

# 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.

"Give **everyone** a voice,  
& show them the world."

That's not only YouTube's official mission,  
it's also a goal of 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.**

**Underserved is a lived experience, not an identity or demographic.**

The underserved experience is defined by the relationship to resources and intersects both the systemic and more dynamic, situational aspects. Therefore, it's important to keep in mind that there is a range of experiences and realities for learners.

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

**Start by Exploring Two Sections:**



**Landscape**



**Opportunity**



## Landscape

**“The core of equity:**  
understanding who your kids are  
and how to meet their needs.”

- Pedro Noguera

Though educational inequity has long been an enduring issue, the COVID-19 pandemic amplified and widened **socioeconomic and racial disparities**.<sup>1</sup>

### Global Challenges in Education

A **pre-pandemic analysis**<sup>2</sup> estimated that there is a significant proportion of children around the world who fail to master the basic secondary-level skills needed to thrive in work and life:

**90%**

OF CHILDREN IN  
LOW-INCOME COUNTRIES

**50%**

OF CHILDREN IN  
MIDDLE-INCOME COUNTRIES

**30%**

OF CHILDREN IN  
HIGH-INCOME COUNTRIES

### COVID-19 Disrupted Education Systems Globally

Nearly all children have fallen behind, but **children in vulnerable communities** around the world have lost the most ground.<sup>3</sup> Reading is a foundational skill for learning, and pandemic-related school closures may increase **“learning poverty”** – the share of 10-year-olds who cannot read a basic text.<sup>4</sup>

**Students Out of School at  
the Peak of School Closings<sup>5</sup>**

**1.5B**

MARCH 2020

**Pandemic Driven  
Learning Poverty<sup>4</sup>**

**70%**

IN LOW AND MIDDLE-INCOME COUNTRIES

**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

PRIMARY & SECONDARY EDUCATION

YouTube Learning content's opportunities for **changing lives** are nearly endless.

### 1 Help learners see themselves and learn about new cultures.

Content can serve as a **mirror or window**.<sup>6</sup> It's important for learners to see people like themselves (mirrors) doing things they can aspire to. Exposing learners to cultures that may differ from their own (windows) can encourage them to be global citizens who embrace differences and celebrate shared experiences.



What does it mean to be a citizen of the world? | Hugh Evans

### 2 Equip parents and caregivers to understand and be involved in their child's education.

Content can provide learning support, particularly in situations where teachers may not be immediately available. Just as profound, Creators can also design content to mitigate any shame some caregivers might feel around challenges they have with helping their children.



Supporting your child's success

### 3 Take learners to places they've never seen.

While many of us take for granted access to museums or zoos, learners who are underserved often do not have these informal learning experiences that build knowledge and understanding. Videos can serve as a **virtual field trip**, sparking curiosity and enriching children's learning journeys.



Exploring the Maya World



Dinosaur in 360VR



12 Food Markets Around the World

**4 Foster resilience in the face of setbacks at critical moments.**

Although we all face stressors, for learners in vulnerable populations, such challenges can represent educational breaking points from which recovery is highly difficult. Consider how learners feel while engaging in learning (i.e. confused, ill-equipped) and how this might impact their ability to persist.<sup>7</sup>

Creators can support learners through these times, whether by offering relevant and tested advice, dispelling misconceptions, presenting content in a way that engages and motivates, or even by building a **sense of community**<sup>8</sup> in their "virtual classroom." Curators can share stories of perseverance of inspiring figures in a range of fields.

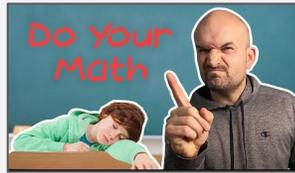
**5 Support teachers' professional development with pedagogical best practices.**

Teachers are learners, too. Not only can Learning content supplement what they teach students, it can also help educators grow more skilled in critical areas such as **creating inclusive learning environments**,<sup>9</sup> fostering **culturally responsive teaching**<sup>10</sup> and understanding how to spot and mitigate **bias**.<sup>11</sup>

"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

**Relevant Advice & Dispelling Misconceptions**



Learning Math Tips



Is Homework Necessary

**Inspiring Voices & Iconic Figures**



Women Astronauts



8 amazing BLACK ARTISTS that challenge the Status Quo



Out, Proud, & Southern



Disability: How You See Me

**Teacher Professional Development**



Science of Teaching



Culturally Responsive Pedagogy

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

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

**"Education is the most powerful weapon which you can use to change the world."**

- Nelson Mandela