

How to Teach the Most Popular Class in Technology: Cut the Cord

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Our Story

It started as Netflix 101



In this class, we'll explain:

- ❖ Why you should teach “Cut the Cord”
- ❖ How to teach the class
- ❖ What resources you'll need
- ❖ How to apply these ideas to other classes

Why Teach “Cut the Cord”?

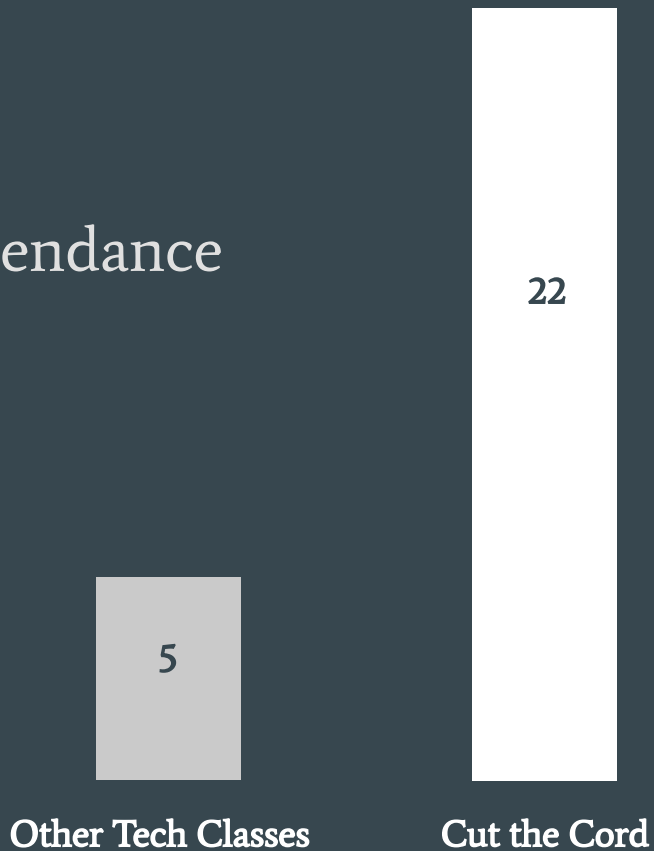


**High Demand
Adaptability**

**Positive Impact
Longevity**

High Demand

Average attendance

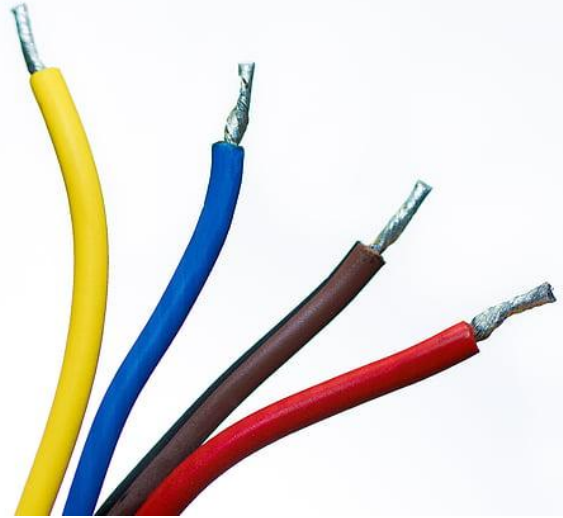


Technology classes should help the patron save:

- ❖ Time
- ❖ Money
- ❖ Frustration



What do we mean by
“cutting the cord”?



Cord Cutting Options

No Internet Required

Antenna

Internet Required

Streaming On Demand

- ❖ Netflix
- ❖ Hulu
- ❖ Amazon Prime Video
- ❖ HBO Now
- ❖ YouTube
- ❖ And more

Internet TV

- ❖ Sling TV
- ❖ YouTube TV
- ❖ Hulu Live TV
- ❖ AT&T Watch TV
- ❖ AT&T TV Now
- ❖ fuboTV
- ❖ Philo
- ❖ ~~PlayStation Vue~~

Define Key Concepts . . . and Build on Them

What is the Cloud?

- ❖ A place where data can be stored remotely via the internet.
- ❖ Allows remote access to data from other internet-connected devices.

What is DVR?

- ❖ Stands for Digital Video Recorder.
- ❖ Allows you to record live TV and then play it back later.

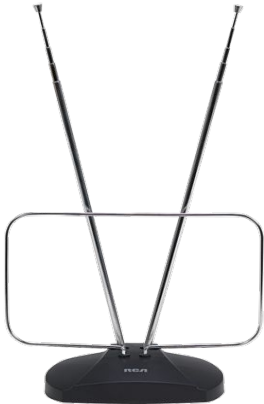
Like Cloud DVR

What is cloud DVR?

- ❖ A way of saving TV recordings without downloading them onto any single device.
- ❖ Allows access to these recordings from any device.

Antenna

Not this



This.



Explaining Streaming Media

Understanding Streaming Devices

Streaming

- ❖ Data transmitted from the internet in a continuous flow.
- ❖ Most videos on the internet are streamed.

Streaming players

- ❖ A internet-ready box or stick for the TV.
- ❖ Turns your TV into a kind of smartphone.
- ❖ Brands:
 - Roku
 - Amazon Fire
 - Apple TV
 - Google Chromecast

Smart TVs

- ❖ A TV with streaming player functionality (and more) built into it.
- ❖ Brands:
 - LG Smart TVs
 - Samsung Smart TVs
 - Fire TVs
 - Roku TVs
 - Android TVs

Equipment: Show and Tell

- ❖ Show the physical devices, if you or your library owns one.
- ❖ Bring a TV.
- ❖ Set up the TV and streaming device, if time permits.



Streaming On Demand Services

NETFLIX

hulu

amazon
prime video

Disney+

kanopy

hoopla

Internet TV Services

You**Tube** TV

hulu

— AT&T**tv**
NOW

What Makes Each Internet TV Service Different?

Price

- Does it fit my budget?

User Interface

- Is the service pleasing to use and navigate?

Compatibility

- Will the service work with my TV or device?

Channel Selection

- What channels do I want?
- Are local channels and sports available?

Cloud DVR

- How many hours of TV can be recorded?
- Is there an extra fee involved?

Simultaneous Streams

- How many screens be be used from the same account at the same time?

Internet TV Services

YouTube TV

Price: \$50

Channels: 70+

DVR Storage: Unlimited

Simultaneous Streams: 3

Sling TV

Price: \$30 / \$30/ \$45

Channels: 32 / 47 / 53

DVR Storage: 10 Hours,
or 50 Hours for \$5/month

Simultaneous Streams:
Orange: 1 / Blue: 3 / Both: 4

Hulu Live TV

Price: \$54.99

Channels: 65+

DVR Storage: 50 Hours

Simultaneous Streams: 2

More Internet TV Services

AT&T Watch TV

Price: \$15

Channels: 37

DVR Storage: None

Simultaneous Streams: 0

AT&T TV Now

Price: \$65 / \$80

Channels: 45+ / 60 +

DVR Storage: 500 hours

Simultaneous Streams: 3

Philo TV

Price: \$20

Channels: 59+

DVR Storage: Unlimited

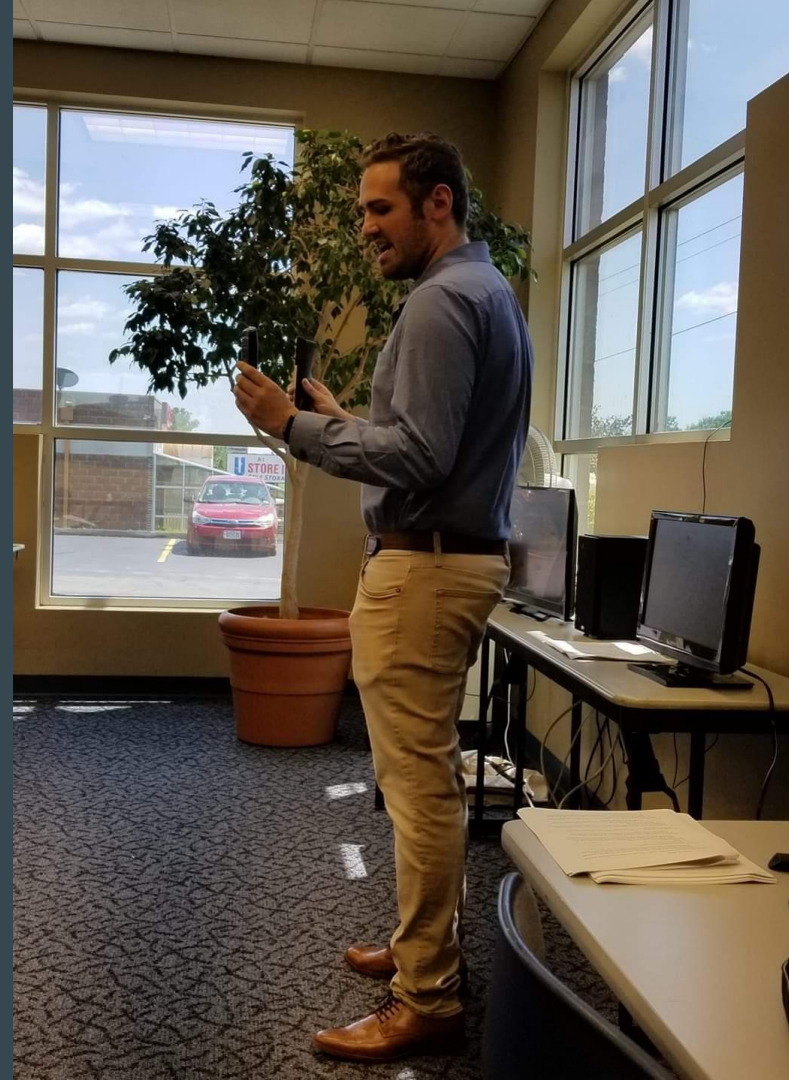
Simultaneous Streams: 3

Streaming Services: Show and Tell

Demo a streaming service:

- ❖ Show the user interface
- ❖ Briefly show content
- ❖ Show how the DVR works

You may even allow students to take the remote and try it out for themselves.



Class Management



Stay up to date

- ❖ Changes happen month to month and even week to week.
- ❖ Double check the information the day before class.
- ❖ Common changes include:
 - Price
 - Content
 - Channel selection
 - Service name changes
 - Even the existence of the service!

Resources to stay up to date

- ❖ Tom's Guide tomsguide.com
- ❖ TechBoomers techboomers.com
- ❖ CNET cnet.com
- ❖ YouTube youtube.com

Most importantly . . . go to the
source.

The YouTube logo, featuring the word "You" in black and "Tube" in white inside a red rounded rectangle.The logo for Tom's Guide, with "tom's" in blue lowercase letters and "guide" in blue lowercase letters.The logo for TechBoomers, with "Tech" in orange and "Boomers" in dark grey, followed by a trademark symbol.The CNET logo, consisting of the text "c/net" in white lowercase letters inside a red circle.



Give Handouts

- ❖ Especially with information on the services, like:
 - Price
 - Compatibility
 - Channel Selection
 - Simultaneous Streams
- ❖ The most valuable handout when talking about Internet TV is the “CNET Compares” spreadsheet:
shorturl.at/qtBF1

Fielding Questions

- ❖ Use analogies to ubiquitous technology, like smartphones.
- ❖ Hold off-topic and case-specific questions until after class.
- ❖ Don't let the class get away from you.
- ❖ Let the handouts answer the questions.



Other Tips

- ❖ Be available to patrons after class.
- ❖ Be okay with not pleasing everyone:
 - Some patrons may have a different idea about what “cord cutting” means.
 - The class may be too simple for some and too complicated for others.
- ❖ Don't pretend to know everything.

LITTLE MISS KNOW-IT-ALL





Get Ready to Do it All Over Again!

- ❖ Let the questions from the previous class inform the next.
- ❖ Never forget to check and recheck your information for currency..
- ❖ Throw out material that didn't work or isn't relevant anymore.

Thanks for coming!

This Presentation:
shorturl.at/xJ346

Our presentation for students:
shorturl.at/ADFGN

Handouts for class with more info:
shorturl.at/stzBQ

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