

2023

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12:50

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◆ Introduction

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◆ Seminar
(Presentation)

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The Pros and Cons and More Cons of Teaching on YouTube

Chair: Assoc. Prof. Kim SCHUMACHER (Research Futures Coordinator of Q-AOS)

**Key Words**

education

YouTube

STEM

international

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Faculty of Engineering, Kyushu University



Andrew Robertson, originally from the UK, came to Kyushu University in 1998 as a postdoctoral researcher in chemistry. After two years in research, he set up his own Conversational/Scientific English School, which he ran for ten years. He returned to Kyushu University in 2010 as part of the G30 project and now teaches chemistry and science communication to international and Japanese students.

In 2021, he was awarded a research grant to look at methods of teaching chemistry to an international audience using YouTube. His YouTube channel, called 'Three Twentysix' currently has 700 subscribers from around the world, including America, Britain, India and the Philippines. He now plans to expand his channel using international presenters to explain basic chemistry and science in their own languages using the templates from his own English-language videos.

Despite its many problems, YouTube has become a useful educational tool, with videos explaining almost any topic you can choose. For educators, YouTube has the potential to reach an international audience and provide quality tuition to anyone with an internet connection, anywhere, at any time. However, the sheer number of videos on YouTube mean that it is far more likely videos will disappear with a disappointing number of views, no matter how well taught they are. This talk will discuss the many difficulties of using YouTube as an educational medium but show how, with some research, thought, and creativity, it can be used to reach out across the world.