



# Hyperlinking vs. Embedding Videos

## What is Hyperlinking?

A hyperlink is an element (text or a graphic) that links to information within that document or another document. These links are usually represented by highlighted or underlined words or images. Click on the hyperlink to go to the information. When you create a hyperlink to a video, Windows Media Player will open a new window.

## When Would You Hyperlink to a Video?

1. To open the video in a separate player window.
2. To have access to the player controls, such as play, pause, stop, and volume.

## What is Embedding?

When you embed a downloaded video, you are inserting it right into your document. In PowerPoint, you can choose to have your embedded video play automatically or on mouse click.

## When Would You Embed a Video?

1. To play a video full screen automatically during a presentation
2. To hide the control panel of the media player.
3. To add text boxes that serve as visual cues while the video is playing.
4. For 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 segment files in your project folders for these functions to work properly. An embedded video segment file will almost always be larger than the size allocated in the PowerPoint application settings; when this happens, the embedded image on the slide acts as a placeholder with a link to the video file.