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## **STUDENTS PERCEPTION OF YOU TUBE AS A SOURCE OF LEARNING**

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### **ABSTRACT:**

With increasing penetration of internet and data liberalization learning system has changed drastically. Gone are the days when only source of learning was classroom teaching and books in the library. Students of new generation have multiple options available to gain information and to understand a given topic. With information's available just a single click away and with availability of multiple multimedia options students can opt for any resource for better understanding of any concept.

This paper tries to investigate student perception about You Tube as a source of information retrieval and concept clarity. Data is collected using a structured questionnaire in which various questions were asked to respondents which were related to find out students perception. The study revealed that You Tube is one of the most popular source of learning.

Keywords: You Tube, Learning, Multimedia, Social Media

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### **Introduction:**

The environment around is changing rapidly; so is the technology around us. Seeing the surrounding which offers a variety of facilities and services today (because of the advanced technology), we can hardly imagine the days; even a decade-or-two ago the scenario was totally different. From the use of wired telephones to the use of cellphones; from the era of faxes, post letters and telegrams to the era of fast electronic-mails; from the time when grocery and all the essentials were bought on-the-spot to the time at present where we can get everything at the comfort of our home, things turned around. The advancement of Information Technology (IT) also changed the way of learning and influenced teaching and learning making it increasingly complex and widespread. Here, we will be talking about the advancement in Information Technology, and its impact through social media platforms like YouTube.

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### **WHAT IS A SOCIAL MEDIA?**

So, basically let's understand what a social media is. Social Media can be defined as an array of internet-based platforms, which promotes and enhance the sharing of information (studymafia.org). It is internet based and provides quick content via electronic communication, such as personal information, documents, videos, and photos. Users engage with social media via gadgets like a computer, tablet, or smartphone via web-based software or applications. There are more than 4.5 billion people who use social media, as of October 2021 (Global Social Media Stats October 2021). The power of social media is the ability to connect and share information with anyone on earth, or with many people simultaneously.

Types and examples of social media:

Major 6 types include- Social networking, Bookmarking, Social news Media sharing, Microblogging and online forum sites. Most renowned example of social media are- Facebook, YouTube, WhatsApp, Facebook Messenger, Instagram, WeChat, TikTok, QQ, Douyin, Sino Wiebo. ([www.investopedia.com](http://www.investopedia.com))

**YOUTUBE:** YouTube is an online video sharing platform with American origin headquartered in San Bruno, California. Steve Chen, Chad Hurley and Jawed Karim launched the app on February 14, 2005 and currently owned by Google. After Google Search, it is the second most visited website.

Since its purchased by Google, YouTube has expanded beyond the core website into mobile apps, network television, and ability to link with other platforms. Most content is generated by individuals, including collaborations between YouTubers and corporate sponsors. It's services includes- YouTube community, YouTube Kids, YouTube Movies, YouTube Music, YouTube Premium YouTube shorts, YouTube TV. (Wikipedia)

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## WHAT IS E-LEARNING?

E-Learning is any form of learning substitute available on the internet. E-learning is highly prioritized these days. It has many benefits for the Learners- highly efficient and cheaper to execute. Some of the methods opted by the learners worldwide are:

- Web eLearning
- Virtual Classrooms
- Video Modules
- Specialized eLearning
- Social Media Learning
- Microlearning
- Mobile Learning

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## SOCIAL MEDIA AS A MODE OF E-LEARNING:

At current times, social media has become immensely popular in the education industry. It helps not only learners but also instructors to connect outside the official or formal learning environment to discuss content and activities, share ideas and create peer groups to share their opinions about a specific course. E-learning professionals today rely majorly on social media platforms to share supplementary course materials, promote learning practices, and respond to learner's queries.

### *YouTube as an eLearning platform:*

Using YouTube as a learning platform has a potential to help users achieve various learning outcomes, including cognitive, social, emotional, and psychomotor outcomes. The content available on videos of YouTube helps users improve their cognitive ability by gaining knowledge like learning a new language or mastering a new skill. In a study among students of an English class, learning on YouTube was found to be more flexible, interesting, and interactive; thus, interacting YouTube videos from language-teaching Youtubers into T&L activities would be useful to the students.

YouTube gives a variety of content for students to choose from. While in the traditional classroom teaching method, there is only one teacher available for a subject, YouTube provides thousands of videos on the same topic by different teachers. Also, unlike a school system where lots of fee is to be paid to retain knowledge, social platform like YouTube provides free content that can be consumed by anyone. It provides multiple modes such as audio, video, animation, text to make people consume the content and as many times as they want. The platform also provides options to change the resolution of videos to suit the internet bandwidth of various users. It provides seamless navigation and searchability of the content. The comments on the videos and live classes can help in interactive learning.

In short, YouTube can help in learning in various ways. Some of them are:

- It is really easy to integrate
- It can be used to create eLearning community.
- It generates and promotes online discussion
- It is ideal for mobile learning
- It allows for microlearning
- It encourages the development of note-taking skills
- It enhances comprehension of complex concepts
- It allows learners to make their own YouTube videos.

Despite many advantages for online learners, YouTube consists of some Cons which can't be neglected:

- **INDIVIDUALISM:** While YouTube claims that it is beneficial in terms of privacy, learners have no option to build teamwork and solve problems. Where apps like Google Duo or Zoom enable students to communicate with teachers face-to-face, YouTube solely promotes individualism.
- **VULGARITY:** YouTube allows users to access many contents on its platform. It is known to be a free site that does not restrict the users to post videos. Some of the videos may be violent and explicit kind.
- **RELIABILITY:** Source of videos on YouTube need not always be reliable. Some people, just for the sake of business generate lots of misinformation which makes it difficult for learners at times. This lead to learners spending more time to find a reliable source which provides correct information about the subject.
- **INTERNET ACCESS:** Though it provides lots of free content, it completely relies upon an internet connection. There is no means to access content without any access to web. Also, using videos for a prolonged time needs a significant amount of cellular data.

- **ADVERTISEMENTS:** The only way to earn money on YouTube is by showing advertisements. This makes the study time even more elongated for the learners as they come across through various advertisements. Some of which are lengthy and even come without a skip option. And not all the advertisements shown are relevant to the content posted.

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### Research Methodology:

In this study a structured questionnaire is used for collecting responses from the respondents. The total sample size was 200. Most questions asked were likert scale questions. Questions based on use of you tube and advantages and disadvantages of you tube learning were asked. Responses collected were analyzed using Microsoft Excel.

### Objectives:

- To know student's perception about You Tube as a learning tool.
- To study effectiveness of You Tube contents in enhancing students understanding

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### Literature Review:

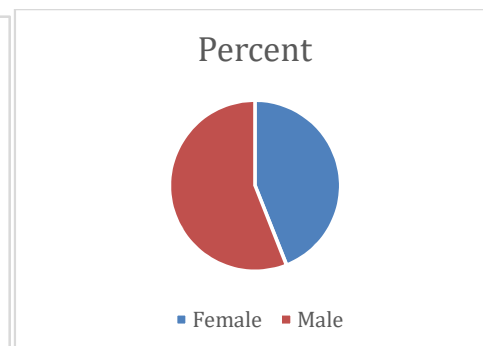
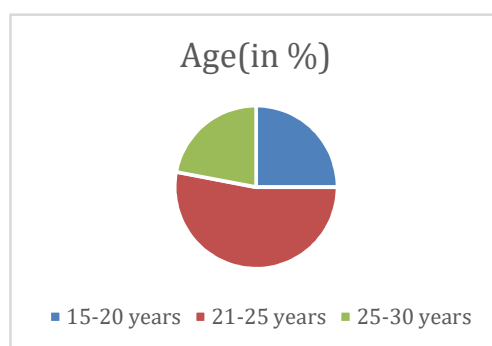
SeherBalbay&SelcanKilis (2017) : This study concluded that most of the learners feel you tube videos beneficial for better understanding of any topic. The leaners agreed that You Tube videos are good source of learning as it provides autonomy.

Kay (2012) : As per this study author argued that you tube videos enhances learning and the performance of the students but learning is accompanied with certain disadvantages such as lack of class participation, neglecting classroom teaching etc.

(Jackman, 2019): learners are Using you tube on a large scale and you tube has become one of the most popular e-learning platform amongst the learners. According to the author you tube has resulted in numerous benefits in the classroom and also motivated students in auto learning.

Data Analysis:

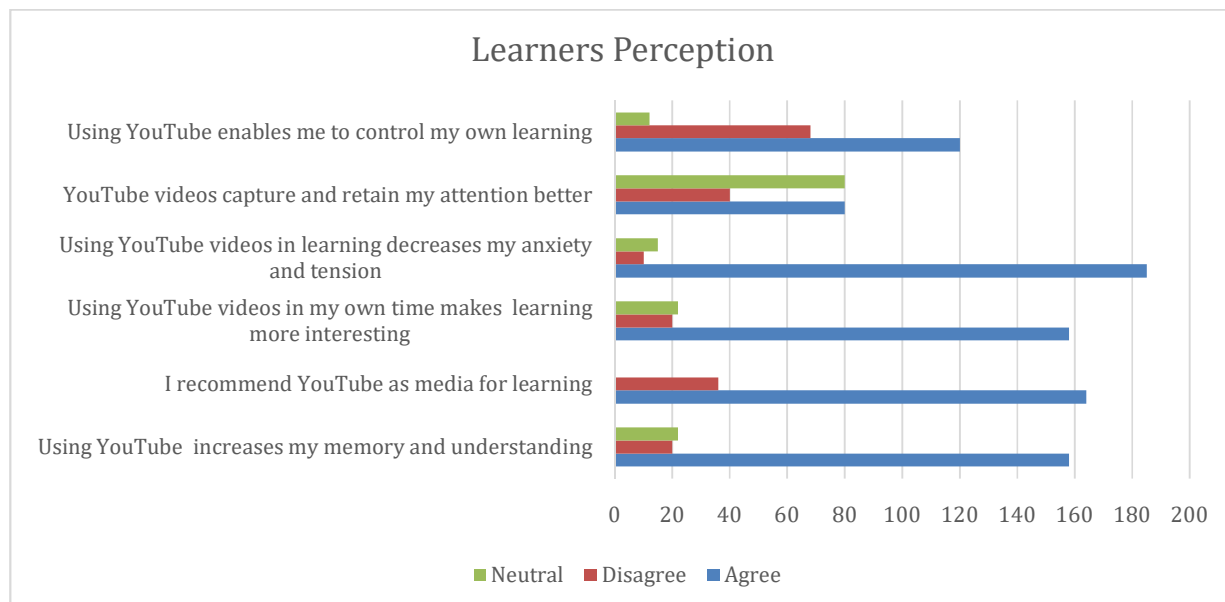
	Frequency	Percent	Cumulative Percent
Valid	15-20	50	25.0
	21-25	106	53.0
	25-30	44	22.0
	Total	200	100.0



	Frequency	Percent	Cumulative Percent
Valid	2	88	44.0
	1	112	56.0
Total	200	100.0	

The respondents chosen belongs to different age categories and gender out of 200 respondents 25% belong to the Age category of 15 to 20 years ,53% belongs to age group 21-25 years. Out of 200 respondents 44% respondents (88) were Female and 56% (112) were male.

Questions	Agree	Disagree	Neutral	Total
<b>Using YouTube increases my memory and understanding</b>	158	20	22	200
<b>Percent</b>	79.0	10.0	11.0	100.0
<b>I recommend YouTube as media for learning</b>	164	36	0	200
<b>Percent</b>	82.0	18.0	0	100.0
<b>Using YouTube videos in my own time makes learning more interesting</b>	158	20	22	200
<b>Percent</b>	79.0	10.0	11.0	100.0
<b>Using YouTube videos in learning decreases my anxiety and tension</b>	185	10	15	200
<b>Percent</b>	92.5	5.0	7.5	100.0
<b>YouTube videos capture and retain my attention better</b>	80	40	80	200
<b>Percent</b>	40	20	40	100
<b>Using YouTube enables me to control my own learning</b>	120	68	12	200
<b>Percent</b>	60	34	6	100



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**Interpretation:**

When asked about flexibility of learning with you tube 60% respondents agreed that you tube learning is flexible and they are not bind by time while learning through you tube. when asked about retention of you tube contents,79% respondents agreed that you tube contents for a longer period in memory due to its multimedia features. Around 92 percent respondents agreed that contents explained in you tube are easy to understand and decreases psychological bottlenecks that might result from the difficulty level of topics

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**CONCLUSION:**

After analyzing the responses submitted by respondent, it is evident that learners prefer you tube as a learning resource as it gives better understanding and concept clarity opportunities.

A number of questions were asked related to usefulness and effectiveness of you tube resources and learners agreed that you tube resources are beneficial as they give better understanding, allows autonomy in learning as it is not time bound also allows differentiated views on the same topic as well as flexibility of learning in preferred language leads to a conclusion that you tube is a popular media for concept clarity and topic understanding.

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