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30 September 2018

### Report to the APA on "Philosophy YouTube Pilot Series Project"

With apologies for the length of time it took me to execute this project, and with gratitude to the APA for its support, I present my final report on my Philosophy YouTube Pilot Series Project.

This project has morphed somewhat since I initially conceived it. Eventually, I settled on the theme "Better Argument" for my videos, and decided to keep most videos under three minutes long, for maximum shareability. I asked myself the question: In our increasingly polarized world, how can philosophy help? The videos are intended not as exhaustive treatments but as accessible invitations to further study.

We produced 13 of these videos, with the following titles:

Ad Hominem  
Analogies and False Equivalence  
Begging the Question  
Deepities  
Equivocation  
The Fact/Opinion Distinction  
False Dilemma  
No True Scotsman  
Principle of Charity/Straw Man  
Slippery-Slope Arguments  
The Use of Experts  
What makes an argument valid?  
Why study philosophy?

Chase Whiteside, who produced my previous YouTube videos, was unavailable to film these because he has been traveling for premieres of his award-winning documentary *America*; nevertheless, he remained as a consultant on the project, and his input has been invaluable.

The videos were filmed and edited at Wayne State University by James Wright and Mayabeth Jagosz. Their invoice, which has now been paid, is included below. The APA gave me a grant of \$4300; the final cost was \$5000. I covered the extra \$700 with my own university funds as planned. (I also had some out-of-pocket expenses, which is fine.)

I confess that the project came down to the wire, and the final, fully polished versions have just been delivered. You can view them all at the following link:

[https://www.youtube.com/playlist?list=PLsolewfmUXE\\_AY3M9y-I-70kdFG0QqNmm](https://www.youtube.com/playlist?list=PLsolewfmUXE_AY3M9y-I-70kdFG0QqNmm)

Tomorrow, I will upload all 13 videos to my YouTube page and have my research assistant correct the subtitles. Only when the subtitles are corrected will I publicly release the videos. (I will be traveling out of the country later this week, so I may delay the official launch until October 8<sup>th</sup>, depending on how quickly subtitles are ready.)

All videos will be uploaded to my YouTube page at once. In addition, I will share them individually on Facebook and other social media, at the rate of about one per week over the next few months. My home institution Wayne State will also share them on social media, and I hope the APA will do so as well.

Incidentally, I have attempted to purchase the website domain BetterArgument.com. The owner, who is not using it, is willing to sell. Unfortunately, he wants \$15,000, which naturally I refuse to pay. I expect I will revise my own website to have special pages for hosting the Better Argument series.

I have already begun planning additional titles for the series, including “Whataboutism” and “Reason and Emotion in Argument.” Given the quality of this set, I expect my university may be willing to sponsor future recordings.

My hope is that these videos will indeed encourage better argument, as well as spark interest in the discipline of philosophy.

Invoice No. 001

Bill To:  
Wayne State University

Index# 410813

Fund# 25SCB1

| Date    | Order No. | Representative | Project                | Deliverables | Terms   | Tax ID |
|---------|-----------|----------------|------------------------|--------------|---------|--------|
| 9/24/18 | 001       | J. Wright      | Better Argument Series | 13 Videos    | 30 days |        |

| Personnel  | Event   | Description   | Total    |
|--|---|---|----------|
| Videographer (2) - 200 ea.                             | Camera Test<br>MAER Production Studio<br>August 28, 2018<br>3:30pm-5:30pm | <ul style="list-style-type: none"> <li>• Equipment rental, setup and operation of camera, lighting, and audio</li> <li>• Setup of green screen as backdrop</li> <li>• 2-Camera test shoot w/secondary audio capture</li> <li>• Recording of 4 scripts</li> </ul>                          | 400      |
| Videographer (2) - 200 ea.                             | Shoot Day 1<br>MAER Production Studio<br>September 7, 2018<br>3pm-5pm     | <ul style="list-style-type: none"> <li>• Equipment rental, setup and operation of camera, lighting, and audio</li> <li>• Setup of multi-colored paper backdrop</li> <li>• 2-Camera shoot w/secondary audio capture</li> <li>• Recording of 4 scripts</li> </ul>                           | 400      |
| Videographer (2) - 200 ea.                             | Shoot Day 2<br>MAER Production Studio<br>September 8, 2018<br>9am-11am    | <ul style="list-style-type: none"> <li>• Equipment rental, setup and operation of camera, lighting, and audio</li> <li>• Setup of multi-colored paper backdrop</li> <li>• 2-Camera shoot w/secondary audio capture</li> <li>• Recording of 4 scripts</li> </ul>                           | 400      |
| Videographer (2) - 200 ea.                             | Shoot Day 3<br>MAER Production Studio<br>September 9, 2018<br>9am-11am    | <ul style="list-style-type: none"> <li>• Equipment rental, setup and operation of camera, lighting, and audio</li> <li>• Setup of multi-colored paper backdrop</li> <li>• 2-Camera shoot w/secondary audio capture</li> <li>• Recording of 4 scripts</li> </ul>                           | 400      |
| Videographer (2) - 200 ea.                             | Shoot Day 4<br>MAER Production Studio<br>September 11, 2018<br>9am-11am   | <ul style="list-style-type: none"> <li>• Equipment rental, setup and operation of camera, lighting, and audio</li> <li>• Setup of multi-colored paper backdrop</li> <li>• 2-Camera shoot w/secondary audio capture</li> <li>• Recording of 1 script, and 8 extra "side" scenes</li> </ul> | 400      |
| Videographer (2) - 200 ea.                             | Shoot Day 5<br>Dr. Corvino's Home<br>September 23, 2018<br>10am-12pm      | <ul style="list-style-type: none"> <li>• Equipment rental, equipment transportation, setup and operation of camera, lighting, and audio</li> <li>• Setup of multi-colored paper backdrop</li> <li>• 2-Camera shoot w/secondary audio capture, recording of 5 "side" scenes</li> </ul>     | 400      |
| Editor (2) - 200 per video                             | 13 Video Segments   | <ul style="list-style-type: none"> <li>• Editing of 13 video Segments</li> <li>• Design &amp; Create graphics, word marks as necessary</li> <li>• Deliver Web versions of videos</li> </ul>   | 2,600    |
| Videography/Editing Total (to be paid to James Wright) |   |   | 5,000.00 |



Sponsored Program Administration  
 5057 Woodward Avenue, Suite 13202  
 Detroit, Michigan 48202  
 (313) 577-3726  
 (313) 577-5055 Fax

FINANCIAL STATEMENT

|   |                                |   |   |                         |
|---|--------------------------------|---|---|-------------------------|
| <b>Agency</b><br>The American Philosophical Association | <b>WSU Index No.</b><br>410813 | <b>Report Period</b><br>12/10/15 Thru 09/30/18    |   | <b>Date</b><br>10/23/18 |
| <b>Title:</b><br>Philosophy YouTube Pilot Series        | <b>Grant Code</b><br>25SCB     | <b>Fund Code:</b> 25SCB1<br><b>Org. Code:</b> 03P | <b>Project Period</b><br>12/10/15 Thru 09/30/18 |                         |
| <b>Principal Investigator</b><br>John Corvino           | <b>Final</b><br>X              | <b>Report No.</b><br>2                            | <b>Grant/Contract No.</b><br>0                  |                         |

| CATEGORY                    | EXPENDITURES   |             | AGREEMENT   |               |
|-----------------------------|----------------|-------------|-------------|---------------|
|                             | Current Period | Cumulative  | Budget      | Balance       |
| Salaries & Wages            | \$ 4,300.00    | \$ 4,300.00 | \$ -        | \$ (4,300.00) |
| Fringe Benefits             |                |             | -           | -             |
| Travel                      | -              |             | -           | -             |
| Supplies & Materials        |                |             | 4,300.00    | 4,300.00      |
| General Expenses            | -              | -           | -           | -             |
| Equipment                   | -              | -           | -           | -             |
| Other Expenses              | -              | -           | -           | -             |
| TOTAL DIRECT                | \$ 4,300.00    | \$ 4,300.00 | \$ 4,300.00 | \$ -          |
| Indirect Costs Rate: 00.00% | -              | -           | -           | -             |
| TOTAL EXPENDITURES          | \$ 4,300.00    | \$ 4,300.00 | \$ 4,300.00 | \$ -          |

| STATUS OF REVENUE      |             |
|------------------------|-------------|
| Previously Reported    | \$ -        |
| Current Expenditures   | \$ 4,300.00 |
| Total Expenditures     | \$ 4,300.00 |
| Total Payments to Date | \$ 4,300.00 |
| Balance Amount         | \$ -        |

| OUTSTANDING INVOICES |             |        |
|----------------------|-------------|--------|
| Date                 | Invoice No. | Amount |
|                      |             | \$ -   |
| Total                |             | \$ -   |

CERTIFICATION: BY SIGNING THIS REPORT, I CERTIFY TO THE BEST OF MY KNOWLEDGE AND BELIEF THAT THE REPORT IS TRUE, COMPLETE, AND ACCURATE, AND THE EXPENDITURES, DISBURSEMENTS, AND CASH RECEIPTS ARE FOR THE PURPOSES AND INTENT SET FORTH IN THE AWARD DOCUMENTS. I AM AWARE THAT ANY FALSE, FICTITIOUS, OR FRAUDULENT INFORMATION MAY SUBJECT ME TO CRIMINAL, CIVIL, OR ADMINISTRATIVE PENALTIES (U.S. CODE, TITLE 18, SECTION 1001)

*Marlene Erno* for

10/31/18

NAME: Marlene Erno, Senior Director of Sponsored Program Administration

DATE: