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**THE 'YOUTUBE ONE' – A YOUTUBE VIDEO AS A LEARNING TOOL**  
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As a developer of future Information and Library professionals (LIP) the School of Information Technology at the Queensland University of Technology (QUT) considers it important to offer opportunities to learn about, experience and incorporate the fundamental principles of the student's future profession within their learning experiences. One of the key priorities for LIPs is the development and promotion of Information Literacy not only within themselves but also their future clients. As a means of developing this, and many of the other core knowledge, skills and abilities of future professionals, an elective unit titled 'Information Issues and Values' was developed. As part of the assessment for this unit students were required to produce a three to five minute YouTube video explaining a current issue facing information and IT professionals, in a way that someone with no, or very little, IT experience could understand. The postgraduate cohort had the additional requirement of explaining the issue through the use of an analogy. The purpose was to expose the students to the possible ways in which a range of web 2.0 tools and technologies could be used for client service, in a supportive learning environment, while also hopefully having some fun. The class included postgraduate and undergraduate cohorts, domestic and international students, and was offered in both face to face and online delivery modes. The students worked in pairs and completed two formative steps in the development of the video, produced the video for a formal viewing session that included garnering and offering feedback to their peers, and then completed a reflection on the assessment piece. This paper will discuss the YouTube video's effectiveness as a learning and assessment tool as well as its success in achieving the learning outcomes for the unit.