

Examining a Video

One of the first steps you should take before creating your own influential video is to carefully examine a digital story created by other students. Spend a few minutes answering the following questions while watching *Poverty's Real* (<http://bit.ly/smskivavideo>), a video created by middle schoolers that is designed to introduce viewers to global poverty.

Questions to Consider

1. Begin by watching the *Poverty's Real* video from beginning to end. What emotion does the video attempt to convey? How are the authors trying to make you feel about global poverty?
2. Now, watch *Poverty's Real* a second time. What kind of content have the authors used to try to influence their audience? How has that content been organized?
3. Are there any logical categories or segments in the video? Are there any patterns in the way content is presented that viewers can pick up on?
4. In a written piece, authors use transitions between paragraphs to signal to readers that ideas and arguments are changing. How do the digital authors of *Poverty's Real* indicate that ideas are changing? What impact does this decision have on viewers?
5. Videos require digital authors to use more than just images to communicate messages. Text sizes, colors, and digital effects like transitions can also help set the mood and lend structure to a piece. How have the digital authors of *Poverty's Real* used these kinds of visual elements?

6. It would be hard to watch *Poverty's Real* without being drawn to the music, but does it support the general message of the video? Are the words and beat appropriate? Why?
7. What lessons can you learn about effective digital messages from *Poverty's Real*? Are there any strategies that you will try to replicate in your own work?
8. What will you remember the most about *Poverty's Real*? Do you think that was the message the digital authors wanted you to remember the most?