

How To Spot a Good YouTube Video

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1. Objectives
 - a. Is the goal of the video clear
 - b. Is it directed to the right audience
 - c. Are the objectives measurable
 - d. Can the viewer meet the objectives with the resources commonly available
2. Technical presentation of video
 - a. Lighting
 - b. Is narrator on screen
 - c. Is visual image appropriate
 - d. Is visual image in focus
 - e. Is music helpful or distracting
 - f. Is the audio clear
 - g. Is resolution sufficient
 - h. Is there editing and does it make sense
3. Quality of information
 - a. Is it accurate
 - b. Are conditions specified
 - c. Is it up-to-date
 - d. Is it unbiased
 - e. Is the source identified
 - f. Are the title and description reflective of the content
 - g. Is there attribution of borrowed material
4. Accessibility
 - a. Is it captioned
 - b. Are the captions accurate
 - c. Is the text readable
 - d. Is audio description available
5. Advertisements
 - a. Do you have to watch an ad before accessing the video
 - b. Can you opt out of the ad after five seconds
 - c. Do you have to watch an ad in the middle of the presentation
6. Presenter
 - a. Does the presenter have credentials in the area
 - b. How does the presenter come across
 - i. Clothes
 - ii. Body language and non-verbals
 - iii. Makeup
 - iv. Hair
7. Videos
 - a. [Worst Intros Ever](#) (Offers good examples of bad practice)
 - b. [How to Make a Good YouTube Video](#) (A good example of not-so-good practice – two talking heads with no video examples)
 - c. [How to Film Professional Videos with an iPhone](#) (Clear presentation with text overlay and video examples)