

# Hyperlinking vs. Embedding Videos in PowerPoint

## WHAT IS HYPERLINKING?

Hyperlinking is an element in an electronic document that links to another place. Typically, you click on the hyperlink to follow the link or path. When you hyperlink to a video, you are creating a path, or “directions,” to the video and the video player application.

## WHEN WOULD YOU HYPERLINK TO A VIDEO?

1. To see the controls in the Windows Media or QuickTime Players, such as play, pause, stop, rewind, find, mute, and the scroll bar. You do not see these controls in an embedded clip.
2. When making dual-platform projects.
3. When making web pages: you need to stream clips from *unitedstreaming* in order to protect the content (see page 23 for directions).

## WHAT IS EMBEDDING?

Inserting the downloaded video within the application so it plays in the frame/slide of the application.

## WHEN WOULD YOU EMBED A VIDEO?

1. If you want the video to play full screen automatically (without needing to resize the video).
2. If you do not want to see the control panel of the media player.
3. If you wish to add text boxes that serve as visual cues while the video is playing.
4. If you need easier navigation through a multimedia presentation (especially for younger audiences who may be using the presentation during independent time).

**A word of caution:** Whether you use the hyperlink or embed procedures, you still must have copies of the video clip files in your project folders for these functions to work properly. An embedded video clip file will almost always be larger than the size that has been allocated in the PowerPoint application settings (see below), and when this happens, the embedded image on the slide merely acts as a placeholder with a link to the video file.

