Guidelines for Using Video in the Classroom

Use of Video in Instruction

Video (i.e., DVDs, videotapes, YouTube, etc.), when used judiciously, can effectively enhance students’ learning conversations; pique interest; create perplexity and inspire inquiry; flip instruction and extend engagement; and/or demonstrate labs, experiments and abstract concepts. In today’s media saturated culture an increasingly important part of the role of teachers is to help students make critical thinking a habit as they consume media both inside and outside the classroom.

During instruction, the district recommends that you use video excerpts in most instances. A general guideline for video viewing is one minute per grade level. A 6th grade student, for example, would be best served by viewing videos or video clips of not more than 6 minutes in length. These “quick bursts” of information can be highly motivating when aligned to content standards and coupled with engagement strategies that get students to listen with purpose, ask questions, analyze and evaluate (McKibben, 2014).

Video can lose its appeal when overused, when it lacks purpose or when it is simply used as “filler.” Therefore, when using video, district best practices must be considered, and all the following conditions must be met:

- Copyright laws must always be followed.
- Video may not be used during instructional time for entertainment, incentives, or rewards. These are copyright violations.
- The video must be previewed by the instructor prior to classroom use.
- Video that is used in a lesson should be documented in the lesson plan.
- Excerpts should be generally used along with activities requiring active student involvement such as discussion or analysis of the media.
- Complete videos that last more than one instructional period may be used only if they are approved as part of an established curriculum. These resources should be written into curriculum guides and/or maintained by the content area supervisor.
- Netflix, Hulu, Amazon Prime and other video streaming services are not to be used in schools. The User License Agreements do not grant rights for institutional or educational use and there is no exemption for these under Fair Use.

Use of Video for Entertainment Purposes

Video may not be used during instructional time for the purpose of entertainment, incentives, or reward. This is a copyright violation.

A public performance license is required when showing video for entertainment purposes, incentives or rewards and is permitted only during non-instructional time (i.e. after school, during recess, movie nights, etc.) Movie Licensing USA www.movlic.com/ provides public performance license for schools.

Works Cited