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### Awareness of students towards YouTube educational videos

<sup>1</sup>M Papegowda, <sup>2</sup>BM Puneeth, <sup>3</sup>N Kavya, <sup>4</sup>DK Suresh and <sup>5</sup>Prahlad P Bhat

<sup>1</sup>University Librarian, University of Agricultural Sciences (UAS), GKVK, Bangalore, Karnataka, India

<sup>2</sup>Documentalist, UAS, GKVK, Bangalore, Karnataka, India

<sup>3</sup>Assistant Librarian, UAS, GKVK, Bangalore, Karnataka, India

<sup>4</sup>Scientist, Department of Agricultural Extension, ICAR-KVK, VC Farm, Mandya, Karnataka, India

<sup>5</sup>Ph.D. Scholar, Department of Agricultural Extension, College of Agriculture, UAS, GKVK, Bangalore, Karnataka, India

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Corresponding Author: M Papegowda

#### Abstract

The present study was carried out during 2024 in Gandhi Krishi Vignana Kendras Campus of University of Agricultural Sciences, Bangalore to know the extent of awareness of students towards YouTube educational videos. Four hundred eighty undergraduate and post graduate students studying in Gandhi Krishi Vignana Kendra campus were personally interviewed using a pre-tested schedule. The collected data was scored, tabulated and analyzed using chi square test and multiple regression analysis. The results revealed that as high as 95.0 percent of the students were aware of the YouTube educational videos and only five percent of the students were not awareness of the YouTube educational videos. Majority of the students (64.2%) expressed that the lessons in the educational videos were easy to understand, while 94.2 percent of the students had faced the problems of too many advertisements while watching YouTube educational videos. Age, family type and rural urban background of the students had non-significant association with the awareness level on the YouTube educational videos, whereas family annual income, academic achievement, attitude towards online tools and aspiration of students had association at five percent level with the awareness level. The variables such as e literacy, knowledge regarding online tools, internet access and ICT environment of the students had association at one percent level with the awareness of students regarding YouTube educational videos.

**Keywords:** Awareness, YouTube, educational videos, information and communication technology, students

#### Introduction

In the digital age, YouTube educational videos have emerged as a potent learning resource, offering access to a wealth of knowledge across numerous areas and disciplines. These videos accommodate various learning styles and interests, ranging from quick tutorials and lectures to extensive courses. The platform makes education more flexible and inclusive by enabling experts, educators, and institutions to share knowledge that is accessible anywhere, at any time. YouTube offers a wide range of video on almost any subject you can think of, from practical skills like cooking, coding, and do-it-yourself projects to academic subjects like science, mathematics and history. YouTube instructional videos' ease of use and accessibility have democratized education by allowing individuals of all ages to pursue self-paced study and lifetime learning. These films continue to transform the way that knowledge is transmitted and consumed around the world, whether they are utilized as the main learning resource or as an adjunct to traditional schooling. After the Covid-19 epidemic, students transitioned from in-person education to digital instruction with the help of technology. A shift in teaching tactics is required as a result of the pandemic and the new normal in education. One such strategy is the use of media, which was

formerly limited to online learning but is now required in blended and in-person training. Online education, sometimes known as remote learning, makes use of interactive communication platforms like Google Meet, Zoom, and Classroom.

Chad Hurley, Steve Chen, and Jawed Karim, three former PayPal workers, founded YouTube in February 2005, and it has completely changed how one watches and produces media. With approximately 2.70 billion monthly active users as of August 2024, YouTube is the largest video-sharing network in the world and has become a cultural phenomenon. It was first intended to be a platform for sharing generated by users' videos, but because to its widespread content sharing capabilities and ease of use, it quickly acquired popularity. One of the firm's most important and calculated acquisitions, YouTube was purchased by Google in November of 2006 for 1.65 billion dollars in stock after the company saw its potential.

YouTube began as a straightforward website for sharing videos but has since developed into a full-fledged platform for learning, entertainment, and even job chances. The YouTube Partner Program (YPP) allowed content creators to monetize their videos with advertising, opening up a new source of income for them. This was introduced in 2007.

The emergence of 'YouTubers', or those who create material as their full-time job, was made possible by this change. Anyone with a camera and internet connection can now create material thanks to YouTube, which has democratized the process. It has dismantled the restrictions imposed by traditional media, allowing niche groups to flourish and a diversity of perspectives to be heard. The network offers a wide range of content to suit almost any interest, such as documentaries, live broadcasts, vlogs, music videos and lessons. YouTube has been used by creators to launch their own businesses and personal brands; some have amassed millions of subscribers and made significant profits in this way. A major factor in content discovery is the platform's algorithm, which suggests films depending on user behaviour. Against this background, the present study has been taken with the following specific objectives:

1. To know the extent of awareness of students towards YouTube educational videos
2. To study the frequency of usage and educational YouTube channels preferred by students
3. To find out the association and extent of contribution of profile characteristics of students on the awareness level.

### Methodology

The present study was carried out in Gandhi Krishi Vignana Kendra campus of College of Agriculture, University of Agricultural Sciences, Bangalore during 2024. A total of 480 students (135 undergraduate, 305 M.Sc. and 40 doctoral) were personally interviewed for the study using a pre-tested interview schedule.

Awareness of students towards YouTube educational videos was selected as the dependent variable for the research study. The students were asked whether they were aware or not aware of the YouTube educational video. A score of two and one was given to students who were aware and not aware of YouTube educational video, respectively. Based on the mean score (1.56) the respondents were categorized into Aware and Not Aware of YouTube educational video. Age, family type, family annual income, rural urban background, e-literacy, attitude towards online tools, knowledge regarding online tools, academic achievement, aspiration, internet access and Information and communication technology (ICT) environment were selected as independent variables for the study.

Aspects such as use of library computer section for watching YouTube, time spent, preferred device, purpose of use of YouTube and top educational YouTube channels used by students were also studied in the research study.

The collected data was scored, tabulated and analyzed using frequency, percentage, mean, standard deviation, chi square test and multiple regression analysis.

### Results and Discussion

#### Awareness of students towards YouTube educational videos

The results in Table 1 reveals that a vast majority of students (95.0%) were aware of YouTube education videos,

while the remaining five percent of the students were not aware of YouTube education videos. The major advantages of YouTube educational videos helps in supplementary and interactive learning, and enhances skill enhancement. Besides, it is flexible, provide visual demonstrations and suits to different learning styles, hence a vast majority of the student are aware of the YouTube educational video. Similar findings were reported by Eugene *et al.* (2020) <sup>[2]</sup>, Fani *et al.* (2022) <sup>[3]</sup>.

**Table 1:** Awareness of students towards YouTube educational videos (n=480)

Sl. No.	Particulars	Students	
		Frequency	Percent
1.	Aware	456	95.0
2.	Not aware	24	5.0
Total		480	100.0

#### Frequency and use of YouTube channels by the students

A perusal of Table 2 reveals that a majority of students (64.2%) had used the library computer section for watching YouTube, while the other 35.8 percent of the students had not used the library computer section for watching YouTube. Larger number of students (44.2% of the student had spent time in library computer section from 4 to 8.30 pm for watching YouTube, whereas 25.8, 16.7 and 13.3 percent of the students had spent time in library computer section from 8.30 pm up to 12.00 midnight, 8.30 am to 12.30 pm and 12.30 to 4.00 pm for watching YouTube, respectively. The findings also showed that a majority of the students (55.0%) had used personal mobile for watching YouTube, while 29.2 and 4.2 percent of the students had used personal lap top and library section personal computer, respectively. On the other hand, 11.6 percent of the students had no preference in viewing YouTube.

In respect of frequency of using YouTube, a vast majority of the students (81.7%) were watching YouTube daily, while 15.0 and 1.7 percent of the students were watching YouTube 2-3 times a week and 3-4 times a week, respectively. An equal percentage of students (0.8% each) were watching YouTube once a week and rarely. A majority of students were watching YouTube between 1-3 hours daily, whereas a little more than one-fourth (27.5%), 9.2 and 4.1 percent of the students were watching YouTube less than a hour, between 3-5 hours and more than 5 hours daily, respectively. More than half of the students (60.8%) were watching YouTube for preparing to competitive exams, while 29.2, 5.8 and 4.2 percent of the students were watching for the purpose of academics, other purposes and entertainment, respectively. Majority of the students were watching Unacademy (60.8%) followed by Study IQ Education (37.5%), Byju's IAS (33.3%), other channels (26.9%), Wifistudy (8.3%) and Mahendras (4.2%) YouTube educational channels. A greater number of students had preferred videos which were of more than 30 minutes length, followed by 25.8, 25.8 and 16.7 percent of the students had preferred videos which were of more than 15 minutes, more than 20 minutes and less than 10 minutes length, respectively.

**Table 2:** Frequency and usage of YouTube channels by the students (n=480)

Sl. No.	Particulars	Students	
		Frequency	Percent
<b>A.</b>	<b>Use of library computer section for watching YouTube</b>		
1.	Used	308	64.2
2.	Not used	172	35.8
<b>B.</b>	<b>Time frame of using library computer section for watching YouTube</b>		
1.	8.30 am - 12.30 pm	80	16.7
2.	12.30 pm - 4.00 pm	64	13.3
3.	4.00 pm - 8.30 pm	212	44.2
4.	8.30 pm - 12.00 midnight	124	25.8
<b>C.</b>	<b>Devices used for watching YouTube</b>		
1.	Personal mobile	264	55.0
2.	Personal laptop	140	29.2
3.	Library comp section PC	20	4.2
4.	No such preference	56	11.6
<b>D.</b>	<b>Frequency of using YouTube</b>		
1.	Daily	392	81.7
2.	Once in a week	4	0.8
3.	2-3 Times a week	72	15.0
4.	3-4 Times a Month	8	1.7
5.	Rarely	4	0.8
<b>E.</b>	<b>Time spent on watching YouTube daily</b>		
1.	Less than 1 hour	132	27.5
2.	Between 1-3 Hours	284	59.2
3.	Between 3-5 Hours	44	9.2
4.	More than 5 hours	20	4.1
<b>F.</b>	<b>Purpose of preferring YouTube</b>		
1.	Competitive exams	292	60.8
2.	Academics	140	29.2
3.	Entertainment	20	4.2
4.	Other purposes	28	5.8
<b>G.</b>	<b>Top educational YouTube channels used</b>		
1.	Study IQ Education	180	37.5
2.	Wifistudy	40	8.3
3.	Unacademy	292	60.8
4.	Mahendras	20	4.2
5.	Byju's IAS	160	33.3
6.	Other	132	26.9
<b>H.</b>	<b>Preferred length of the videos</b>		
1.	Less than 10 minutes	80	16.7
2.	More than 15 minutes	124	25.8
3.	More than 20 minutes	124	25.8
4.	More than 30 minutes	152	31.7

### Benefits of watching YouTube educational videos and problems faced by students while watching them

The results in Table 3 shows the data pertaining to the benefits of watching YouTube educational videos and the problems faced by the students while watching them.

Majority of the students (64.2%) expressed that the lessons in the educational videos were easy to understand, while less than half of the students expressed the benefits of watching YouTube education videos such as: Facilitates in learning quickly (49.2%), learning in one's own way (46.7%), easier to get expert opinion (45.8%), easy to get video contents (41.7%), no need to buy or other educational

materials (37.5%), Can remember lessons for many days (37.5%), reduce dependency on teachers (35.0%) and creates my eagerness to learn more (28.3%).

The problems faced by the students while watching YouTube education videos were: too many advertisements (94.2%), unnecessary suggestions (37.5%), too many channels without in-depth information (30.0%), lack of subjects covered in videos (21.7%), irrelevant topics (17.5%) and poor-quality videos (13.3%). More or less similar findings were reported by Marsiah *et al.* (2021) <sup>[4]</sup> and Dahlan Abdullah *et al.* (2023) <sup>[1]</sup>.

**Table 3:** Benefits of watching YouTube educational videos and problems faced by students while watching them (n=480)

Sl. No.	Particulars	Students	
		Frequency	Percent
<b>A.</b>	<b>Benefits of watching YouTube educational videos</b>		
1.	Easier to get expert opinion	220	45.8
2.	Learning in ones own way	224	46.7
3.	Easy to get video contents	200	41.7
4.	No need to buy or other educational materials	180	37.5
5.	Reduce dependency on teachers	168	35.0
6.	Can remember lessons for many days	180	37.5
7.	Creates my eagerness to learn more	136	28.3
8.	Facilitates in learning quickly	236	49.2
9.	Easy to understand the lessons	308	64.2
<b>B.</b>	<b>Problems faced while using YouTube</b>		
1.	Too many advertisements	452	94.2
2.	Irrelevant topics covered	84	17.5
3.	Too many channels without in-depth information	144	30.0
4.	Poor quality videos	64	13.3
5.	Lack of subjects covered in videos	104	21.7
6.	Unnecessary suggestion	180	37.5

### Association and extent of contribution of profile characteristics of students on the awareness towards YouTube educational videos

The research data in Table 4 represents the findings pertaining to the association between the profile characteristics and awareness of students towards YouTube educational videos and the extent of contribution of profile characteristics on the awareness of students towards YouTube educational videos. Chi square test was employed to find out the association, while multiple regression analysis was used to find out the extent of contribution of profile characteristics of the students on the awareness level. Chi square test revealed that out of the 11 independent variables (profile characteristics of students), age, family type and rural urban background of the students had non significant association with the awareness level. Variables such as family annual income, academic achievement,

attitude towards online tools and aspiration of students had association at five percent level with the awareness level, while e literacy, knowledge regarding online tools, internet access and ICT environment of the students had association at one percent level with the awareness of students regarding YouTube educational videos. The profile characteristics such as family annual income, academic achievement, literacy, knowledge regarding online tools, attitude towards online tools, aspiration, internet access and ICT environment of students were significantly contributing in development awareness on YouTube educational videos. All the 11 profile characteristics of the students together contributed to the tune of 79.9 percent in creating awareness on the YouTube educational videos. Similar findings were reported by Rahmatika *et al.* (2021)<sup>[5]</sup> and Trishu and Shruti (2021)<sup>[7]</sup>.

**Table 4:** Association and extent of contribution of profile characteristics of students on the awareness towards YouTube educational videos (n=480)

Sl. No.	Profile characteristics	Chi square value	Regression co-efficient	Standard error of regression co-efficient	't' value
1.	Age	50.28 <sup>NS</sup>	0.102	0.019	0.186 <sup>NS</sup>
2.	Family type	18.18 <sup>NS</sup>	0.130	0.122	0.938 <sup>NS</sup>
3.	Family annual income	95.68*	0.251	0.510	2.111*
4.	Rural urban background	22.16 <sup>NS</sup>	0.155	0.290	1.871 <sup>NS</sup>
5.	Academic achievement	96.89*	0.328	0.810	2.421*
6.	e-literacy	102.22**	0.151	0.151	0.512**
7.	Knowledge regarding online tools	109.99**	0.182	0.709	3.900**
8.	Attitude towards online tools	99.68*	0.340	0.698	2.010*
9.	Aspiration	96.89*	0.244	0.515	2.111*
10.	Internet access	126.00**	0.162	0.540	3.361**
11.	ICT environment	131.68**	0.111	0.334	3.012**

NS= Non-significant; \* Significant at 5%; \*\* Significant at 1%;  $R^2=0.799$

### Conclusion

The findings revealed that a vast majority of students (95.0%) were aware of YouTube education videos, while the remaining five percent of the students were not aware of YouTube education videos. Majority of the students (81.7%) were watching YouTube educational videos daily for a period of 1-3 hours (59.2%). YouTube educational videos were watched by majority of the students (60.8%) for

the purpose of the preparing for competitive exams and Unacademy was the most watched YouTube educational channel by 60. 8 percent of the students. Family annual income, academic achievement, e literacy, knowledge regarding online tools, attitude towards online tools, aspiration, internet access and ICT environment of students were significantly contributing in development awareness on YouTube educational videos. All the 11 profile

characteristics of the students together contributed to the tune of 79.9 percent in creating awareness on the YouTube educational videos.

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