

Information & Education

The internet offers immediate access to an unprecedented supply of knowledge, with videos by amateurs and professionals offering to inform, interpret, and instruct. The promise of the internet is not only that we can learn anything, but that each of us has something to teach.

Explainer and Video Essay

Explainer and Video Essay proposes to make a complex concept easy to understand, often combining a friendly voiceover with hand-drawn animation or motion graphics. Explainers first described business ideas and complex technologies before expanding to cover physical and social sciences, math, history, and current events. Where the explainer informs, the video essay persuades, carefully laying out evidence to prove a point or opinion. Often a video falls somewhere along a continuum between explainer and video essay.

RSS in Plain English | 3:44 | 2007 | Common Craft

Birdhouse: A notepad for Twitter | 2:01 | 2009 | Sandwich Dynamics

RSA ANIMATE: Drive: The surprising truth of what animates us | 10:47 | 2010 | Andrew Park

Know Your Meme: Lying Down Game | 4:34 | 2011 | Know Your Meme

Is it Better to Walk or Run in the Rain? | 2:01 | 2012 | minutephysics

DollarShaveClub.com - Our Blades Are F*ing Great** | 1:33 | 2012 | Dollar Shave Club

Doodling in Math Class: DRAGONS | 7:53 | 2013 | Vi Hart

How Old Are Your Ears? (Hearing Test) | 1:37 | 2013 | AsapSCIENCE

Jackie Chan - How to Do Action Comedy (2014) - Every Frame a Painting

This is Cuba's Netflix, Hulu, and Spotify - All Without The Internet | 7:01 | 2015 | Vox

Addiction | 5:41 | 2015 | Kurzgesagt - In a Nutshell

What's the Difference Between Hispanic, Latino, and Spanish? | 4:28 | 2015 | Bustle with Kat Lazo

What Is: Privilege | 6:07 | 2015 | Kat Blaque

What If We're All Minions?? | Idea Channel | PBS Digital Studios | 11:07 | 2015 | PBS Idea Channel

The Simple Solution to Traffic | 5:13 | 2016 | CGP Grey

history of japan | 9:00 | 2016 | Bill Wurtz

How to Make Music Sound Scary | 4:47 | 2016 | Sideways

Norm McDonald Is A Comic Genius | 8:21 | 2017 | Nerdwriter1

Stop Blaming Gun Violence on Mental Illness | Feminist Fridays | 6:58 | 2017 | marinashutup

You Train is Delayed. Why? | 10:43 | 2018 | The New York Times

What Is Bitcoin? | 6:23 | 2018 | Nerdy and Quirky

Are Mexicans Taking Our Jobs? ft. Maritza Montañez | Decoded | MTV | 5:54 | 2018 | Decoded with Chescaleigh

Conspiracy

The same technologies that have made much knowledge immediately available have also incentivized conspiracists to organize around and promote highly persuasive disinformation. Videos purporting to expose these conspiracies are engaging because they appeal to a viewer's lack of agency, making a case for a mysterious secret truth and proposing an intelligible order for a world that is otherwise incomprehensibly vast, chaotic, and complex. Efforts to combat conspiracy videos are difficult because they can easily be framed as part of a mainstream cover-up.

* These videos may not suitable for all audiences and require special glasses, available at the front desk, to view.

Loose Change | 1:00:56 | 2005 | Dylan Avery

PROOF!!! Obama Birth Certificate Fraud | 10:27 | 2011 | InfoWars

The shocking truth about what's really in vaccines: Mercury, MSG, Formaldehyde, Aluminum | 11:03 | 2012 | TheHealthRanger / Mike Adams

The Sandy Hook Shooting - Fully Exposed | 30:18 | 2013 | ThinkOutsideTheTV

Absolute Undeniable Proof Gang Stalking Exist | 1:49 | 2013 | David Brown

PROOF! Boston Marathon Bombing is Staged Terror Attack | 8:04 | 2013 | InfoWars

FLAT EARTH Clues Introduction - Mark Sargent | 12:35 | 2015 | Mark Sargent

Understanding #PizzaGate (Opening the Rabbit Hole) | 19:35 | 2016 | Do what YOU want

Was Michael Jordan's Retirement A Secret Suspension By David Stern? The NBA's Biggest Conspiracy | 6:58 | 2016 | Mike Korzemba

Las Vegas "Shooting"... Did It Actually Happen? | 9:59 | 2017 | TruthUnveiled777

David Hogg Can't Remember His Lines When Interviewed for Florida school shooting | 1:00 | 2018 | Mike m

On Screen

Six explainer videos, produced by Polygon in association with Museum of the Moving Image, elaborate on some of the most significant new genres of online video: ASMR, Unboxing, Vlog, Let's Play, Reaction, and Explainer.

Know It

Know Its are short summaries of current events or human interest stories. Their defining quality is superimposed text, operating either as the author's voice or as subtitle. Know Its are produced for contexts like Facebook or Twitter feeds where videos autoplay and audio is muted by default. While Know Its can contain dialogue, music, or environmental sound, the superimposed text renders this audio largely unnecessary.

The Washington Post dubbed these videos "Know Its" because it uses them to summarize developing stories due to their ease of update.

North Korea's one-star airline | 2:23 | 2015 | Tech Insider

World's deepest pool | :55 | 2016 | INSIDER

Trump's uncensored lewd comments about women from 2005 | 2:45 | 2016 | CNN

Here's why Kendall Jenner's Pepsi ad is so controversial | 1:52 | 2017 | Washington Post

Spelling Bee Coach | Sylvie Lamontagne // 60 Second Docs | 1:05 | 2017 | 60 Second Docs

America Vs. Europe: Breakfast | 1:00 | 2017 | ATTN:

Daye's Anti-Jaywalking Measures | :42 | 2018 | Sixth Tone

Suswa Rift: Kenya is splitting | 1:56 | 2018 | DailyNation

Ex-Google Employee Claims Google Discriminates Against White Men | :57 | 2018 | National Review

Tutorial, DIY Craft, and Life Hack

The tutorial genre is made unique online by the method of encounter - instantaneous access via search - and the deep specificity of available subjects. Even skills, projects, or ideas that may have been deemed too trivial or specific to warrant production in the past are available and, more importantly, found useful. One subgenre, DIY craft videos, offers accessible creative ideas for domestic living. Another subgenre, Life Hacks, earnestly proposes ideas with unlikely utility that border on the absurd. While all of these videos are useful on some level, the pleasure of watching them comes not so much in executing their instruction but in knowing that one can.

Quickie, How-to Sew on a button, Threadbanger | 2:08 | 2007 | Threadbanger

Sailor Moon Transformation | 9:39 | 2009 | Michelle Phan

How to Tie a Tie (Mirrored / Slowly) - Full Windsor Knot | 5:40 | 2010 | tiehole

Flip-Braided Heart | Valentine's Day | Cute Girls Hairstyles | 4:18 | 2010 | CuteGirlsHairstyles

How To Peel An Egg Russian Way | 2:27 | 2012 | CrazyRussianHacker

Shirt Style Gift Wrapping (2013) - Paper Guru

Read & Write ANYTHING in Arabic in only 6 lessons! Alphabet #1 | 13:07 | 2013 | LearnArabicWithMaha

DIY Spring Organization + Room Decor! Get Organized for Spring! | 11:46 | 2015 | MissRemiAshten

Primitive Technology: Stone Axe (celt) | 4:22 | 2015 | Primitive Technology

How To Be Authentic and Stay True To Yourself | 14:27 | 2016 | Ingrid Nilsen

BLUE/BROWN SERPENT Makeup Tutorial | JCharlesBeauty | 7:27 | 2016 | James Charles

14 BEST LIFE HACKS FOR BALLOONS | 10:07 | 2017 | Life Hacks

More reason to drink wine! 🍷 New ways to use wine bottle corks | 1:00 | 2017 | Blossom

The Secret to a Stellar College Application Essay - Harvard Grad Tips | Ahsante the Artist | 7:39 | 2017 | Ahsante the Artist

FULL FACE FULL GLAM HOLIDAY TUTORIAL | Gigi | 12:03 | 2017 | Gigi Gorgeous

42 HOLY GRAIL HACKS THAT WILL SAVE YOU A FORTUNE | 18:22 | 2017 | 5 Minute Crafts

GET YOUR EDGES RIGHT! Wavy Baby Hair Tutorial | jasmearnn | 5:59 | 2018 | Jasmine Brown

