Tech Lite #1

The Metaphors of Embedding
Today’s Tasks

- Look at different ways for sharing media in your websites/documents
- Practice doing it
- Review
Key Terms

Media
- Original Objects
- References to the Objects
- Copies of the Original
- Portals to the Original

Methods of sharing
- Linking
- Inserting
- Embedding
Linking

What does it mean?

- Makes a reference to a web page
- Mona Lisa (http://youtu.be/M5tBfWDChEu)
Linking -- Advantages

- Easiest to do
- Takes up least screen/page real estate
Linking -- Disadvantages

- Dependent on access to the original
  - What if youtube takes down the video?
  - What if you are not connected to the internet?
- Removes us from our context -- Mona Lisa
  - Distracting
  - Can be hard to find our way back
  - Can’t be “worked with”
What does it mean?

- Make a “Local” Copy of a file on my computer
  - E.g. Download a file, copy and paste
- Put that copy where we want it (website, ppt)
  - Upload, Insert picture, Insert video, etc.
  - This actually makes a 2nd copy
- Becomes a part of your document – “dissolves”
- Takes on the format of your document
Inserting -- Advantages

- It’s yours now!
- Travels with you
- Does not depend on the original
- Keeps you in the document’s context
  - Can be “worked with” by other elements of your document
Inserting -- Disadvantages

- It’s the most work
- It’s your responsibility
  - Store It
  - Update it
  - Keep it Secure – is it really yours?
- File Sizes/Website Limits
- Relies on “local” format/controls
  - E.g. powerpoint plays your video
What does it mean?

- Creates a *portal* to the original
- Maintains distinction from your document – “lodges”
  - It’s a mini youtube in your PowerPoint!
- Outwits the laws of time and space
Embedding -- Advantages

- Keeps the format/controls of the original
  - E.g. youtube plays your video IN PowerPoint
- Yet, keeps you in the document’s context
  - Can be “worked with”
- Light weight – It’s just code
- Maintains an “authoritative” version
  - But can be many places at once
- If you can embed it, it’s “okay” to embed it
Embedding -- Disadvantages

- Not always possible to do
  - Some sites don’t give embed codes
  - Some software has trouble interpreting them
    - E.g. PowerPoint on the Mac!
- Mostly an internet-only option
  - But this could be changing
- Dependent on access to the original
  - Internet Access/Stability
  - Site can go away
  - File can go away
Look at embedding first

- Usually better than linking
- If it is doable then it has the most advantages
  - Light weight
  - Little upkeep
  - Maintains original format
  - Stays in context
  - No worries about whether it’s okay to share
Decisions decisions

- When Not to embed
  - When you don’t trust the persistence or stability of the original
    - E.g. Boardwalk Empire episode on youtube
  - When you won’t have reliable internet
    - E.g. a powerpoint at a remote conference
  - When you want control over your own copy of the material
    - E.g. your site has lots of media and needs to be available for a long time
  - Whenever else that you can’t
Some votes for Linking
- Saves screen real estate -- good for lists
- Easiest to do
- Some sites allow you to open links in a “frame”
  - Almost like embedding
Inserting Process

- Find the appropriate file and save it to your computer
- Upload the file to your web site
- Insert the file where you want it to appear in your site
Embedding Process

- Find the appropriate “embed code”
- Copy it
- Find the “HTML” editor at your destination
- Paste the code into it
Exercises

Divide into groups (Windows vs. MacOS)

1. **Grab** an image from the web and *Insert* it into your Bb (or other) site
2. **Embed** a video from youtube into a Bb (or other) site
3. One of the Following:
   - **Embed** a video from youtube into a Powerpoint (PC only)
   - **Embed** a video from youtube into Wikispaces (techlite.wikispaces.com) or a Google presentation (Mac or PC)
When I “insert” a picture into a power point I create:

- A portal to the original
- A copy of the original
- A reference to the original
If I “embed” a youtube video into a web page, what happens to it if youtube takes it down?

- Nothing, I can still see it
- I no longer have access to it on my site
If I create a link to a video on my website, what happens when someone clicks on it?

- It opens a new website
- The video opens in a box on my website
Pop Quiz

If I attach an image file to an email, I am:

- Making a copy of the my image file
- Creating a portal to my image file
- Making a reference to my image file
If I am watching a live performance of Macbeth online, I am watching:

- Embedded video
- Inserted video