

A STUDY ON THE USER BEHAVIOR AND IMPACT OF YOUTUBE VIDEOS ON COLLEGE STUDENTS FROM EAST BANGALORE

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ABSTRACT

YouTube impact and usage by college students is the subject of the research. The simplified definition is explained of what YouTube is all about. The extent of its impact and how students are getting influenced by the You Tubers. The popular channels which are frequently browsed by the students. The duration and reason behind their usage. As this is an era of smartphones at a very early age students tend to get involved in different kinds of applications they are too curious to know about things happening. They have an urge to learn things from different tutorials. The changes in the pattern of their behavior is one of the part of this study. Different kinds of closed ended questions are framed in the questionnaire. This descriptive research portrays the current scenario of our society where YouTube plays an active role among students.

Keywords: Behavior, Impact, Students, Usage, Youtube.

1. INTRODUCTION

Thirteen years ago on 14th February 2005, YouTube, an American video sharing site was launched, headquarter is in San Bruno, California. This video sharing site created a huge impact on teenagers mainly college going students who spent ample amount of time browsing YouTube videos. Registered users can upload and browse videos while the non- registered users can only watch.

“YouTube is an art medium; a technology which allows listeners to become singers, watchers to become actors and consumers to become producers creating new original works and supplementing existing ones. It allows everyone to have a voice that can be heard and face that can be seen”.

Students and teenagers of the twenty century are more digitally oriented. YouTube became a basic platform for sharing information and easy tool of learning. Students upload and watch videos of different field and learn different things from the tutorials and tend to create their own sites.

Educational institutions in the smart classrooms uses different YouTube videos as there is more probability of getting attention of the students.

YouTube is changing the outlook of the integral world. This video sharing site receives billions of viewers daily, the latest reports show that more than half the viewers are students. “Teens constitute the dominant demographic on YouTube in terms of their viewership, comments, and rating and other feedback mechanisms”. The exploration of YouTube videos in recent days are elaborated in review of literature.

1.1. Objectives

General objective of the study is to highlight the amount of time spent by college students on YouTube videos.

1.1.1 Specific objectives

- To analyze time spend and browse rate by students on YouTube
- To examine the usage of YouTube programs in real life
- To explore how YouTube leads to new adaptation in student’s behavior

1.2. Significance of the study

The usage and impact of YouTube videos on college students became a controversial topic as there is probability of both positive and negative outcome. The study aims to portray the influence of the YouTube videos through which students tend to explore their identity. YouTube now plays the role of a mentor among the college students. The study also examines the active role played by YouTube on students and their consuming pattern. The importance of this study is highly beneficial as YouTube is constantly stressing its focus on its daily users. Students are getting benefitted by this site and also getting recognition in YouTube when they upload videos. YouTube itself is reaching out to people with different videos every day. At present almost all students have access to YouTube and they tend to become popular YouTubers which brought different behavioral changes in them. The way they upload videos is highly influential on students.

2. REVIEW OF LITERATURE

There are various studies and researches done on the impact and usage of YouTube on college students. A current study conducted in Saudi Arabia in the Abdul-Aziz University among the students of age group of 18-20 years. A Capstone Project was done by Michael Pickowicz on April2008; where the study depicted ‘A Better Understanding of College Students YouTube Behaviors’. Many researchers have taken this topic and did comparative study wherein usage of YouTube videos turned out to be a trend.

In the last few years, the most significant features added was the ability to stream videos online, with 44 per cent of Internet users streaming online (Rose, 2001; Capstone project-April2008).There are millions of people and half of them are students using YouTube and making their profile. YouTube videos are becoming helpful in classrooms as it has become the center of attention for the students and helps the teacher to deliver the information easily and effectively. This sources is highly helpful for the present study.

The research on educational video usage shows that videos appeal to visual learners in support of the Cognitive Theory of Multimedia Learning (Eick& King, 2012) The Cognitive Theory of Multimedia Learning is the

idea that we have both auditory and visual channels for processing information and building memory and that the active process of learning is more successful when both the auditory and the visual channels are stimulated simultaneously, also known as the dual channel assumption (Moreno & Mayer, 2002).

According to Mayer and Moreno (2002, p. 90) “the cognitive process of integrating is most likely to occur when the learner has corresponding pictorial and verbal representations in working memory at the same time.” Further, use of YouTube has been found to capture students’ attention (Buzzetto-More, 2014; Duvenger&Steffes, 2012; Greenberg & Zanetis, 2012), make learning more interesting (Buzzetto-More, 2013a), and enhance the overall learning process (Buzzetto More, 2013; Hilner, 2012; Jones & Graham, 2013; Tan & Pearce, 2012). More specifically, well selected YouTube videos have been found to help students engage more deeply with subject matter, and recall the information they've learned longer (Burke & Snyder, 2008; Buzzetto-More, 2014; Duvenger&Steffes, 2012; Roodt and Peier, 2013);.

YouTube has also been shown to expand access to information (Snelson, 2011; Burke and Snyder, 2008), promote critical thinking (Logan, 2012), foster active and flexible learning environments (Liu, 2010; Roodt&Peier, 2013), support analytical discourse (Burgess & Green, 2009) and multiple approaches to reasoning (Revoir, 2012), provide students with memory cues so as to support conceptualization through visualization (Eick& King, 2012), and increase students' depth of understanding (Jones & Graham, 2013; Logan, 2012).

3. METHODOLOGY

The collected data is analyzed through percentage analysis. The data for this study has been collected through primary and secondary data collection methods. The tool used for collection of primary data is questionnaire. The primary data has been collected through survey with the support of a prepared questionnaire having closed ended questions. Self- administered questionnaire has been used where the data is recorded.

The source of secondary data is journals, online sources etc. All participants are interviewed through survey. The survey questions focused on four themes: Behavior, Influence, Browsing rate, Identification. At first the behavior was measured to see how active college students are on YouTube. Questions focused on the amount of time spend on YouTube, different kinds of channels they subscribe and browse. The influences of YouTubers on them and change in their behavioral pattern. As per the survey report and analysis of the collected data further interpretation is done.

Sampling is the process of selecting a small group to represent the whole population. The two categories of sampling are probabilistic Sampling and Non- Probabilistic Sampling. The researcher uses probabilistic sampling by constructing a list of the target population, as the study is purely based on survey through questionnaire and what the researcher had thought to be appropriate for this study.

3.1. Demographic Profile

The study was conducted among college students where 59% male and 41% female students participated aging 18-25 years from the colleges of south Bangalore. The data is collected through questionnaire which focuses on the main objectives of the research. The questionnaire consist of 20 questions which is covering the main areas of the research which concentrate on the impact and usage of YouTube videos on college students. The study focuses on youngsters browsing different videos on YouTube and the impact of it on them.

4. RESULTS AND FINDINGS

Through this research it is found that 89 per cent students browse entertainment channel whereas 11per cent browse educational one. According to the research as students browse contents before going off to sleep it brings many changes in their sleeping cycle and behavioral pattern. They understand certain lessons through audio visual. The basic objectives of the study is fulfilled as the researcher identified that YouTube has huge amount of impact on college students in Bengaluru.

Researcher made an attempt to measure the behavior to find out how active students are on YouTube. Questions were focusing on the amount of time spend on YouTube. 68 per cent students who were part of the survey use YouTube on a daily basis. 93 per cent find it useful in every aspect.

Figure 1.1

Time spent	
0-2 Hours	75%
2-4 Hours	18%
4-6 Hours	5%
Above	3%

As seen in the figure1.1: 75 per cent college students spend 2 hours every day on YouTube.60 per cent students find it easy to understand certain things even in classroom. Mostly they browse YouTube before going to sleep. 59 per cent of them noticed behavioral and personality changes as they fantasize those visual elements and rest of them are ignorant about the fact.

Figure 1.2

Age	
18-20	29%
21-24	68%
25- above	3%

According to figure 1.2 it's seen that students with age 21-24 tend to browse more i.e. 68 per cent and age group with 25 and above use least amount i.e. 3 per cent. Around 50 per cent of them find it addictive and rest 50 per cent didn't.

The reason behind the attraction towards YouTube by young people is the low internet charge packages and the excessive spread of smart phones. It has psychological impact as well as they have an access to YouTube every day and has become a part of their daily life. They all know exactly when they can expect new videos from their favorite channels and YouTubers.

On weekends they spend more time on YouTube than on weekdays. They try to watch the videos newly updated immediately and if not they watch it later. They know the exact time when new videos will be uploaded in their favorite channels and by their YouTubers.

It resulted in the replacement of television as YouTube has become a part of daily routine for the students. They tend to watch funny and creative videos rather than qualitative videos. Generally they browse videos out of boredom and amusement and tend to watch more of tutorials.

The browsers seek to have more features to be added in YouTube. According to the research 64 per cent can stay a day without using YouTube and rest 34 per cent cannot.

Furthermore, as per the report not much awareness is provided among the student as we see only few percentage of students have an access to it. Mentoring should be done as it is influencing the students in an alarming rate. It's also have psychological impact on them.

Peer groups also play an active role as individuals who have less access to this application are unaware of many things and during certain discussion they suffer from inferiority complex and the browsing rate starts increasing.

Overuse of these application can cause isolation and at the later stage emotional imbalance as they find this as the only mode of entertainment.

4.1 Recommendation

The result of the study concludes that most of the young people particularly students prefer to watch YouTube at all times as a result of excessive spread of smart phones and portable devices. Therefore it is recommended after the research that awareness should be provided among students to use it judiciously though only minimum percentage of them have an access to it.

Nowadays, usage of YouTube has become a trend among the students as they don't watch rather have an access to the traditional form of media.

Students believe in smart learning rather hardworking. YouTube tutorials made the learning process easier in an effective way.

Mentors should give special attention to them as YouTube has a great influence on them which may cause addiction and social isolation too.

5. CONCLUSION

The first objective of the study, the browse rate and amount of time spend by college students is verified by the percentage analysis of the survey report. Students spend 2hours daily in browsing videos of different kind and recently it's increasing as they are using for educational purposes in the institution as well for the better understanding.

The second objective is also successfully achieved as students tends to imitate and follow the YouTubers and also they come up with different creative and innovative ideas through the excess browsing of different tutorials. They tend to adopt different personalities and elicit different kinds of emotions in certain situations.

Too much of the usage of these YouTube videos is having psychological impact on them as they are inculcating different personalities and attitudes it's actually creating confusion in their minds when they are presenting themselves in the real world.

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