

Open Access to University Music: The Challenge of YouTube and Ning

Open access is a movement that seeks to make scholarly research and educational resources freely available to the public. In recent years, there has been a growing interest in open access in music higher education. This is due in part to the increasing availability of digital technologies that make it possible to share music and other educational materials online. YouTube and Ning are two of the most popular platforms for sharing music online. They offer a number of features that make them well-suited for use in open access initiatives.



Mohammed abdulhussein HB : Open access to university music – the challenge of YouTube and Ning

by Wayne Currie

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YouTube

YouTube is a video-sharing website that allows users to upload, view, and share videos. It is one of the most popular websites in the world, with over

2 billion active users. YouTube offers a number of features that make it well-suited for use in open access initiatives. These features include:

- **Ease of use:** YouTube is easy to use, even for beginners. Users can upload videos, create playlists, and share videos with others with just a few clicks.
- **Large audience:** YouTube has a large and engaged audience. This means that open access resources shared on YouTube have the potential to reach a wide audience of students, scholars, and other interested individuals.
- **Flexibility:** YouTube allows users to share a variety of content, including videos, audio recordings, and documents. This makes it a versatile platform for sharing open access resources.

Ning

Ning is a social networking platform that allows users to create their own social networks. Ning networks can be used for a variety of purposes, including education, business, and social networking. Ning offers a number of features that make it well-suited for use in open access initiatives. These features include:

- **Customization:** Ning allows users to customize their social networks to meet their specific needs. This means that open access initiatives can create networks that are tailored to the specific needs of their users.
- **Collaboration:** Ning allows users to collaborate with each other on projects and initiatives. This makes it a great platform for open access initiatives that involve multiple stakeholders.

- Privacy: Ning allows users to control who can access their social networks. This makes it a secure platform for sharing open access resources.

The Challenge of YouTube and Ning

While YouTube and Ning offer a number of opportunities for open access in music higher education, they also present a number of challenges. These challenges include:

- Copyright: YouTube and Ning have strict copyright policies. This means that users must be careful not to upload copyrighted material without permission. This can be a challenge for open access initiatives that want to share copyrighted materials.
- Quality: YouTube and Ning are open platforms, which means that anyone can upload content. This can lead to a wide range of quality in the content that is available. Open access initiatives need to be careful to curate the content that they share to ensure that it is of high quality.
- Sustainability: YouTube and Ning are commercial platforms. This means that they may change their policies or even close down at any time. Open access initiatives need to be prepared for the possibility that these platforms may not be available in the future.

Despite the challenges, YouTube and Ning offer a number of opportunities for open access in music higher education. These platforms can be used to share a wide range of music and other educational resources with a large and engaged audience. Open access initiatives need to be aware of the challenges and opportunities that these platforms present in Free Download to make the most effective use of them.

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