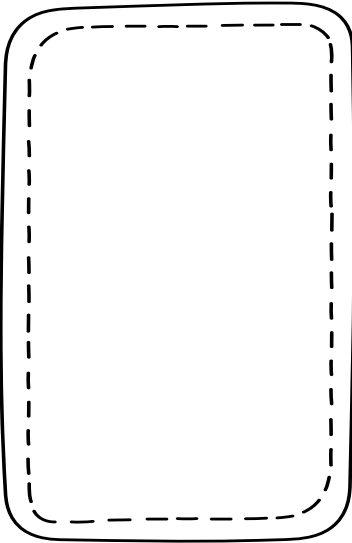


## Pondering Pixels: A YouTube Exploration

1. Who are the top money earners on YouTube, how do you think they got to be so popular and what strategies do they use to increase their earnings?



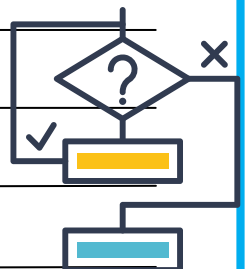
2. Invent a new feature for YouTube. Describe how it works and how it improves the user experience or online safety. Create an icon for your feature.



My new YouTube feature is:

It improves \_\_\_\_\_ for the user by...

3. YouTube continuously plays you videos when the one you're watching finishes. It does this based on algorithms, or rules it forms by collecting information on what you watch and what you click on. **What are the benefits of this for you? Are there any risks to you? Do you think this is an ethical business practice?**





4. Consider the impact of becoming famous from YouTube on a person's life. What could be some advantages and disadvantages of being famous online?

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5. Anyone can share anything on YouTube without it being fact checked. Who might be interested in spreading false information on YouTube? Why would they do that?

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6. Imagine you are watching a video of a person riding on the back of an enormous whale in the ocean. Would you immediately believe this video was real? Why or why not?

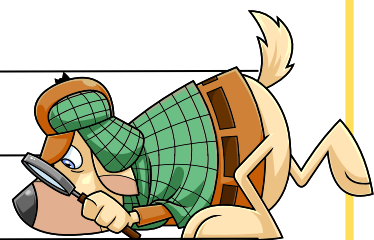
What steps could you take to confirm whether what you are watching is real or whether it has been altered or generated by AI?

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7. We know that many of the people that enjoy YouTube are young and impressionable. Do you think that content creators who have large audiences have a responsibility to behave ethically and responsibly online? Talk with a conversation partner and discuss the possible outcomes of popular YouTubers promoting unsafe or untrue content.

