

- It is easy to use (pocket-size) and to move with it
- Speed makes mobile journalism efficient
- Ubiquity feature





MoJo (MJ) Disadvantages



CONS

- The accuracy factor is not of that strength when it comes to news covered by citizens via mobiles.
- Digital zoom in smartphones distorts the picture
- The battery is not designed for working with videos/media around the clock
- Safety and security of the journalist in risky areas
- Ethical aspects



Badge hunt

Backpack Journalist



Activity 4.4.

Backpack Journalism (BJ)



Case study 1 (Homework)

- Respond to a real time situation using your mobile phone in order to broadcast the scene to your followers.

(This could be either a storm, an earthquake, a fire, a robbery or anything you chose)

4. Legal Rights and Aspects



Challenges for youtubers

Legal, ethical, data protection issues, confidentiality

Freedom of Speech

Possibilities



4.1

Risks Associated with Information Technologies

- Misuses of information technology
 - Invade users' privacy
 - Commit computer crimes



Risks Associated with Information Technologies





Cookies



What are they?

- Small text files with a unique ID tag
- Embedded in a Web browser
- Saved on the user's hard drive



Cookies



Can be useful or disturbing

Have been around since 1994 when a programmer named Lou Montulli came up with the idea for Netscape Navigator.

The original intention was for cookies to save usernames and passwords so users wouldn't have to type them in every time they visited a site.



Internet Research: An overloaded term

Internet research



Online research





4.5.

Learning activity

Online Search for Cookies

Activity 4.5.

Cookies

examples of how they could be used:





Cookies



Can be useful or disturbing



Cookies

examples of how they could be used:



Improving user experience, e.g. by storing information about your credit card so the users don't have to enter it on every page they visit;

The page automatically takes the user to the paying page, the page includes all private information for the user and the user does not have to remember them or search for them

Cookies

examples of how they could be used:



Helping to gather statistics about visitors, such as their location or device;

The visitor may check about an information or experience other users had before him.

E.g. about a place, was it difficult to approach? Which was the most easy way to go? Was it value for money?



Cookies

examples of how they could be used:



Helping to gather analytical data, such as pageviews, session durations, and bounce rates.

Is this site popular for people of my age? Seniorvloggers? Is it possible to find it interesting? That would mean lots of people at my age are using it !!!! 😊



Cookies

What is cookie law?



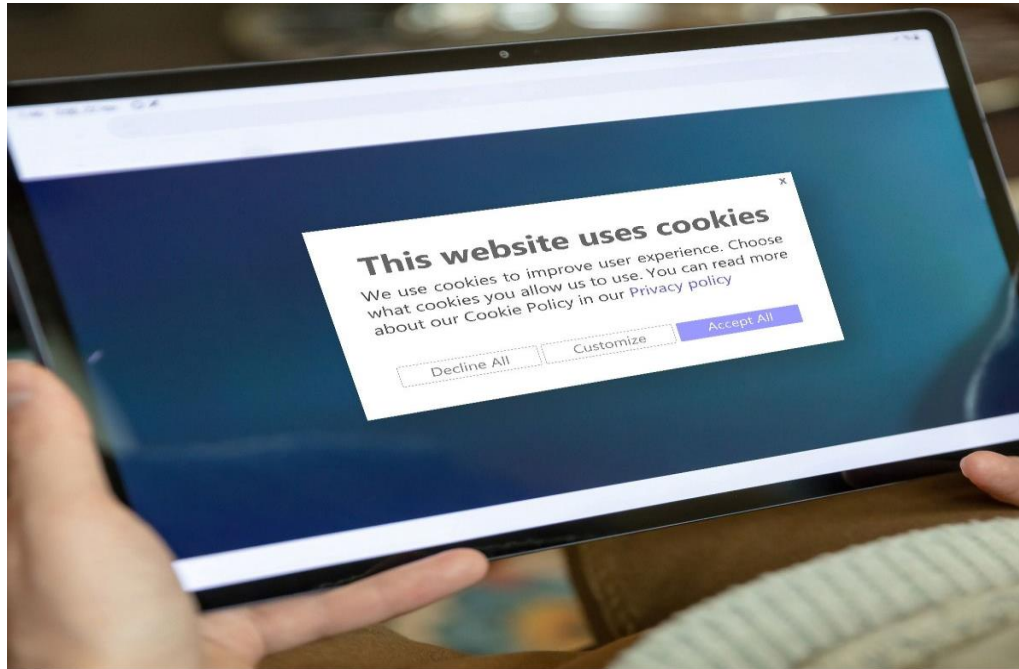
The cookie law is part of the **EU privacy legislation** that regulates how cookies are used on a website.

It requires websites to get prior cookie consent from users to store cookies on their devices and

Share details about cookies and their purpose to the users

Cookies

What do internet cookies look like??





Cookies

What do internet cookies look like??



REVIEWS

... cookies are
local setting

...-party cooki
use they trac

...ernet as we k
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... These files a
in between s

...think of coc
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...ou're leaving
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...t... from report, and the amount

We use cookies to create a better experience for you

Insider Inc requires your consent for our trusted partners to store and access cookies, unique identifiers, personal data, and information on your browsing behaviour on this device. This applies to Insider Inc. sites only. Our partners use your data for:

- Store and/or access information on a device
- Basic ads, personalised content, and ad measurement
- Personalised ads profile and display
- Content measurement, audience insights, and product development.
- Use precise geolocation data

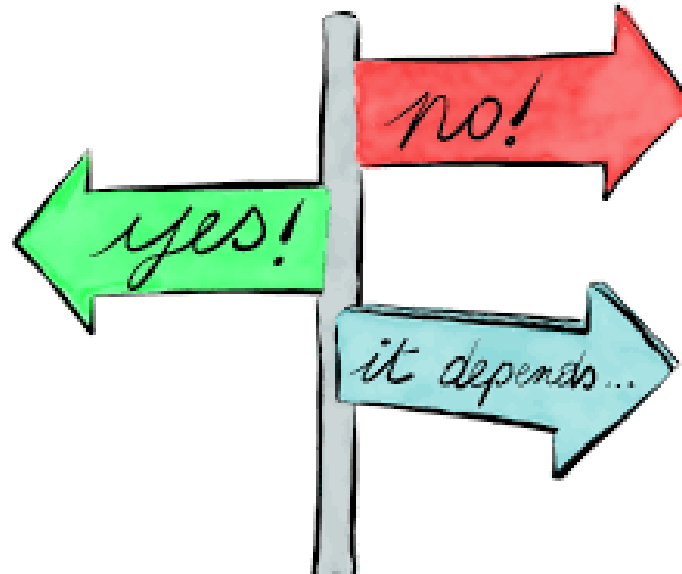
To view our list of partners and see how your data may be used, click "options" below.

Options **I'm OK with that**



Cookies

Should you delete internet cookies???





Cookies

Should you delete internet cookies???





Cookies

For example (1)



If you delete authentication cookies:

The website will remove the saved **login credentials** and you will have to log in next time you visit the site.



Cookies

For example (2)



If you remove cookies used for advertisements:

the site will delete your monitored activity and it will not be able to track you with advertisements unless you accept the cookies once again



Cookies

For example (3)



If you remove analytical cookies:

The site will not be able to gather data related to how you use the web pages.



Computer Crime and Fraud



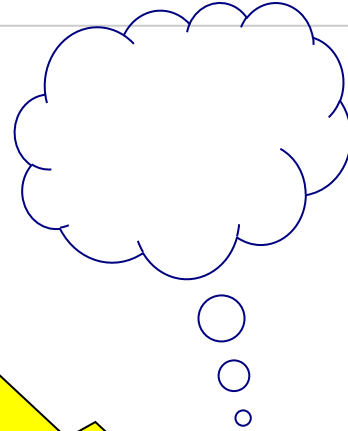
Unauthorized use of computer data
for personal gain

Computer Crime and Fraud (examples)



- Viruses and Malware (Writing or spreading)
- Trafficking in child pornography and intellectual property
- Stealing identities, or violating privacy ((identity, credit card)
- Software piracy
- Denial-of-service attacks
- E-mail spamming
- Stealing file

Where Security . Can Be Breached



The
Internet



← User

Channel

Server →

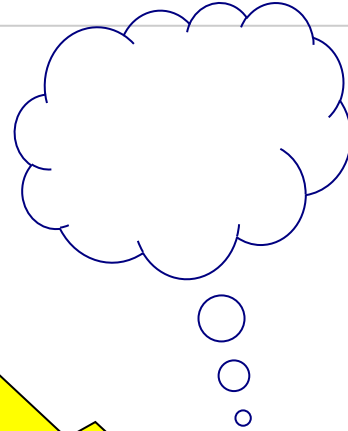


Software
Network

Where Security . Can Be Breached



The
Internet



Another internet issue raised up is freedom of speech





Internet Governance





Internet Governance



Regulation of the Internet can be based on either **national** or **international law**



Security Issues



Effective IT Security measures ensures that IT systems are used as intended



Security Issues



Minimize or prevent security risk by:

- Installing operating system updates regularly
- Using antivirus software
- Using e-mail security features

5. Internet Security



What is Internet Security?

- The protection of internet-connected systems such as hardware, software and data from cyberthreats.
- These cyberattacks are usually aimed at accessing, changing, or destroying sensitive information;
- Extorting money from users via ransomware; or interrupting normal business processes.



Importance of Internet Security



- The number of cyber users are increased rapidly,
- Devices and programs in the modern enterprise, combined with the increased deluge of data are increase as well.
- The “information moved around” much of which is sensitive or confidential is endless.
- The growing volume and sophistication of cyber attackers and attack techniques compound the problem even further.
- The hacking attempts are the result of human errors in some way



Different Types of cybersecurity threats



- Phishing
- Social engineering
- Ransomware
- Malware



Phishing



How to protect yourself from phishing?

- Always be suspicious of password reset emails.
- Password reset are used when you can't recall the password for your account.
- Not knowing your password is also the problem that cybercriminals face when trying to gain access to your online accounts.
- Fake password reset email that directs you to a look alike phishing site.
- Always visit the website directly (don't click on embedded links) and change your password.



- **Always note the language in the email**

- Social engineering techniques are designed to take advantage of human nature.
- People are more likely to make mistakes when they're in a hurry.
- Phishing attacks commonly use these techniques to convince their targets to click on a link.
- Some common phishing techniques include:
 - Fake Order/Delivery
 - Business Email Compromise (BEC)
 - Fake Invoice



- **Never share your credentials**

- Credential theft is a common goal of cyberattacks.
- Many people reuse the same usernames and passwords across many different accounts.

● Social Engineering





Ransomware



What is Ransomware

How it Works
and What You
Can Do to Stay
Protected



Malware



Malware

Difference
Between
Computer
Viruses, Worms
and Trojans

The slide features a central graphic with a pink-to-blue gradient background. On the left, the word "Malware" is written in large, bold black font. Below it, the text "Difference Between Computer Viruses, Worms and Trojans" is displayed in a smaller black font. To the right of the text are several stylized icons representing different types of malware: a spiky virus-like creature with a smiling face, a Trojan horse, a worm-like creature with multiple heads, a square robot-like figure with two antennae, and several other abstract shapes representing various threats.

● Simple steps for online security

- Don't pick a weak password.
- Use multifactor authentication.
- If biometrics is an option, take it

Different accounts need ***different passwords***





Simple steps for online security

- Consider a password manager.
- Don't share your password.
- Don't fall for phishing.
- Keep Your Software Up to Date .
 - Turn on automatic system updates for your device
 - Make sure your desktop web browser uses automatic security updates
 - Keep your web browser plugins like Flash, Java updated



- **Backup Your Data Regularly**

- Backing up your data regularly is an overlooked step in personal online security.

- **Avoid to Use Public Wi-Fi**

- When possible try to use a Virtual Private Network (VPN).



4.6.

Learning activity

How can you protect yourself while vlogging?

Activity 4.6.



**How can you protect
yourself while vlogging?**





Additional steps for **VLOGGING** security



- Try not to Show your Apartments -Stealing.
- Identity Security – Select Alternative Names for your YouTube Channel.
- Pursuit – Don't Reveal your Traveling Plans, If you make videos from your holiday – create a delay of the vlog.

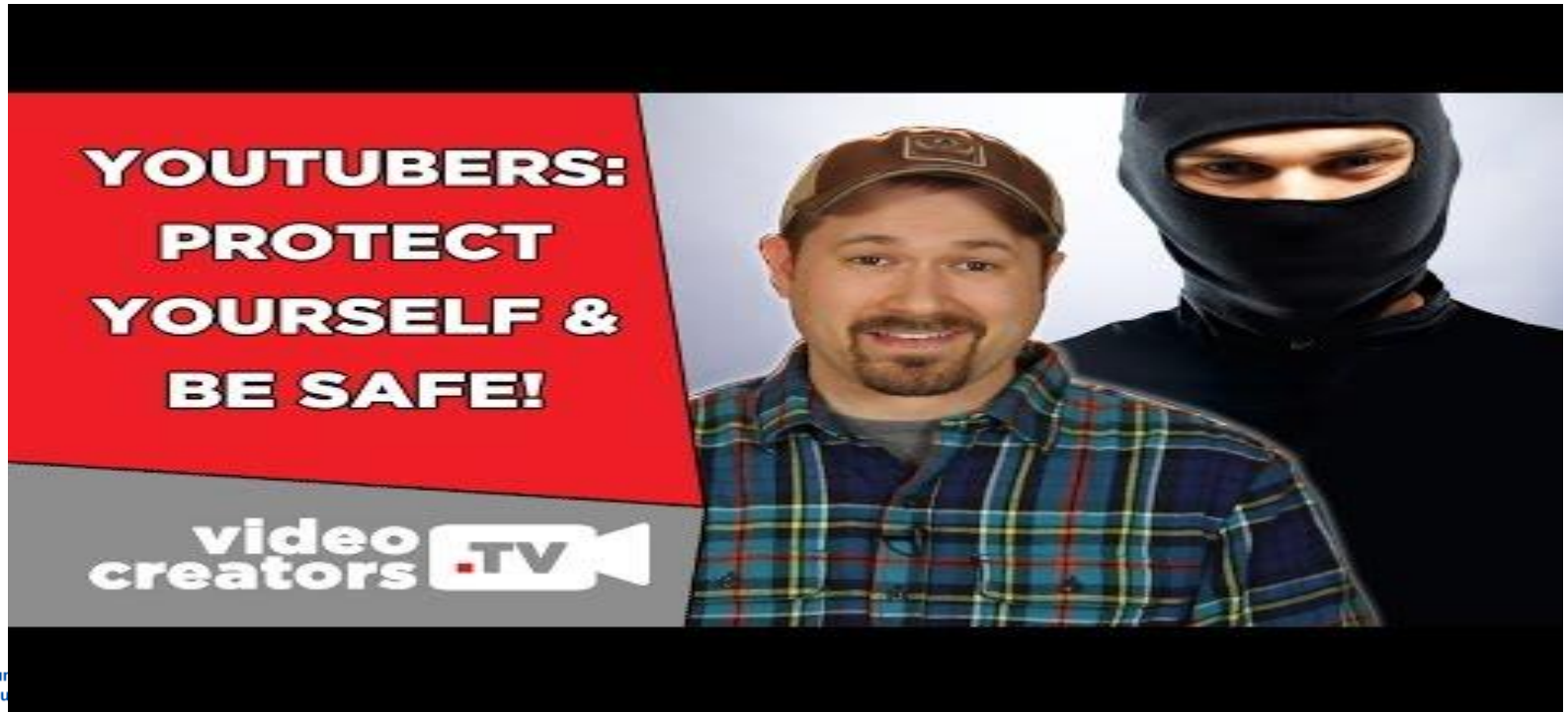


Additional steps for VLOGGING security



- Phishing – Hide Trackable Information. è.g use dedicated software and try out the BLUR function, which makes all important details hidden.
- Hating Attacks – Check all Available Information on Google about Yourself.

Additional steps for VLOGGING security





1 Badge

For concluding the module





Thank YOU

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