

## The Ancient Geeko-Roman: Visual Social Media for Learning, Teaching, and Community-Building

The second presenter is a classics graduate student as well as YouTube content creator and producer of their own classics-themed YouTube channel. They will talk about how social video tools can be used in academia — for pedagogy as well as for catharsis — and the benefits of engaging with digital communities.

Creating video content can be an act of pedagogy. Crafting and telling stories about ancient Greece and Rome requires becoming familiar with the material and working to develop a narrative, whether it is for a scripted story or an improvised discussion. Presenting information in an approachable and entertaining manner requires similar processes of learning and understanding required in traditional academic exercises. This presentation outlines the place of YouTube in increasing awareness and knowledge of classical studies for a general audience and how it can serve as a tool for creators as well as the audience. This speaker will draw from videos they have created and the channel they have curated to speak first-hand about the experience of being active on YouTube as a graduate student in classics.

This presentation will also address the benefits and problems of incorporating visual media and sources into academia. Public scholarship, especially visual scholarship, can have barriers to entry and issues of accessibility. Moreover, part of being active on YouTube is engaging in the community created by the platform that incorporates viewers and creators. Navigating these communities to avoid detractors without avoiding critique, and ensuring that you have a support system is crucial for success — in grad school, but also in YouTubing. This speaker will discuss active online classics communities, from YouTube to Discord, and the role that these communities can play in supporting students and academics. This presentation aims to

identify how active content creation for visual social media can contribute to the goals of learning, pedagogy, and community-building.