

Increasing the Effectiveness of Educational Historical and Cultural Video Content on YouTube with the Help of Built-in Analytical Tools

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Summary

The article deals with increasing the effectiveness of educational content on the YouTube channel with the help of built-in analytics tools. Particular attention is paid to the creation of quality video, taking into account the reaction of end users of video materials. Ways to increase the video audience are considered. Techniques for improving video content apply to individual videos, as well as playlists and channels in general. In this case YouTube is both an independent educational platform and an auxiliary platform in a set of various educational solutions.

Keywords:

YouTube, statistics, analytics, subscriptions, displays

1. Introduction

YouTube has become one of the greatest discoveries for the global educational space. In fact, hundreds of millions of videos provide an extensive material on various aspects of human life. This video material is sometimes referred to as both a “casual story” and a purposeful formation of relevant competencies.

YouTube services are constantly developing. They satisfy the demand for quality video products and help its creators get the best results. The success of a particular YouTuber or team of associates indirectly contributes to the overall success of Google (which owns YouTube). It is known that Google from time to time buys new projects and cancels those that no longer meet the interests of the company. Therefore, it is important to constantly update according to modern

requirements. This makes it possible to stay afloat longer and successfully promote your video content. There are millions of videos available today.

YouTube allows you to sort videos and create your own ones. For the good YouTube channel, it is necessary to combine different methods of work, process the technical possibilities of creating the right resources. You need to have technical literacy and constantly deepen it by learning about the new possibilities of the Internet. YouTube changes every day and offers new tools for processing and classifying videos. At the same time, some opportunities to edit video disappear.

When working with YouTube, many features work intuitively. Even children can download and process videos. In parallel, there are many channels with high-quality content, the development of which costs thousands of dollars and takes tens of hours. However, most of the videos are made by amateurs for a quick visit to the Internet and are aimed at an “average” consumer.

It is not enough to post a video on your channel to use it properly. You need to constantly monitor the trends of video coverage by different audiences. These tools are used to improve your own video content and expand your audience. We will consider some simple tools to improve the quality of your video content. Since the material is focused on the cultural and historical aspect and is used mostly within educational institutions, the

relevant selection of tools has its own distinguishing features. This material should be protected from the manifestations of information warfare and reproduce the appropriate curriculum.

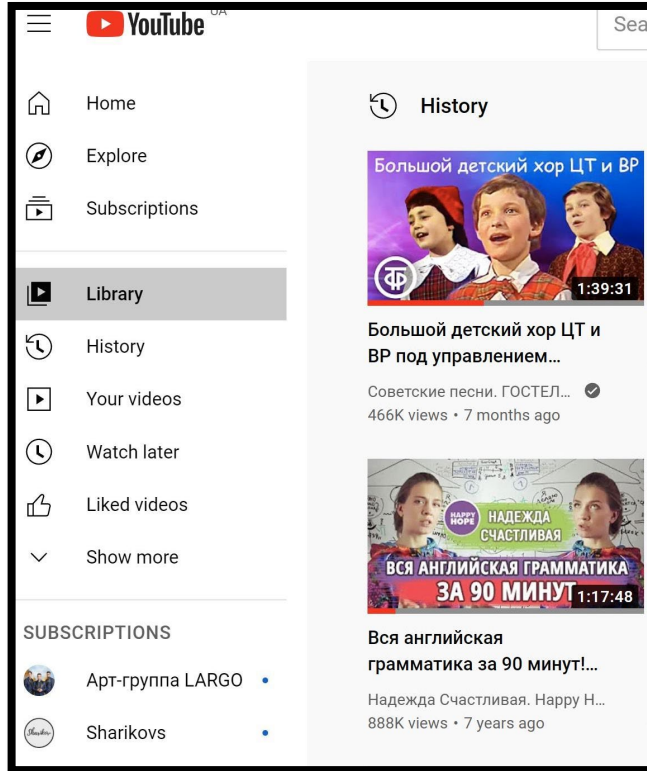


Figure 1 Library

The YouTube resource *Library* is the most widely used for grouping material (Fig. 1). It has the wide range of materials. Of course, these materials are often presented randomly. *Library* is formed from the internal material of the channel and the history of views. A better understanding of the material requires that your private and business YouTube accounts be separated. If a teacher uses a private account, his/her *Library* will display the entire set of viewed videos. This can cause some confusion in the material feed algorithm. This is especially true of the correct historical and cultural comment on individual videos. A separate problem here is the violation of privacy. A teacher's channel becomes the subject of viewing by hundreds and thousands of people who form their own special opinion about its content. This opinion can be used for certain arguments in the analysis of methods

and content of teaching historical and cultural disciplines. Some traumatic moments can provoke heated discussion, especially by students' parents who are supporters of a particular philosophy of life. This is especially annoying with diametrically incorrect interpretations of content.

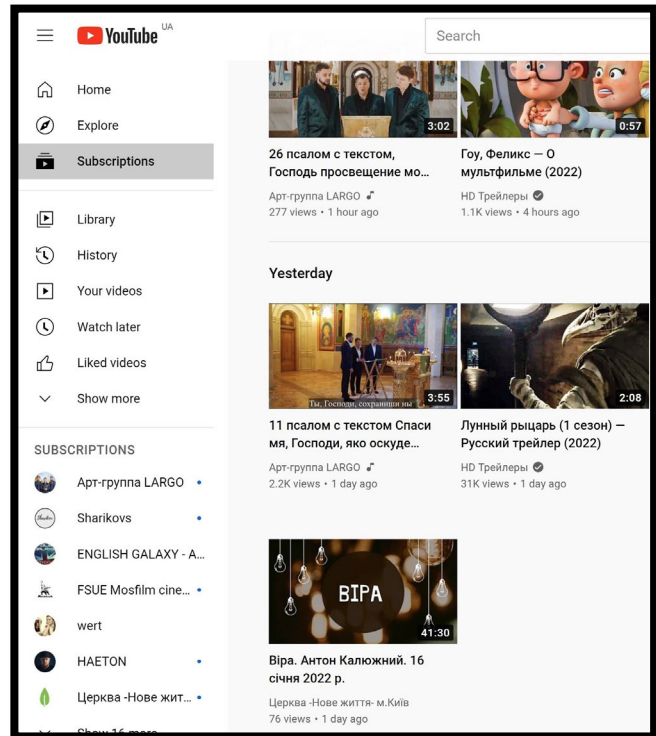


Figure 2 Subscriptions section

Often an owner of the channel sees someone else's content in no particular form. This content can be seen in the *Subscriptions* section (Fig. 2). It contains videos of other users the owner subscribes for. In the educational space, such practices must comply with the principles of "digital hygiene".

We consider "subscription" one of the effective means of reaching the target audience. A circle of like-minded people is formed with the help of this fairly simple tool. Subscriptions are designed to support the mechanisms of social engineering in constant motion, with the help of subscriptions the author of the video can promote his/her views for those engaged. YouTube provides such an opportunity and even promotes it (for example, for monetization you need to have 1000

subscribers). This tool regulates both the owner's video viewing and helps the channel owner to track the videos of those he subscribes for.

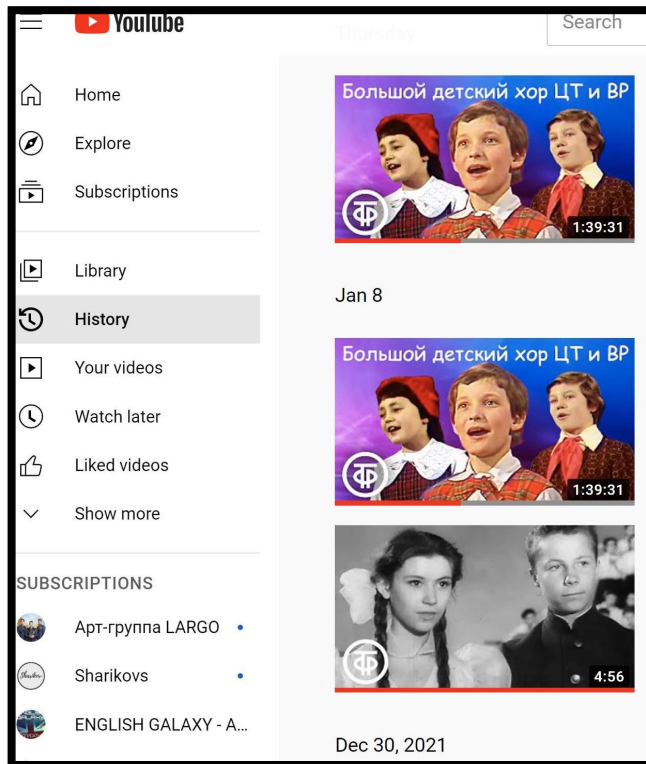


Figure 3 History

Another tool is *the History of views*, which mechanically captures the materials. This tool makes it possible to easily remember videos that can get lost in an endless stream of content. This tool allows you to return to different videos over and over again. The process of “remembering” and searching would be much more complicated without it. But it is impossible to use this tool “separately”. It is bound to the consumer's account, often captures views even from different devices “in a heap”.

Creating a good channel of historical and cultural orientation involves a deep acquaintance with video analytics. It is an important factor in promoting video, planning further development.

2. Analysis and Comparisons

A typical period for analytics is 28 days. During this time, it is possible to track the main parameters of channel views. The basic version of the analytics presents the number of subscribers, the dynamics of their changes (increase (+ near the number) or decrease (- near the number)). YouTube has made this figure separately. It seems the developers consider it crucial in understanding the prospects of the channel. The next point of analysts are the number of views and the total time of views. The final indicator is the top videos of the channel, which are the leaders in the specified period, with an indication of the number of views opposite each other.

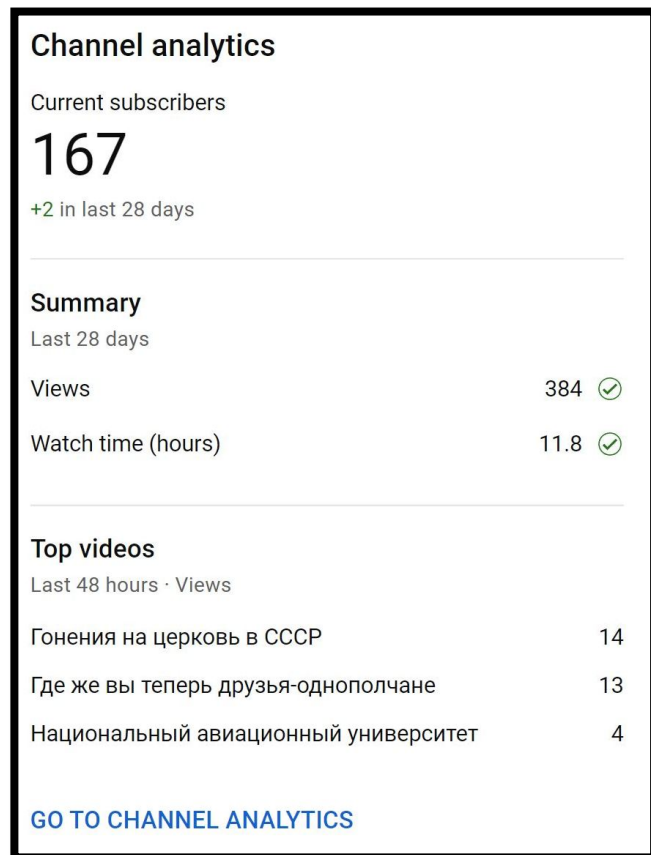
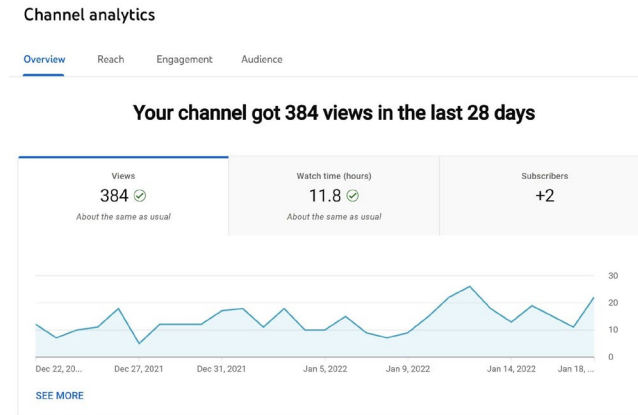


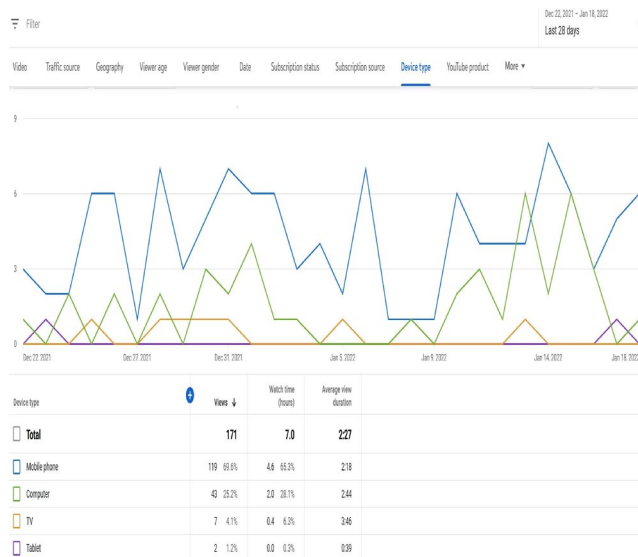
Figure 4 Video analytics

It is the “top” videos that are the most interesting content for analysis. They help to draw conclusions about the interest of the audience. For

example, the video *Ukrainian James Bond: agent of three intelligence Stepankivskyi* by historian Oleh Zakharchuk received 7,668 views as of January 27, 2022 [3]. This is largely due to interesting facts and the use of “promoted” platform, namely a channel “Skypin” on YouTube [3].



Form the right audience requires the consideration of periods of interest in the content. Cultural and historical content is usually associated with holiday dates. It can be particularly interesting when preparing for exams. To create a more stable audience, the number of views “with or without a subscription” and the devices which play the video should be taken into account.



3. Conclusions.

We have only briefly reviewed various aspects of analyzing own YouTube channel to improve its quality. Modern tools provide ample opportunities to promote cultural and historical content on the Internet. Knowing these basic principles greatly improves video quality and increases the number of views. Some aspects will be considered in further research.

4. References

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