YOUTUBE IN EDUCATION, INFORMATION AND ENTERTAINMENT: A CRITICAL STUDY ON HETEROGENEOUS POPULACE

Dr.T. Sangameshwar Rao

Deputy Director, EMPC, Indira Gandhi National Open University, New Delhi, India 11068

Corresponding Email: rao.sangameshwar@gmail.com,

ABSTRACT

YouTube established in 2005 with its communication abilities, YouTube marked its presence with 30.6 million subscribers in world, educating, informing and entertaining viewers and subscribers. Even though YouTube helping, millions of people across the globe with education, information and entertainment but simultaneously YouTube also providing misleading videos to viewers. Unfortunately there is no censorship or guidance is available which one is correct or misleading video. This study aimed to know the advantages and lacunas of the YouTube videos. This study also gathered valid suggestions, opinions made by the respondents to improve YouTube contents.

Keywords: Heterogeneous, Education, Information, Entertainment, Censorship, Professionals.

INTRODUCTION

It is said a successful business man is a successful communicator, with YouTube's remarkable ability to inform, educate and entertain the world at one single window as of today YouTube has become 'Global University'. The creators of YouTube are Chad Hurley, Steve Chen, and Jawed Karim made its headquarter in San Bruno, California in February 2005; Google noticed YouTube's potentials, purchased it for US\$1.65 billion ever since YouTube operates as Google's subsidiaries.

YouTube has the features like VP9 Technology developed by Google, which is royalty free and open video coding format

and accommodates on HTTP protocol, which supports formats like H.264/MPEG-4 AVC video, AV1 (Barman 2017). YouTube allows viewers to playback, uploading, an opportunity to select quality and formats, ever since march 2020, picture quality cut to standard definition quality reception due to covid-19. YouTube allows annotations like pop up text and hyperlinks, 3D and 360 degree videos. YouTube has localized its content in 104 countries in 2007 (Peter 2007). YouTube premium subscription service also known as YouTube Red, offers advertising with free streaming which allows access to exclusive content (Hannah 2016). YouTube offers, YouTube TV is a

subscription based multi television cable TV via Satellite. YouTube Go is an Android app which makes us easier to access on mobile devices (Paresh 2018). YouTube music, YouTube Shorts is 15 seconds videos like TikTok. YouTube stories formerly known as YouTube Red are similar to Instagram and Snapchat which allows content generator who have not less than 10,000 subscribers. (Nikki 2018 & YouTube 2019). YouTube has become 'The International Standard Name Identifier (ISNI) since 2018. Since 2008 YouTube has started April Fools pranks on every April 1st. YouTube content partnerships service started in 2016 aimed at create positive contents (Carrie 2016), with these strong features YouTube grounded its position as a world leader in the area of information, education and entertainment.

REVIEW OF LITERATURE

Ever since establishment, YouTube engaging grandchild to grandparent in information sharing, seeking help, and dialogue enquiry as a way of posting comments for feedback this provide unique insights to world's largest source of information in all areas.(Asselin et.al 2011). Globally YouTube emerged as a powerful world media university in providing A to Z educational topics. Jenkins explains how

YouTube gives myriad opportunities to read in between the lines of educational contents, Jenkins also explained the implications of essential shifts of power within the cultures. Jenkins narrated YouTube as a modern media university should circulate knowledge by removing obstacles and reconfigure teaching and learning methods in an innovative ways (Jenkins 2007). YouTube entertaining its global viewers with movies, movie trailers, individual created videos, memes, short plays, jokes, MPEG -3 audio songs all this happened reality with advent of digital cameras, video enabled camera phones laid a platform to easily browse able content increased content generators and YouTube viewers (Choudhury et.al 2009). Advantages of YouTube, it allows the content generators to easily upload and viewers can easily browse. YouTube provide an opportunity to earn money. YouTube is easy to use, share and generate backlinks (Prensky 2010 & Henriksen 2016).

OBJECTIVES OF THE STUDY

- To find out the percentage of dependency on YouTube in our mundane life by the various sections of population across the globe.

- To find out the advantages and disadvantages of YouTube pertaining to information, education and entertainment.
- To give corrective measures and suggestions to YouTube management and content generators.

METHODOLOGY

This study attempted to know the multiple uses of YouTube by the teachers, students, professionals and common man how they depend on YouTube to deal with mundane worldly chores as a trouble shooting mate or handyman. This study relied upon both primary and secondary data. Before sending the survey questions to respondents, all the questions are validated by expert academic in the similar field and get it corrected. The Survey has proceeded through the self-administered questionnaire on 300 respondents. Google form questionnaire created and sent to individual emails and also on their personal mobile phone with the hyper link of the questionnaires.

SAMPLE

Snowball method has been administered to get the feedback from the respondents. Permissions have been obtained from the parents of minors for

participating in the survey. Among 300 respondents 116 has responded out of which 75 males and 36 are females. Prefer not say choice also provided for the third gender to give equal opportunities as human rights in this survey. The age of the respondents starts from 13 and end with 100 years, while their educational qualifications are from high school to doctoral degree.

TOOL FOR DATA COLLECTION

A total of 10 google form questions are developed out of which 9 questions are close- ended and 1 is open-ended question administered to get qualitative answers from the respondents.

Analysis of the Study on YouTube

Chart No.1 Showing the Gender of the Respondents

The Chart No.1 showing, total respondents 116 out of which male 75 (68%) and female 36 (32%) and no third gender responded even though provision is provided.

Table No. 1 Showing the Age Group of the Respondents

Age Group of the Respondents	Number of Respondents	Percentage of the Respondents
8 – 10	0	0%
11 – 12	0	0%
13 – 15	0	0%
15 – 20	4	3.6%
20 – 25	3	2.7%
25 – 30	7	6.3%
30 – 35	4	3.6%
35 – 40	10	8.9%
40 – 45	24	21.4%
45 – 55	22	19.6%
55 – 60	23	20.5
60 – 65	10	8.9%
65 – 70	5	4.5%
70 – 75	0	0%
75 – 80	0	0%
80 – 85	0	0%
85 – 90	0	0%
90 – 100	0	0%

In the Table No.1, we can find the age groups, their participation percentage shows highest percentages is from the age group 40-45 is 21.4% percent, in the second place age group 55-60 is 20.5% percentage,

in the third place 45-55 is 19.6% percentage. It is very surprising to know 35-40 and 60-65 age group participation is the same 8.9% percentage. This chart also indicated participation of 65-70 age groups with 4.5% percentage.

Table No.2 Showing Educational Qualifications of the Respondents

Educational Qualifications	Number of Respondents	Percentage of the Respondents
5 th Class	0	0%
6 th Class	0	0%
7 th Class	0	0%
8 th Class	0	0%
9 th Class	0	0%
10 th Class	2	1.8%
11 th Class	4	3.6%
12 th Class	3	2.7%
Certificate Course	1	0.9%
Diploma Course	1	0.9%
Degree	25	22.5%
Post Graduate	31	27.9%
PhD Doctoral Degree	43	38.7%

Table No.2 showing from high school to university level students are participating in YouTube for their needs.

Table No.3 Showing the Profession of the Different Respondents

Profession of the Different Respondents	Number	Percentage
Student	8	7.2%
Office Attendant	1	0.9%
Factory Worker		
Self Employed worker like, Driver, Electrician, plumber, Carpenter, Any Mechanic, Mobile Repairer, Computer Technician, Cook etc.		
Clerk/Computer operator/	3	2.7%
Supervisor	1	0.9%
Manager	2	1.8%
Computer Professional	1	0.9%
Engineer	5	4.5%
Doctor	2	1.8%
Law Professional	2	1.8%
Fine Arts Professional, Dancer, Artist Painter, Animator, Actor, Singer, Art Director, Set Designer	3	2.7%
News Professional	2	1.8%
House Wife	5	4.5%
Teacher	27	24.3%
Retired Person	5	4.5%
Businessman		
Hospitality Industry Professional		
IT Professional	1	0.9%
Para Medical Staff		
Defense professional		
Flying Professional		
Writer		
Media Professional Film Director, Music Composer, Film Editor, Cameraman,	8	7.2%
Scientist		
Police Professionals		
Marketing Professional		
Real Estate Professional		
Civil Construction Professional		
Government Servant	26	23.4%
Self employed		
If don't want to mention your designation then mention working person		

Table No.3 showing all categories of the population using YouTube for their tailor made mundane needs or to enhance their profession. This proves the fact as of today YouTube has penetrated everybody's life. YouTube is playing a pivotal role in empowering common man to intellectuals.

Chart No.2 Showing Respondents Agreement on Usefulness of YouTube

Chart No.2 showing usefulness of YouTube. Strongly agree 39(36.1%) plus agree 63(58.3%) total 102(94.4%) said YouTube is useful, while only 2 people disagreed. Whereas 4 remained neutral, it means highest majority accepting that the YouTube is useful.

Table No.4 Showing Various Purposes of Using YouTube by Respondents'

Purposes of Watching YouTube	Number of Respondents	Percentage of Respondents
I watch School Subject Topics	12	10.4%
I watch my College Subjects	17	14.3%
I watch repair of various products	19	16.5%
I watch how to operate any house- hold products	17	14.3%
As a TEACHER I watch all my teaching purposes.	30	26.1%
As a Doctor I watch all my surgical and medical topics	1	0.9%
As an engineer I watch all engineering videos	8	7%
I watch movies	36	31.6%
I watch Cartoons	13	11.3%
I watch Devotional Songs	24	20.9%
I watch media related information	26	22.6%
As a professional I watch all videos which help my profession	34	29.6%
I watch all educational, informational and Entertainment topics	42	36.5%
As a teacher I select videos to use it in my class room	15	13%
I learn Cooking on YouTube videos	34	29.6%
I learn all fine arts related topics.	21	18.3%
I watch all mechanical videos	9	7.8%
Everything is available on YouTube we, can use as we need	67	58.3%

The Table No.4 Showing clearly all walks of people in the society using YouTube. Right from school children, aspiring students participating in competitive exams, professionals, teacher's homemakers, retired persons, peoples seeking entertainment,

business men, engineers, doctors, lawyers, news professional, school drop outs and also illiterates etc. benefitting out of YouTube.

Table No.5: Showing Benefits of YouTube as said by Respondents

Benefits of YouTube as said by the Respondents of Opinion	Number of Respondents	Percentage of Respondents
YouTube is free	70	61.4%
YouTube can be accessed and use anywhere in the world	66	57.9%
YouTube can be used as supplementary resources in class room	41	36%
YouTube bring classroom setting into our homes	26	22.8%
YouTube provide multiple learning options for the same topic	48	42.1%
YouTube is a great helping hand to teachers	31	27.2%
One can share YouTube videos can be shared on WhatsApp, Facebook, email, messenger multiple social media platforms	46	40.4%
YouTube videos can be watched any number of times repeatedly	56	49.1%
Any topic can be watched on YouTube	63	55.3%
YouTube provide Education, Information and entertainment	68	59.6%
YouTube provide every information	50	43.9%

Table No.5 indicating the benefits of YouTube clearly explains it is covering almost all topics for our mundane uses, 61.4% percent of respondents said YouTube is free to use, while 66(57.9%) percent said YouTube can be accessed anywhere from the world. 41(36%) Teachers said they use YouTube in class room as a supplementary or complementary resources, 31(27.2%) teachers said YouTube a great helping hand in classroom. 26(22.8%) teachers said YouTube can bring whole world into the classroom. 48(42.1%) of the learners said YouTube provide multiple learning options for the same topic. 46(40.4%) respondents said YouTube can be shared on WhatsApp, Facebook, emails, messenger, Instagram, twitter that's how knowledge sharing, teaching learning process become enjoyable experience. 63 (55.3%) respondent said Any topic can be watched on YouTube. 68(59.6%) respondents said YouTube provide Education, Information and entertainment. 50(43.9%) respondents said YouTube provide every information.

Table No.6: Showing Disadvantages of YouTube as said by Respondents

Benefits of YouTube as said by the Respondents of Opinion	Number of Respondents	Percentage of Respondents
YouTube all videos are not totally reliable	72	63.2%
Certain content in videos are not suitable for all small age group	65	57%
To watch YouTube internet or Wi-Fi connection is must.	54	47.4%
Govt/poor private schools in slums don't have facility to use YouTube	39	34.2%
Benefits of YouTube as said by the Respondents of Opinion	Number of Respondents	Percentage of Respondents
YouTube sometimes give misleading information	53	46.5%
On YouTube we can't get structured School college syllabus	20	17.5%
YouTube can be used secondary or supplementary resources	36	31.6%

Table No. 6 showing disadvantages of YouTube, highest majority of the

respondents 72(63.2%) said that all YouTube videos are not totally reliable. Second highest majority respondents 65(57%) percent said certain content of YouTube videos are not suitable for small age group. 54(47.4%) percent respondents said internet connection is must to watch YouTube. 53(46.5%) respondents said YouTube give misleading information sometimes, expert has to select it carefully before sharing to aspiring learners or to use it in classroom. 20 (17.5%) respondents felt on YouTube they can't get structured School college syllabus.

Table No.7: Showing Respondents Agreement on how YouTube Educated, Informed and Entertained

Table No.7 showing the respondents agreement on YouTube Information, education and entertainment aspects.

Strongly agree 45(39.1%) + Agree 63(54.8%) = 94 % percent accepted that the YouTube has informed, educated and entertained them. Whereas 7(6.1%) percent remained neutral, while only 2(1.7%) percent strongly disagreed that the YouTube not informed, educated and entertained them.

Suggestions of the Respondents for improvising YouTube

Majority of the Respondents that is 85% of the respondents concerned about the misleading information, content and authenticity of the videos uploaded on the YouTube. They desired that the YouTube should verify each video before uploading on YouTube platform. They also suggested YouTube should evolve a mechanism to establish censorship categories for each age group. Many professionals amounting to 51.75% wanted structured freely accessible syllabus based school, college, and university level programs for CBSE, IIT and Engineering, Medical Students. They also suggested YouTube should be encouraged content generators to upload coaching videos for Competitive exams like IIT GATE, IIT JEE, and IIT JEE advance and for medical students. This will help poor

students whose parents cannot afford huge amount of fee by coaching centers.

REFERENCE

1. Asselin, M., Dobson, T., Meyers, E. M., Teixeira, C., & Ham, L. (2011). Learning from YouTube: an analysis of information literacy in user discourse. In Proceedings of the 2011 iConference (pp. 640-642).
2. Barman, Nabajeet; Martini, Maria G. (2017). "H.264/MPEG-AVC, H.265/MPEG-HEVC and VP9 codec comparison for live gaming video streaming". 2017 Ninth International Conference on Quality of Multimedia Experience (QoMEX): 1–6. doi:10.1109/QoMEX.2017.7965686. ISBN 978-1-5386-4024-1.
3. Choudhury, S., Breslin, J. G., & Passant, A. (2009, October). Enrichment and ranking of the youtube tag space and integration with the linked data cloud. In International Semantic Web Conference (pp. 747-762). Springer, Berlin, Heidelberg.
4. Creator Academy. YouTube (2019). Express yourself with Stories. Retrieved October 14, 2020.
5. Dave, Paresh (2018). "YouTube's emerging markets-focused app expands to 130 countries". Reuters. Retrieved February 10, 2018.
6. Figueiredo, F., Almeida, J. M., Gonçalves, M. A., & Benevenuto, F. (2014). On the dynamics of social media popularity: A YouTube case study. ACM Transactions on Internet Technology (TOIT), 14(4), 1-23.
7. Gilliland, Nikki (2018). "What is YouTube Stories and will it catch on?". EConsultancy. Retrieved October 14, 2020.
8. Henriksen, D., Mishra, P., & Fisser, P. (2016). Infusing creativity and technology in 21st century education: A systemic view for change. Educational Technology & Society, 19(3), 27-37.
9. Jenkins, H. (2007). From YouTube to YouNiversity. Chronicle of Higher Education, 53(24).
10. Roberts, Hannah (2016). "YouTube's ad-free paid subscription service looks like it is struggling to take off". Business Insider. Axel Springer SE. Retrieved March 25, 2017.
11. Sayer, Peter (2007). "Google launches YouTube France News". PC Advisor.