

A second YouTube channel?

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I was in a café yesterday. There is no big news about that. Like many people who suggest they work from home, I often go out, not just to get a coffee, but to work in an environment where others are doing the same thing.

Arriving in this particular regular venue, I sat down at a table next to a young man, and since I needed to plug my computer in under the seat he occupied, I asked for his assistance, and we got into conversation.

For a reason that I can't recall, he asked what I was writing, and I explained. I spent much of yesterday working on video scripts, so this is what I told him I was working on. The wealth series of videos is now almost entirely scripted, and a new series on bonds and their economic significance is also in progress. Additionally, another series on neoliberal myths and how to challenge them is being sketched out. More than 20 scripts are, therefore, in progress.

The person I was talking to, whom I discovered was called Thomas, was intrigued. He told me that he is an undergraduate student and wanted to create a YouTube channel on political economy, although that is not what he is studying. He then asked me how to do this, and explained his great fear of simply turning on the camera and talking to it.

Over the next 45 minutes, or more, I suggested to him what I thought he needed to do, starting from the fact that he needs to stop thinking about wanting to make a YouTube channel, and start one. To illustrate the point, I actually made a very short video there and then, which I will not share, using my WebCam. As I pointed out, by doing so, I had made one more video than he had, and in relative terms, that gap is enormous, and he needed to close it by doing the same thing.

I very much enjoyed our exchange, partly because Thomas was an engaged and clearly very able student who asked great questions that made me think about the answers I had to provide. In the process, I did, however, realise just how much I have learned over the last year.

As I pointed out to him, creating YouTube videos or undertaking any other form of social media activity involves a massive learning curve, and what you do at first is inevitably not very good, or even worse. My son, Thomas, and I look back at the videos we made when we restarted this channel only a bit over a year ago and cringe with embarrassment. I would not be at all surprised if in a year's time we look back at what we make now and think much the same, although we have undoubtedly got better.

As I explained, the secret to getting good at blog writing, Tweet writing, YouTube production, and pretty much anything else is getting over the embarrassment of learning in public and simply doing it. The good news is that when you are rubbish, most people don't notice. It's only when you begin to master things that they do.

The Thomas, with whom I was in discussion (as opposed to my son of the same first name), asked if he could come back to me on these issues. He is more than welcome to, and I look forward to hearing from him. If I might help him, that's good news, most especially as he made me think about my own learning process.

That, however, led to another thought. As a matter of fact, if I can now have up to 20 videos for our regular YouTube channel in the course of production, and it is highly likely but between 10 and 15 of those will get filmed next week, is it time for me to launch a second YouTube channel which looks at other issues which are of interest to me and where I might have something to share?

I could cover things of the sort that I discussed with Thomas yesterday, about how to be a campaigner, how to write, how to communicate effectively, and make YouTube videos. But more than that, the channel might be about the rest of life beyond the immediate issues that are the subject of my primary YouTube channel.

Would this be of interest to people? I put a poll below:

[poll id="152"]