

20 Tips for Using NBC Learn Higher Ed

Include these tips in newsletters, staff trainings, or other communications in order to enhance faculty's understanding of NBC Learn. Feel free to pick and choose or send tips in any order based on the needs of your institution.

Getting Started

Tip 1

NBC Learn Video Tour

NBC Learn Higher Ed (highered.nbclearn.com) is a collection of more than 21,000 videos, documents, and images that can be incorporated into classroom lectures and online modules. New to NBC Learn? A [guided video tour](#) walks you through the site's key features. Watch the whole video or skip ahead to specific features like Creating Playlists or Sharing Videos.



Tip 2

Using the NBC Learn Video Player

NBC Learn's video player works like a baseball card: you can flip the player over to reveal more detailed information about the media on the front. Simply click on the backwards-facing arrow in the upper right corner to view a summary, hyperlinked keywords, and a citation generator for every NBC Learn video.



Tip 3

NBC Learn Transcript Feature

Every video on NBC Learn comes with a full text transcript, allowing students to cite specific evidence from the videos in discussions or written assignments. To access the transcript, open any video and click 'Transcript' on the right side of the player.



Tip 4

NBC Learn Offline Player

NBC Learn allows users to download an unlimited number of video playlists for offline use. Once you've downloaded the Offline App, it lives on your computer's hard drive, and you can sync playlists any time you're connected to the internet. When you're not online, simply open the App to watch full videos—no need to search around or wait for videos to load!

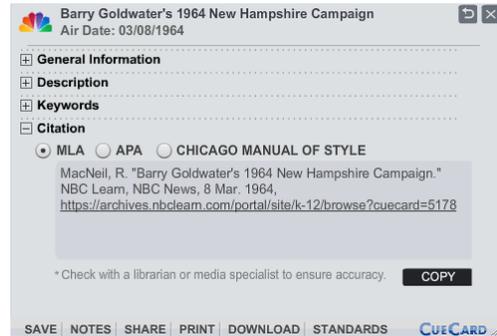


Tip 5

Citation Generator for NBC Learn Videos

Use NBC Learn's video archive for research and generate Works Cited entries in no time. To create a citation:

1. Flip over the video player by clicking the backwards facing arrow in the right corner.
2. Click 'Citation' and choose from MLA, APA, and Chicago Style.
3. Copy and Paste the citation to a Works Cited page.



Tip 6

Creating Playlists

On NBC Learn, you can save groups of videos to a Playlist for easy access. To save videos:

1. Click on the plus sign next to any video. The button will turn into a green checkmark once selected.
2. Click on the 'Tools' dropdown menu in the right corner (underneath the search box). Select 'Add to Playlist.'
3. If you want to add the videos to an existing playlist, select the playlist from the window and click 'Save.'
4. If you want to create a new playlist, select 'New,' enter the playlist's name and click 'Save.'
5. To access your playlists, click on 'My Playlists' from any page. To view playlists offline, download the NBC Learn Offline App.

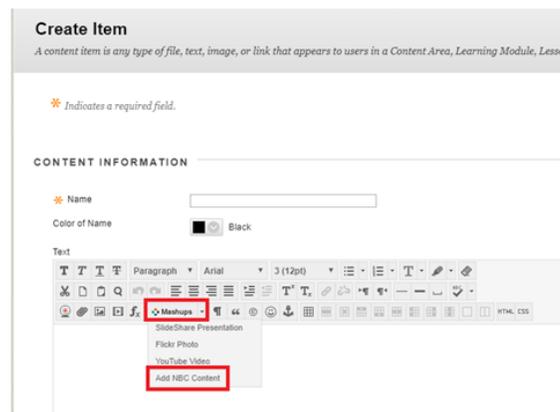


Tip 7

Embed videos into Blackboard

NBC Learn features thousands of 2-6 minute videos, ideal for quickly recapping a historic event or introducing a new topic. To embed videos into an item on Blackboard:

1. Click the 'Mashups' button underneath 'Text.'
2. Select 'Add NBC Content' from the dropdown menu. This will open a pop-up window with the NBC Learn Homepage.
3. In the pop-up window, open the video you want to embed and click 'Embed.' This will return you to Blackboard.
4. Add additional directions or questions for students. Click 'Submit' when you've finished editing the item.



Tip 8

Create Discussions with NBC Learn Videos

Increase student engagement by asking them to share and analyze NBC Learn videos in Blackboard forums. Use forums to discuss:

- Current Events related to course topics
- Case Studies
- Videos chosen by students to share with the class



Discovering Videos

Tip 9

Browse NBC Learn's
40+ Collections

NBC Learn Higher Ed has more than 40 Collections, including Business Administration, Communications, and Health and Wellness. Click on the menu on the left side of the page to start exploring. Each collection contains several sub-topics, allowing you to further narrow the results. To return to a broader topic, click on the name of the collection at the top of the menu or click 'Back.'



Tip 10

NBC Learn Advanced
Search

With over 21,000 resources, NBC Learn has videos to increase relevancy and rigor for every course. After performing a keyword search on NBC Learn, use our Advanced Search to filter results by:

- Event Date or Air/Publish Date
- Collection (e.g. Biology, Marketing)
- Source (e.g. Archival Film, NBC Nightly News)
- Type (e.g. Document, Video)

A screenshot of the NBC Learn Advanced Search interface. The page is titled 'Browse Advanced Search'. It features a 'Search By Keyword:' section with three input fields labeled 'All', 'Or', and 'Not'. Below this is a 'Search By Date:' section with radio buttons for 'EVENT DATE' (selected) and 'AIR/PUBLISH DATE'. There are 'From' and 'To' date input fields with calendar icons. A blue 'SEARCH' button is at the bottom, and a link 'Start Search Over' is below it.

Tip 11

Use Keywords to Find Related Videos on NBC Learn

Every video on NBC Learn comes with a list of Keywords on the back of the video player (click the backwards-facing arrow in the right corner to reverse the video player). Use these to generate key terms lists for students or discover related videos by clicking on the hyperlinked keywords.



Tip 12

Curriculum Alignments

With over 21,000 resources across 40 disciplines, NBC Learn is a powerful tool that can increase engagement and relevancy in your course—no matter the subject. For faculty at your school, we offer complimentary curriculum alignments so you can determine the resources that best fit your course. Email syllabi or other materials to account.management@nbcuni.com to take advantage of this free service.



Featured Content

Tip 13

Business Case Studies
from NBC Learn

Ask students to apply business concepts to analyze case studies from NBC Learn's Business Administration Collection. Topics include:

- Current Events in Business such as [United Airlines' new plan to cut down on oversold flights](#)
- Career Profiles on [Steve Jobs](#), [Marissa Mayer](#), and more!
- Innovation in Business, including [How Grocery Stores Are Using Algorithms to Stock Their Shelves](#)



Tip 14

Health Innovation
Videos on NBC Learn

NBC Learn can help students pursuing careers in healthcare stay up-to-date on the latest innovations in their field. The Health & Wellness Collection features hundreds of videos, including:

- The findings of recent scientific studies—[2017 Research Shows Link Between Poor Sleep and Increased Alzheimer's Risk](#)
- Developments in medical technology—[Can Virtual Reality Sessions Treat Chronic Pain?](#)
- Changing practices in healthcare—[Telemedicine, Billed as the Future of Medicine, Is Here Now](#)



Tip 15

Historic News
Broadcasts from NBC
Learn

NBC Learn features broadcast news archives and Universal Newsreel footage dating back to the 1930s. Share these with students to illustrate shifts in media coverage and public perception of events from history.

- [A Look at Segregated Busing](#) (Civil Rights Moment, 1955)
- [Viet Cong Attack on US Bases at Pleiku](#) (Vietnam War, 1965)
- [Supreme Court Hears Case of United States v. Nixon](#) (Watergate, 1974)



Tip 16

History Mini-Docs from
NBC Learn

2-6 minute mini-documentaries from NBC Learn can help students quickly review important historical topics, from [Women in Medieval Times](#) to [Thurgood Marshall and Brown v. Board of Education](#). Use these resources to get students up to speed before delving into more complex analysis or assigned them as review before exams. Check out [NBC Learn Original Social Studies Videos](#) or [US History Collection](#) for more videos.



Tip 17

Inspiring America and Making a Difference on NBC Learn

NBC Learn features stories from “Inspiring America” and “Making a Difference,” two series from the Nightly News that profile individuals and organizations having a positive impact on their communities. Use the videos to:

- Discuss social entrepreneurship case studies
- Inspire student leadership
- Highlight underreported issues facing specific communities



Tip 18

Primary Source Videos from NBC Learn

NBC Learn offers a wide variety of primary sources for teaching and research. Featuring full text transcripts in addition to video footage, NBC Learn offers users the ability to relive key moments from American history. Collections include:

- Speeches from the Civil Rights Movement
- Political Ads dating back to 1952
- Presidential speeches

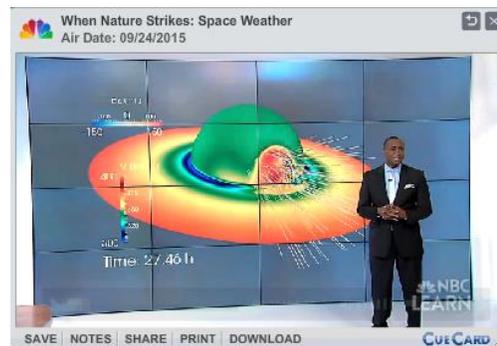


Tip 19

Science Videos on NBC Learn

Video footage and explanatory graphics in NBC Learn science videos can help illustrate complex concepts. Popular series include:

- [Changing Planet](#)—From melting permafrost to the spread of infectious disease, this series outlines the impact of climate change on Earth.
- [Mysteries of the Brain](#)—Seven videos introduce students to the structure and functions of the brain.
- [When Nature Strikes](#)—This series features striking footage of natural disasters and detailed explanations from experts who study them.
- [NBC Learn Original STEM Videos](#)—This collection features 2-6 minute explainer videos ideal for reviewing basic concepts.

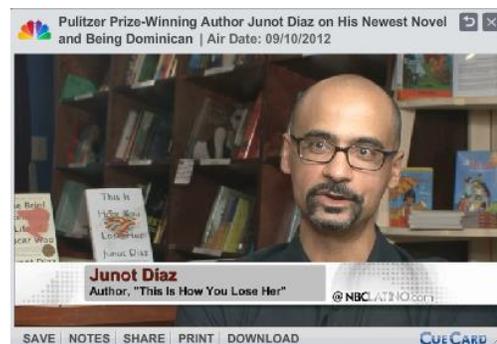


Tip 20

Writers Speak
Collection from NBC Learn

NBC Learn's [Writers Speak](#) collection features authors from all genres discussing influences on their work. Videos can be used to provide context on an author's work or models for students' own writing process. Videos include:

- [Ralph Ellison on "Invisible Man"](#)
- [Junot Diaz on His Newest Novel and Being Dominican](#)
- [Maxine Hong Kingston on "Woman Warrior"](#)



Looking for more?

Visit our online [Toolkit](#) for more teaching resources and how-to's.

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