



UNIVERSITY of MAURITIUS

M.Sc Educational Technologies

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MODULE- ILT6023: SOCIAL NETWORKING
POWERPOINT PRESENTATION

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INDIVIDUAL PHASE - ANALYSIS A SOCIAL NETWORKING SITE

For this activity, I have chosen to analyse **“YouTube”** whereby a comprehensive analysis grid is to be devised presenting the following:

- The site’s main features and characteristics
- Its potential as a social networking tool/its benefits
- Its associated dangers/ drawbacks

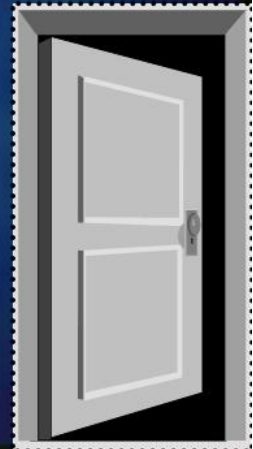
INTRODUCTION

YouTube, as stipulated by Wikipedia, the free encyclopedia, is a video sharing website on which users can upload and share videos. **YouTube** was created in February 2005 by three former PayPal employees but was later sold in November 2006 to Google Inc. Google does not provide detailed figures for YouTube's running costs. However, in June 2008 a Forbes magazine article projected the 2008 revenue at US\$200 million, noting progress in advertising sales.

YouTube makes it possible for anyone with an Internet connection to post a video that millions of people can watch within a few minutes. The wide range of topics covered by YouTube has turned video sharing into one of the most important parts of Internet culture. However, it is to be noted that YouTube has also faced criticism over the offensive content in some of its videos. Although YouTube's terms of service forbid the uploading of material likely to be considered inappropriate, YouTube does not check every video before it goes online. YouTube relies on its users to flag the content of videos as inappropriate, and a YouTube employee will view a flagged video to determine whether it violates the site's terms of service.

ANALYSIS OF THE WEBSITE TO BE BASED ON:

- 🕸 HOME PAGE
- 🕸 NAVIGATION
- 🕸 SITE ORGANISATION
- 🕸 LINKS AND LABELS
- 🕸 SEARCH AND SEARCH RESULTS
- 🕸 READABILITY
- 🕸 PERFORMANCE
- 🕸 CONTENT




AN IMAGE RESULT OF THE NEW YOUTUBE.COM HOMEPAGE

You Tube Broadcast Yourself™ Canada | English ✉ [lisamariemary](#) | [Account](#) | [QuickList \(0\)](#) | [Help](#) | [Sign Out](#)


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Which Star Trek do You Like the ...
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★★★★★




How to Pick a Baby Monitor
15 hours ago
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#1 Alabama 36 Auburn 0 - 11/29/08
16 hours ago
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16 hours ago
111 views
[AirborneRooster](#)
★★★★★



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Infectious baby laughter
gotta love the belly laugh
★★★★★ 1 year ago 730,411 views [meg73](#)

Inbox

- 0 Personal Messages
- 2 Shared with you
- 17 Comments
- 5 Friend Invites
- 0 Video Responses

[send message](#)



ANALYSIS PRESENTATION

Homepage	To what extent is the homepage made easy for any users to make use and have easy access to it? How excellent is the detailed tutorial on how to create an account in this site?
Navigation	How consistent is the navigation of YouTube page and link?
Site Organisation	How far does this website provide effective understanding so that the users can host or view video clips?
Links and Labels	How effective are the labels in helping the users to locate what they want and how interactive or useful are the links to further direct the users to upload or watch what they want?
Search and Search Results	How useful and effective are the search engine and the functionality of the search results to the users?

ANALYSIS PRESENTATION (CONTINUED)

Readability	Has the typography used, especially in terms of the choice of fonts and colour, been given the primary aspect to make it readable, coherent and visually effective as a whole to the reader?
Performance	How fast is the server to gain the confidence of the users about its service? Does it meet the expected level so that the service performs consistently for everyone using this website? Does it demonstrate a high screen resolution and image quality? How much consideration is given to the graphics size?
Content	Does the website really cater for the interests of the people? To what extent does it meet their expectations? How beneficial will it indeed be to the users by enabling them to syndicate the YouTube videos?

Analysis grid for the website YouTube

Description of site	<ul style="list-style-type: none"> • Name • Address • General description • Target audience • Language 	<ul style="list-style-type: none"> • YouTube • http://www.youtube.com • YouTube is the world's most popular online video community. Allowing millions of people to discover, watch and share originally created videos. YouTube provides a forum for people to connect, inform and inspires others across the globe and acts as a distribution platform for original content creators and advertisers large and small. • People (of all age group) worldwide • English plus 13 other languages
Homepage	<ul style="list-style-type: none"> • Information provided • Context • Colour schemes 	<ul style="list-style-type: none"> • The accessibility to the information on the homepage is easy. It is equally easily understood. • The context of this website is quick, simple and clear. The homepage is accessible easily to the users to seek for any topics which interest them. • YouTube channels a good use of colours for its background and themes. It also allows the users to edit the background and theme colours of their channel if they are making their own.

Analysis grid for the website YouTube (Continued)

Navigation	<ul style="list-style-type: none">• Consistency of navigation	The navigation within and from page to page is easily accessible to get at the desired target.
Site Organisation	<ul style="list-style-type: none">• Easy to understand YouTube Layout• How are the text and image displayed• Visual organisation	The page shows thumbnails of videos currently being watched by users, a list of recommended videos , a larger video window on the right featuring a sponsored video and a list of featured videos farther down the page. The main page has tabbed links and each tab lets the user to search for videos in different ways.
Links and Labels	<ul style="list-style-type: none">• How are links and labels of the website provide easy access to the desired target	The main page has tabbed links to different YouTube sections and each tab lets the user to choose the desired section and to browse to a page to get to the desired target.
Search and Search Results	Easy and effective use of the search engine and/or the search results	The search engine is found at the top left of the homepage where the users easily can just type the key words to get to what they are seeking for; we barely need to use the search results to reach the desired target.

Analysis grid for the website YouTube (Continued)

Readability	<ul style="list-style-type: none">• Use of typography• Size and colour of fonts• Styles of typefaces	Referring to the use of typography, the sans-serif fonts along with different styles of typeface have been used. The size of the fonts used is clear and easily readable. The variations of colours used add to the clarity the page, thus making it visually effective.
Performance	<ul style="list-style-type: none">• Loading and uploading quality• Imagery and Graphics:<ul style="list-style-type: none">▪ Size▪ Quality▪ Resolution	<ul style="list-style-type: none">• The website is loaded quickly and even uploading is done at a fast speed.• While the graphics size is up to 2 GB, yet the length of a video to be uploaded is only up to 10 minutes and the demonstration of the resolution and the image quality are not always at their best.
Content	<ul style="list-style-type: none">• Content syndication	A key feature in YouTube's offering is the "URL embed". YouTube was ahead of the curve in providing codes so that videos can easily be posted to websites and social networking pages.

CONCLUSION

For the activity at the Individual phase, I have created an account in my chosen website – YouTube - in order to be able to carry out a deeper analysis. I like it very much as it covers a wide range of topics. Moreover, it is easy to locate the video I require by using the search engine. The server also is very fast and thus, uploading is done at such a fast speed. However, the website includes certain drawbacks.

Firstly, talking about the resolutions and the quality image, they are not always at their best. There are still some improvements to be made there. Secondly, while the graphics size is allowed up to 2 GB, the videos uploaded can be only up to 10 minutes in length so the user at times, is forced to upload a lossy, compressed video in order to have some remnant of its original quality survive the re-compression process. Thirdly, despite YouTube's terms of service forbid inappropriate content, yet there are some users who upload some offensive and unauthorised content in their videos. Moreover, despite the videos that contain potentially offensive content are available only to users above 18 years old, yet there are users below 18 who also have access to these offensive content. So, here again the terms of service have to be reviewed and worked out to censor or prevent such inappropriate content to be broadcasted, especially to those below 18 years old.

REFERENCES

☛ <http://en.wikipedia.org/wiki/YouTube>

☛ <http://www.youtube.com/>

☛ <http://www.kidon.com/media-link/mu.php>

☛ <http://images.google.mu/images?hl=en&um=1&sa=1&q=youtube+-+capture&btnG=Search+images&aq=f&oq=&start=0>