

Fostering Equity & Empowerment With YouTube Learning Content

Equality vs. Equity

Equality aims to promote fairness, but it can only work if everyone starts from the same place & needs the same help.



Equity is giving everyone what they need to be successful whereas equality is treating everyone the same.

The four essential freedoms that define YouTube's values are **freedom of expression, freedom of opportunity, freedom of information, and freedom to belong.**

These essential freedoms are also **vital in education.**

At YouTube, we believe that online video can play a profound, impactful part in equipping all learners—including those who are underserved—to achieve their truest potential.

We know (and are so grateful for) the effort and heart Creators and Institutions give each educational video. This guide was designed to help achieve an even greater impact on the lives of the world's learners, educators, and caregivers. We'll do so by exploring two sections.

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Landscape



Opportunity



Landscape

POSTSECONDARY EDUCATION & BEYOND

Though educational inequity has long been an enduring issue, the COVID-19 pandemic amplified and widened [socioeconomic and racial disparities](#).¹

Gaps in Higher Education Access

A [pre-pandemic analysis](#) showed that although global enrollment rates in higher education doubled from 19% to 38% between 2000 to 2018, the poorest populations continue to lag behind, with 10% having access to higher education compared to 77% of the higher income sector.²

Global Education Disruption Due to COVID-19

Efforts to contain the spread of coronavirus led to an unprecedented disruption in education.

School Closings Worldwide³

< **188**

COUNTRIES

91%

OF ENROLLED LEARNERS

Postsecondary Students Affected⁴

< **220M**

AROUND THE WORLD

Widened Inequality in Higher Education

High and middle-income countries saw [limited impacts on enrollment](#).⁵ Income level impacts access to resources, which influences the ability to cope with COVID-19-associated disruptions and retain access to learning.

That's why YouTube Learning content is more vital than ever.

Although educational inequities are long-standing and pervasive, YouTube represents a powerful, free, accessible pathway to help address them.



Opportunity

BUILD MORE BRIDGES

POSTSECONDARY EDUCATION & BEYOND

YouTube Learning content's opportunities for supporting **more empowered learning experiences and better informed career navigation journeys** are nearly endless.

Here are just a few examples for ways it can **build more bridges** to higher education:

1

Help learners see higher education as an exciting and attainable possibility.

- Content can serve as a [mirror or window](#).⁶

It's important for learners to see people like themselves (mirrors) doing things they can aspire to. Showcase diverse role models with authentic stories to introduce prospective students to what life in college is like (windows) and preparation tactics on how to make the transition.



We have often seen universities have success with these formats:

Acceptance / scholarship surprise reactions • application guidance • campus tours • day in the life vlogs • dorm tours • mock interviews • student testimonials • commencement speeches



Vee Kativhu on Personal Statements

2

Equip parents and caregivers to understand and be involved in their child's transition to higher education.

- **Consider first-generation college students.** Creators can design content to fill knowledge gaps and alleviate uncertainty some caregivers might feel around supporting their learners' transition to postsecondary education. Tips on how to complete applications, write personal statements, and fill out financial aid forms can support learners and families in need who may otherwise opt out due to a lack of awareness or assistance.



How to Pay for College | Crash Course



Opportunity

BUILD MORE BRIDGES

3 Help cultivate greater college readiness.

- **Assist learners in honing standardized testing and critical thinking skills.** These abilities affect access and retention. Developing critical thinking skills associated with reading, writing, and math is necessary for college-level learning. Consider ways your content can foster “[learn-by-doing](#)” activities that are proven to increase engagement and improve conceptual understanding through real-world examples and interactive instruction.



The Results

Learners build a strong foundation for postsecondary success that can be demonstrated on college entrance exams and successful completion of college-level coursework.



How to College: Playlist



5 tips to improve your critical thinking

4 Illustrate how higher education connects to career pathways.

- **Help students reverse engineer their careers.** Double major or undecided? Certificate, 2-year, 4-year degree or beyond? Think about how your content can share insights on how to choose majors and enable learners to see pathways to careers they are interested in. For adults considering re-entering college, content can help them determine the right paths based on their current experience and how they want to upskill.



Still Don't Know What Major To Choose!



10 AWESOME Highest Paying Associate Degree Jobs



College as an Adult | How I feel About Being a Student at 30



Fast Guides: To Electives and Major



Opportunity

PROMOTE RETENTION

YouTube Learning content can also help **promote greater retention in higher education.**

Here are a few suggestions:

“When you look at others and think they need more grit, what they need is more help. And when you think they need more discipline, what they need is more kindness.”
- Emily Nagoski

1 Help foster resilience in the face of setbacks at critical moments.

- **Although we all face stressors, some challenges can be educational breaking points from which recovery is highly difficult.**

Consider how learners feel while engaging in learning (e.g., confused, ill-equipped) and how this might impact their ability to persist.⁸ Creators can support learners by offering relevant and tested advice, presenting content in a way that engages and motivates, identifying effective ways to seek support (e.g., tutoring, academic advisors), or even by building a sense of community in their "virtual classroom."



Real College Advice by Nicolas Chae

2 Offer adjustment strategies.⁹

- **The transition to college can be an isolating experience for numerous reasons.** Students may be the first in their family to attend college. International and underrepresented learners may have trouble connecting with their classmates or professors due to cultural differences and language barriers.



University of California First Generation College Student

3 Help learners see their lives beyond college and determine the right post-graduate pathways.

- **Job? Grad school?** Seeing what's next can help promote perseverance in the face of the challenges that are a normal part of the pursuit of higher education. Internships and Co-Op programs can provide invaluable experience to help inform post-graduation plans, so Creators might consider developing content to share tips on identifying programs and securing positions.



How to get Engineering Internships (From No Experience to \$63/hour)



Opportunity

PROMOTE RETENTION

POSTSECONDARY EDUCATION & BEYOND

4

Support teachers' professional development with pedagogical best practices.

- **Professors are learners, too.** Not only can Learning content supplement what they teach, it can also help educators grow more skilled in critical areas such as creating inclusive learning environments, fostering culturally responsive teaching, and understanding how to spot and mitigate bias.



TEDx Implicit bias in higher education

5

Help faculty better understand who their learners are.

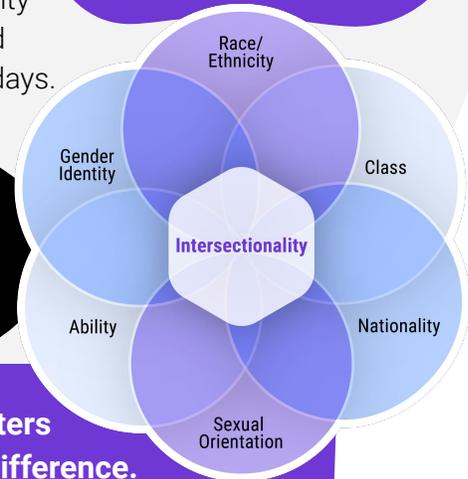
- **How learners experience the world may shape how they experience their courses.** Awareness raising around cultural and religious practices could enhance teaching and help faculty with logistical measures like scheduling course deadlines and events that do not conflict with religious observations or holidays.

“If we aren’t intersectional, some of us, the most vulnerable, are going to fall through the cracks.”

- Kimberlé Crenshaw

Intersectionality:

Identity markers such as race, religion, nationality, class, and gender do not exist independently of each other—each informs the others, often creating a complex convergence of oppression.



The content you create truly matters and bears infinite potential to make a difference.

For additional tips, check out the Strategy & Design Resource.

“The **power of education** extends beyond the development of skills we need for economic success. It can contribute to **nation-building** and reconciliation.”

- Nelson Mandela