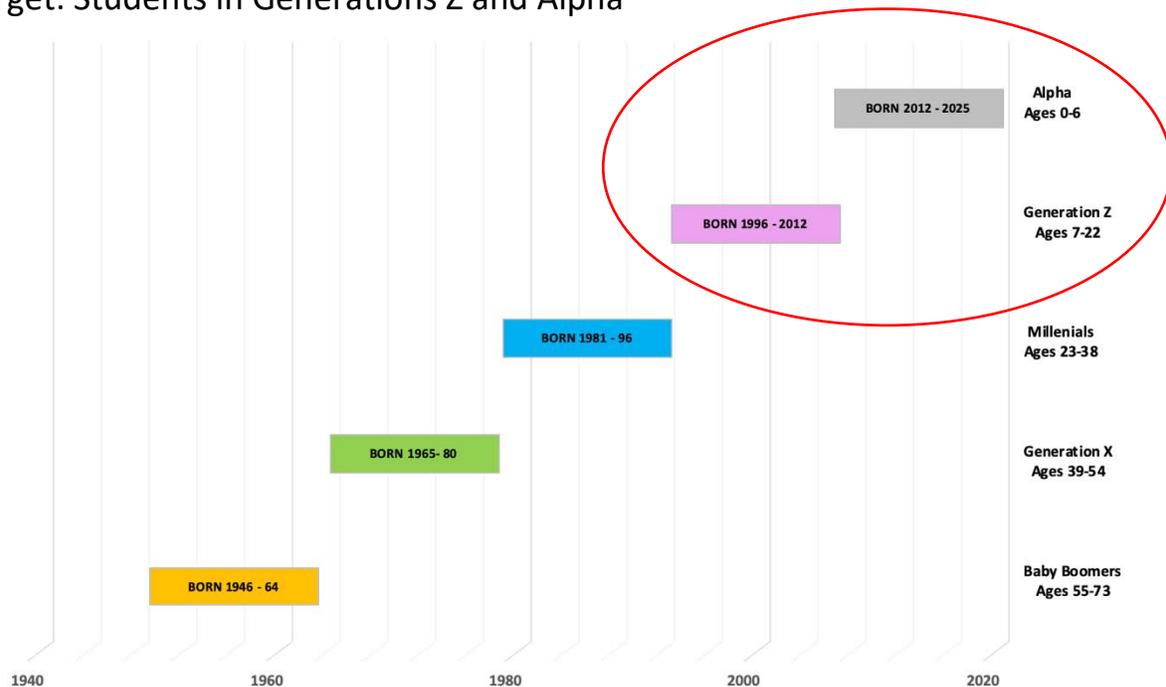


# YOUTUBE, EMOJIS, AND MEMES

2020 Virtual OMTA Conference  
Melody Morrison, NCTM

Target: Students in Generations Z and Alpha



## Generation Z

- Born in 1996-2012
- “Digital natives”
- Prefer visual communication
- Expect immediate results
  - Used to fast acting technology

## Generation Alpha

- Born in 2012-2025
- Technology is necessary part of everyday life
- Part of “unintentional global experiment”
  - Screens are placed in front of them since birth

- Methods of communication have and will continue to dramatically change
- Learning preferences also are changing
- Brains of these generations “have become wired to sophisticated, complex visual imagery, and as a result, the part of the brain responsible for visual ability is far more developed, making visual forms of learning more effective.”
- 85% of Generation Z teens use YouTube, and chose video as the number format for learning over lectures and textbooks. New studies are emerging that show Generation Alpha using YouTube to an even greater extent



- Established in 2005
- Millions of videos – every genre imaginable
- 500 hours of content uploaded every minute!

**Benefits of using YouTube as a learning tool are:**

- 1) Flipped instruction
  - a. Have student learn about topic outside of lesson and report back what they learned
- 2) Supplemental Information
  - a. Assign student to learn additional information hard to cover inside lesson
  - b. Reinforcement of topics already taught
- 3) Self-directed learning
  - a. Students can learn to find videos themselves on musical topics they are interested in (beware of poorly made videos and bad performances)
- 4) Lesson enhancer
  - a. Can illustrate ideas in a colorful and engaging manner
  - b. Works for all ages in different capacities
- 5) Positive reception
  - a. Students are drawn to YouTube, so they are interested in almost anything in this format

## **FOR TEACHERS**

<p>➤ <b>Pianist Magazine</b></p> <ul style="list-style-type: none"><li>○ Technique lessons</li><li>○ Jazz lessons</li><li>○ Selected performances</li></ul>	<p>➤ <b>Irina Gorin</b></p> <ul style="list-style-type: none"><li>○ Several videos of lessons</li><li>○ Technique exercises</li></ul>	<p>➤ <b>The Fun Music Company</b></p> <ul style="list-style-type: none"><li>○ Ideas for music games</li></ul>
---	---	---

# FOR STUDENTS

## FUN

- **Piano Guys (fun) (Any age)**
  - Piano/cello arrangements of pop songs
- **Seth Everman (fun) (Ages 8+)**
  - Piano humor and fun use of keyboard sounds
- **Peter Bence (Any age)**
  - Virtuoso piano arrangements of pop songs
- **Kurt Hugo Schneider (Any age)**
  - Pop song mashups and arrangements
  - Creative song arrangements using household items
- **Grantwoolard (Any age)**
  - Classical music mashups

## EDUCATIONAL

- **Prodigies Music Lessons (Ages 0-7)**
  - Colorful lessons about solfege and rhythm geared toward kids
- **Hoffman Academy (various levels)**
  - Music Theory and analysis (piano centered)
  - General piano instruction
  - Repertoire study
  - Ear training and dictation
  - Improvisation and Composition
- **Biography (Ages 8+)**
  - Some musician bios on here – have to search for them!
- **Kennis Russel (Ages 8+)**
  - Music theory
  - Backing tracks for improvisation
- **Piano Pig (Ages 12+)**
  - Chords
  - Improvisation tools
- **Visual Musical Minds (Ages 0-7)**
  - Clapping songs/off the keyboard exercises
- **Music Education for All (Ages 8+)**
  - Rhythm tutorials and exercises
  - Harmony and scales
- **Music Matters (Ages 8+)**
  - Huge variety of music theory topics

## How to share YouTube links:

- By text or email
- QR Codes
  - o [The-qrcode-generator.com](https://www.the-qrcode-generator.com) →



## Creating your own channel

### Useful for:

- Posting videos of your own performances
- Posting videos of students' performances
- Posting students' composition and improvisation
- Your explanations of music theory, technique, and other concepts you would like students to be able to refer to
- Studio announcements, updates, and events
- Posting accompaniments to students' pieces (especially useful during COVID-19)

# **Emojis**

- First cellphone emoji introduced in 1997
- Gained immense popularity in 2010's

*My idea was for Smileys to not only enhance text and bring emotions onto a screen but also to become a new universal form of writing. A real logographic system like .. Japanese Kanji or ancient Egyptian hieroglyphs... I wanted to create something easily recognisable and universally understood by people of all ages and from all cultures... with digital communications it was suddenly possible and easy to insert them [emojis] into any message*

-- Nicolas Loufrani, creator of the first emoji

## **Emoji Stickers in Pieces** *(can buy from Amazon, Dollar Tree, etc.)*

- Expression, mood, and dynamics
  - Talk through mood of a certain section or piece and choose appropriate emoji to represent
- Problem spots
  - Have student choose emoji and place it on the spot to call their attention to fix it

## **Other uses:**

- Emojis for improvisation and composition ideas
- Anywhere else you can place them!
  - Examples: Studio décor, achievement chart, recital themes, etc.



Example of emoji stickers in a student's piece to depict different moods and follow student's storyline



**Before playing:**

- Notice the two-note slurs that are a characteristic of tarantellas. Where do you see them in this piece?
- Listen to the recording. Can you write a story in the music about the poisonous spider?

Lesson Book p. 13

**Italian Tarantella**

by Kevin Costley



CD 6/7 • MIDI 3

Spirited (♩ = ca. 120)



Party

Musical notation for measures 1-4. Handwritten annotations include 'Party' and circled two-note slurs. Fingerings are indicated with numbers 1-5.

Musical notation for measures 5-8. Handwritten annotations include circled two-note slurs and a circled 'f' dynamic marking.

Musical notation for measures 9-12. Handwritten annotations include a sad face emoji, 'Tarantula came and stopped party (scared)', and circled notes. A circled 'G#' is written below the staff.

The tarantella is a folk dance from Taranto, Italy, with an upbeat tempo, usually in 3/8 time. According to legend, the cure for a poisonous spider bite was to dance in a fast and rhythmic way until one's perspiration carried the poison out of the body!

Tarantula goes away 😊

Musical notation for measures 13-16. Handwritten annotations include 'Faster', a sad face emoji, and circled notes. A circled 'G' and 'E' are written below the staff.

Musical notation for measures 17-20. Handwritten annotation includes 'Party starts again'.

Musical notation for measures 21-24. Handwritten annotation includes a circled 'f' dynamic marking.

Musical notation for measures 25-28. Handwritten annotations include a sad face emoji, 'Sad because party is over', a heart eyes emoji, 'Realizes there's a party at home', and circled notes. A circled 'p' is written below the staff.

**After playing, ask yourself:**

- Did I play with forward direction in each phrase?
- Did the story I made up help me play the piece even better?

# Mememes

- Term coined in Richard Dawkins' book, *The Selfish Gene* (1976)

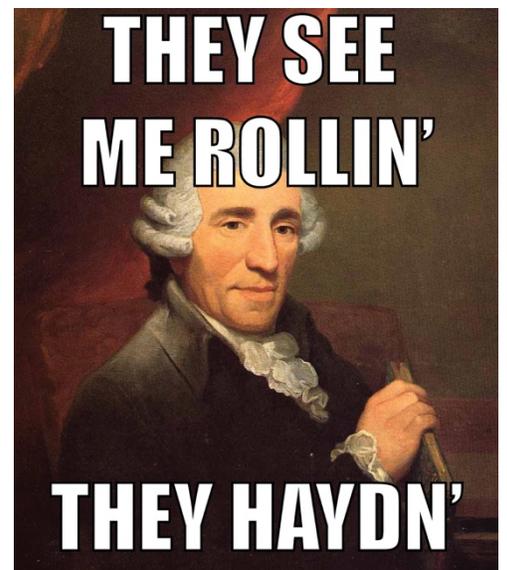
The new soup is the soup of human culture. We need a name for the new replicator, a noun that conveys the idea of a unit of cultural transmission, or a unit of *imitation*. 'Mimeme' comes from a suitable Greek root, but I want a monosyllable that sounds a bit like 'gene'. I hope my classicist friends will forgive me if I abbreviate mimeme to *meme*.\* If it is any consolation, it could alternatively be thought of as being related to 'memory', or to the French word *même*. It should be pronounced to rhyme with 'cream'.

## Where to put memes:

- Handouts and bulletins
- Studio décor and bulletin boards

## Good Meme Sources:

- Classic FM Facebook page
  - Timeline photos
- Google image search
  - "music memes"
  - "piano memes"
  - "music major memes"
- Pinterest
  - Music meme boards

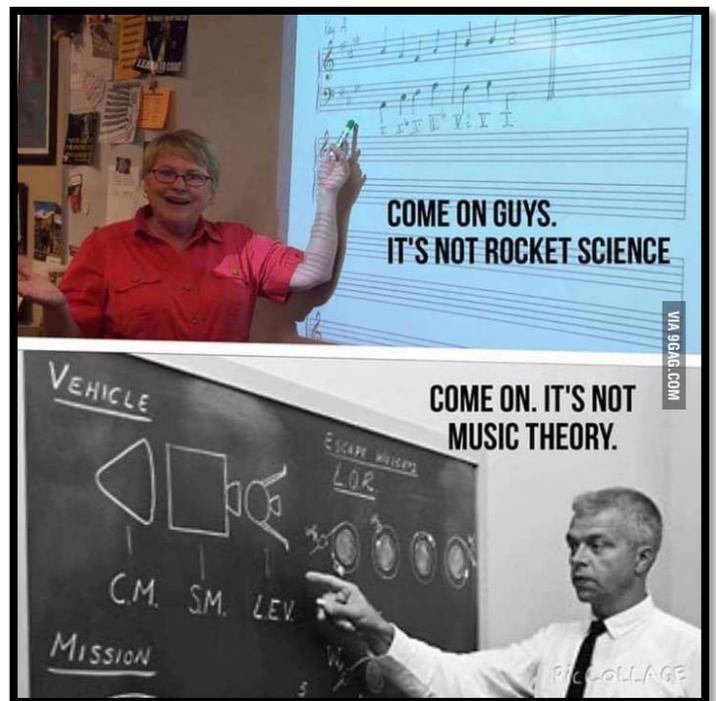
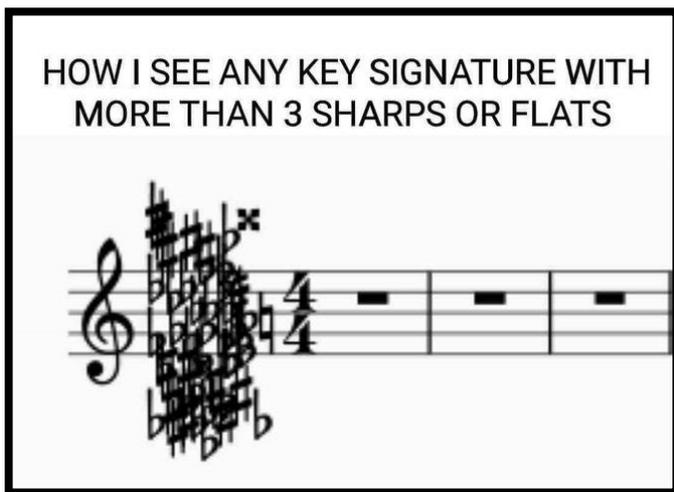


# Making your own memes

- [imgflip.com/Memegenerator](http://imgflip.com/Memegenerator)
- [Kapwing.com/meme-maker](http://Kapwing.com/meme-maker)
- [Makeameme.org](http://Makeameme.org)
- [Memebetter.com/generator](http://Memebetter.com/generator)

# Meme History

- [Knowyourmeme.com](http://Knowyourmeme.com)
  - History, origins, how to use specific memes



# SUMMARY

As teachers, it is our job to stay current with how students interact, communicate, and see the world

*Our society is changing rapidly. New technologies and ways of communication are altering the way we live. Your students will not know the old ways. They will only know the new ways. The “new” ways will be the only way for them... You must embrace these changes, particularly in the technological world, if you expect to connect with your students...Meet your students where they are at. Use examples from their world, not yours. Make assignments relevant to their lives... Staying current does not mean being untrue to who you are, to your own history...Rather staying current involves staying open, open to the process of learning.*

-- On Becoming a Teacher, pg. 98



Thanks for listening!

Email: [mmorrison@corban.edu](mailto:mmorrison@corban.edu)

