

YouTube digital community rules.. acceptable conduct

Lesson 5. Policy - The Community Guidelines

Time

30 minutes

Lesson Objective

Understand the dos and don'ts of posting content on YouTube.

Standards/competencies

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Materials/preparation

Videos loaded

Projector

Students will need some large sheets of paper and markers/colours.

Starter – 2 minutes

Watch a video showing what happens when there are no rules or guidelines in a community. Set up the clip.

Instruction- 3 minutes

YouTube's Community Guidelines are the 'rules of the road' for our users when posting content and engaging on the platform. They outline the level of responsibility, which is expected of all users. The Community Guidelines are linked to from the bottom of every YouTube page under 'Terms' and are written in clear, easy to understand, jargon-free language so that all users can be clear on what the YouTube rules are.

Activity- 20 minutes

In this exercise the students are put in power and have to answer the question - 'If **you** were in charge of writing YouTube's Community Guidelines, what would you include?'.

Students break into groups of 4-6 and each group should be given a large sheet of paper and marker so they can lay out **their** Community Guidelines in order of importance.

Ask each group present their results. Record the top 5 points to come from across the groups should be written on the class board. Then you can visit the [link](#) provided to the Community Guidelines on page 13 and talk through the points from page 7 in more detail. You can do this as a class group by projecting the Guidelines to the class and see how they compare to the students' version. (10 minutes).

http://www.youtube.com/t/community_guidelines

Finally, read, as a group, the 'myths' [blog post](#). This outlines some common points of confusion among users. Ones to highlight to the class in particular are numbers 1, 2, 3, 6, 9. (5 minutes).

<http://youtube-global.blogspot.com/2011/09/clearing-up-some-policy-myths.html>

Activity – 5 minutes

On the next page you will see some screenshots of sample content. Each image has a tick/check or an 'X' to indicate whether or not it would be appropriate in light of our Community Guidelines. The class should discuss for each image why it might/might not be allowed.

Ask the question: What factors outside of the video itself, do you think we might consider when making a decision?

Here we are looking for the class to identify points such as uploader intention, overall context, newsworthiness, video title, video tags and description.

Notes for the teacher (In a clockwise direction from the XXX)

- **Image 1.** Where it is not clear that someone is uploading a video featuring an assault to expose the event, but is rather filming it for fun or to bully someone, this would be considered to be a violation of our Community Guidelines.
- **Image 2.** Showing dangerous items like explosives or weapons is not ok, particularly if it shows you playing/experimenting with said items. It would be different say, if this was a documentary or a legitimate science experiment in a controlled/supervised environment.
- **Image 3.** Most nudity is not allowed on YouTube, particularly if it is of a sexual nature. Likewise, uploading an image of someone partially clothed or without clothes, to embarrass or humiliate them, would be considered a violation of YouTube's Terms.
- **Image 4.** While showing someone naked or in their underwear might be considered inappropriate, that doesn't mean that all instances of partial nudity cannot be shown! It's ok to upload images from a trip to the beach or an art exhibition for example, as long as the focus is not on the nudity and there is no sexual angle to the upload. This image is from Carnivale in Rio!

- **Image 5.** Showing footage that features violent content can be acceptable where it is done to educate, document, inform the community. It should not be posted for shock purposes! Think about the London riots or the violence in Syria.

Closing

On page 15 you'll find some basic additional information which students may find useful on account creation and uploading. Please review the information and links provided as a class. (5 minutes).

<http://support.google.com/youtube/bin/topic.py?hl=en&topic=16546>

<http://support.google.com/youtube/bin/static.py?hl=en&guide=1719823&page=guide.cs>