

Study on YouTube as an Informative Tool among College Students in Chennai

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Abstract: YouTube is one of the most predominant video hosting platforms in the world. And commonly visited sites in the world, not only for its entertainment, but also for its educational resource, Conventional teaching tools have changed dramatically over the past several decades. One of the latest developments in the education world is the growing use of YouTube, the popular video sharing Web site where any user can upload and share videos of every possible kind. Nowadays most of the teachers are associate with YouTube is that it is an easy, so any student can convenient to see educational videos clips. These study emphases also on the consumerist tendencies of Chennai urban college Students. The questionnaire survey was conducted among 300 School Students. The study was conducted on November First week of 2017. The Respondents are studying Under Graduation and Post Graduation near their places. The Data were collected among College students in Tambaram, KK Nagar, Mylapore and Taramani. The study also found that younger viewers prefer watching YouTube videos because they were able to relate to the reality of Student's generated content.

Keywords: YouTube Video, Trendy Content, YouTube, Informative and Entertainment Tool.

1. INTRODUCTION:

YouTube is the world's largest well-liked online video Platform, with users watching 5 billion videos are watched on YouTube every single day,(As per 2017 Authenticate Report from YouTube)The total number of people who use YouTube 1,300,000,000 and 300 hours of video are uploaded to YouTube every minute. Through the YouTube platform, People started to create a video-sharing website on which users could upload, share, and view videos. Since then, YouTube has utilized an audience of billions of users including educators and Students. While the academic literature provides some evidence that YouTube has been studied and written about, little is known about priorities for YouTube research. YouTube has become the most popular and almost habitual form of the mass entertainment. It is the chief medium of teaching. There has been an unending debate among college students if exposure to YouTube has any inspiration at all and if so its route and strength. The study was conducted inside of the college and institutions in four places of Chennai urban- Tamil Nadu. Five set of questions are formed according to pre study by researcher and his team. The questions are given to each group of students in four places of Chennai. Through this study how students are utilized YouTube, Which was the popular generated content. How many hours' students are viewing YouTube Videos per day, which is the Popular Informative and Entertainment YouTube Channels in Chennai, YouTube has since compiled educational channels into YouTube Edu, which amalgamates the site's most popular informational videos. Online, students can choose their teachers (the Green brothers, Derek Muller, Michael Stevens whoever suits their style) in a virtually intimate environment. They can learn on their own time, flexible to their own schedules, with a much vaster network of fellow viewers and teachers to assist their learning. In his This Will Revolutionize Education video, Muller states how the so-called "educational revolution" has in fact been stagnant; students have been taught in groups for centuries. In order to incite a revolution, he says, the key is utilizing the social environment. For a generation of young people, technology, particularly the Internet, has assumed a substantial stake in their social and educational lives.

2. REVIEW OF LITERATURE:

This literature review described how YouTube started as an educative distribute for students trendy generated content and later has developed into a platform where an individual can build a personal brand and turn it into a career. In their research paper Mullen and Wedwick (2008) say that modern technology should be implemented into classroom instruction in order for students to develop the skills needed in our new digital society. Mullen and Wedwick (2008) wrote that anything from a music video to a political speech to an amateur movie can be found on YouTube. With such a wide range of applications, teachers are just beginning to unravel the potential benefits of using YouTube during a lesson. Educators have a responsibility to prepare students for the future and technology is a very real component of that future. Before analyzing the rise and success of Felix Kjellberg, Zoe Sugg, and Grace Helbig, it is important to understand how YouTube has grown as a content-sharing platform around the world. Founded by Chad Hurley, Steven Chen, and Jawed Karim, YouTube launched with little fanfare in June 2005. A recent survey

conducted by the Pew Internet & American Life Project (Hitlin & Rainie, 2005) found that roughly 21 million students between the ages of 12 and 17 (approximately 87% of the entire age bracket) uses the Internet. Of these 21 million online teens, approximately 78% (about 16 million students) indicate that they use the Internet at school. Research has shown that computer-based instruction enhances learning and fosters positive attitudes toward instruction (Kulik & Kulik, 1985). as well as offers the opportunity for conceptual understanding through visualization. Visualization is a powerful instructional tool which has been found to be an effective cognitive strategy to facilitate learning (West. Fanner, & Wolff, 1991).

3. OBJECTIVE:

The aim of this study is going to identify the trendy YouTube channel among college students in four places of Chennai, And how many hours viewing by students on YouTube video's per day. The Most popular user generated informative and educative video content. Which are the Trendy video content and most preferable YouTube among college students in Chennai urban?

4. THE SPECIFIC OBJECTIVES OF THE STUDY INCLUDED:

- To identify the regularity and time spent on Viewing YouTube by College students in urban Chennai
- To find out the Students who have more time viewing the video, UG and PG Students.
- To identify the Trendy video content among the college Students viewed.
- To identify the YouTube channel preferred by College students in four areas of Chennai
- To identify the Tamil Popular YouTube channel.

5. RESEARCH METHODOLOGY:

The survey was used for this study. The researcher directly met the students and examined then outlined the questions according to their feedback. The data was collected from four areas of Chennai urban, which included - Tambaram, KK Nagar, Mylapore, and Taramani. A survey was conducted on 1st week of November 2017. The data belonging to the College Students were analyzed individually. Income groups were categorized and the standard deviations of the samples of the four areas of Chennai, resulting from the separate analyses are reported at the end of this study. It is typical to use surveys to explore Student needs, interests and beloved YouTube Videos, but also their opinions and benefits derived from the Content. A typical survey helps to collect information from Students through a "questionnaire" containing questions or items related to the topic of interest. However this way is useful as long as they restrict the knowledge of Students to the percent of viewers, the titles of Surveys Trendy Content and things like that, or as long as they want to measure Students benefits derived by the survey method.

6. PARTICIPANTS:

In mandate, to qualify for the survey, respondents were required age group between 17 to 22 years and they had to indicate the YouTube video they view on a daily basis. The researcher focused under graduate students and Post Graduate Students of the 300 individuals who agreed to complete the survey, the data analysis was thus based on these responses. Survey it was planned to ask five common questions according to YouTube viewing habits among College Students in Chennai urban. It was attempted determine the unique reasons and how many hours" watched Videos Programmes and what they felt and learnt from YouTube. It was planned to provide the same questions to all Students in different areas of Chennai urban.

7. RESULT AND FINDINGS:

Although common variables were available for analysis, for this study; Reported results are confined to the findings that were most relevant to answering the research questions. The researcher split two kinds of View groups Undergraduate and Postgraduate Students. In this Study, Researcher have Collected data from UG and PG Students Separately. Maximum Number of Respondents has given the data from Tambaram Chennai urban and smaller Number of Respondents is from Taramani. (Shown Table-1)

(Table-1)

Respondents	Tambaram	KK Nagar	Mylapore	Taramani
Undergraduate	55 Students	41 Students	47 Students	35 Students
Postgraduate	37 Students	30 Students	32 Students	23 Students

(Table-1.1)

Respondents	Total
Undergraduate	178 Students
Postgraduate	122 Students

The Researcher wants to know thought process of the Students (UG&PG) regarding YouTube Content and Channel. That's why the Researcher has divided the Groups.

The table-2 shows in details of four areas of Chennai urban. Data was collected from 92 Respondents (UG&PG) in Tambaram area and 71 Respondents from KK Nagar and 79 from Mylapore then finally 58 respondents from Taramani. Nearly the data were collected from 300 UG&PG (Students) respondents' four places of Chennai Urban. (Table-1a)

The researcher was set questions based on the student's ability to see frequently two types of Video content. That was Informative Related Videos and Entertainment Related Videos. (Table 2)

Types of Video Content (Viewed by Students)	Tambaram	KK Nagar	Mylapore	Taramani
	No of Students Viewed Per day (UG)	No of Students Viewed Per day (UG)	No of Students Viewed Per day (UG)	No of Students Viewed Per day (UG)
Informative Videos	15 Students	17 Students	29 Students	15 Students
Entertainment Videos	40 Students	24 Students	18 Students	20 Students

Through this study the researcher found Maximum number of respondents is viewed Entertainment Videos in four places of urban Chennai. See Table-2 and 2.1.

(Table2.1)

Types of Video Content	All Places (UG Students)
Informative Videos	76 Students (43%)
Entertainment Videos	102 Students (57%)

Here the smaller quantity 43% of Respondents are viewed YouTube content like informative videos, at the same time (57%) of Respondents are watched entertainment oriented video contents in YouTube. Here (Table-2a) two variables are clearly defined the maximum percentage of students concentrating on YouTube for viewing Entertainments. This table shows in details of four areas of Postgraduate students of Chennai urban. Here the highest quantity 57% of Respondents are viewed YouTube content like informative videos, at the same time (43%) of Respondents are watched entertainment oriented video contents in YouTube. Here (Table 2.1) two variables are clearly defined the maximum percentage of students concentrating on YouTube for viewing informative videos. See the (Table 3)

(Table 3)

Types of YouTube Video Content	Tambaram	KK Nagar	Mylapore	Taramani
	No of Students Viewed Per day (PG)	No of Students Viewed Per day (PG)	No of Students Viewed Per day (PG)	No of Students Viewed Per day (PG)
Informative Videos	20 Students	19 Students	22 Students	08 Students
Entertainment Videos	17 Students	11 Students	10 Students	15 Students

Most of the Respondent (PG) Students Viewed informative Content in Percentage

(Table 3.1)

Types of Video Content	All Places (PG Students)
Informative Videos	69 Students (57%)
Entertainment Videos	53 Students (43%)

This table (Table-4.1) shows one kind of Respondents 2 ½ hours spent time on YouTube everyday to view informative content at the same time maximum 3 Hours spent time to view entertainment content by UG Students.

(Table 4)

Types of YouTube Video Content	Tambaram	KK Nagar	Mylapore	Taramani
	No of Hours Spent on YouTube Per day (UG)	No of Hours Spent on YouTube Per day (UG)	No of Hours Spent on YouTube Per day (UG)	No of Hours Spent on YouTube Per day (UG)
Informative Videos	2 Hours	2½ Hours	3 ½ Hours	1 Hour
Entertainment Videos	4 Hours	3 Hours	2 Hours	2 ½ Hours

About how many hours Viewed YouTube Content by UG Students.

(Table 4.1)

Types of YouTube Video Content	Each UG Students Spent Time on YouTube per day (Hours in Average)
Informative Videos	2 ½ Hours
Entertainment Videos	3 Hours

This table (Table-5) shows one kind of Respondents 3 ½ hours spent time on YouTube everyday to view informative content at the same time maximum 2 Hours spent time to view entertainment content by PG Students.

(Table 5)

Types of YouTube Video Content	Tambaram	KK Nagar	Mylapore	Taramani
	No of Hours Spent on YouTube Per day (PG)	No of Hours Spent on YouTube Per day (PG)	No of Hours Spent on YouTube Per day (PG)	No of Hours Spent on YouTube Per day (PG)
Informative Videos	3 Hours	3 Hours	4 Hours	2 Hours
Entertainment Videos	2 Hours	1½ Hour	2 Hours	3 ½ Hours

Through this result (Table 5.1) researcher found most of the postgraduate students are concentrating on informative content on YouTube.

(Table 5.1)

Types of YouTube Video Content	Each PG Students Spent Time on YouTube per day (Hours in Average)
Informative Videos	3 ½ Hours
Entertainment Videos	2 Hours

The number Students are watched trendy video on YouTube. Most of the UG Students is concentrated on Fan video/Cinema and How to /Tutorials.

(Table-6)

Trendy Video Contents	Tambaram UG Students	KK Nagar UG Students	Mylapore UG Students	Taramani UG Students
The Unboxing	10 Students	04 Students	08 Students	05 Students
Time-Lapse	05 Students	02 Students	04 Students	03 Students
How to / Tutorials	14 Students	06 Students	09 Students	07 Students
Product Reviews	10 Students	06 Students	08 Students	03 Students
Fan Videos /Cinema	11 Students	10 Students	06 Students	10 Students
Other Video Types	02 Students	04 Students	05 Students	04 Students
Political Talk	03 Students	09 Students	07 Students	03 Students

The number Students are watched trendy video on YouTube. Most of the PG Students is concentrate on Fan video/Cinema and How to /Tutorials.

(Table-7)

Trendy Video Contents	Tambaram PG Students	KK Nagar PG Students	Mylapore PG Students	Taramani PG Students
The Unboxing	05 Students	04 Students	05 Students	02 Students
Time-Lapse	02 Students	05 Students	03 Students	04 Students
How to / Tutorials	10 Students	07 Students	07 Students	03 Students
Product Reviews	05 Students	08 Students	09 Students	03 Students
Fan Videos /Cinema	10 Students	03 Students	03 Students	07 Students
Other Video Types	03 Students	02 Students	02 Students	03 Students
Political Talk	02 Students	02 Student	03 Students	01 Student

Before start this survey, the researcher is categorised the Chennai's top 10 YouTube channels according to the subscribers and viewers, particularly User generated Video content (the date were collected from four area of Chennai urban in November Year 2017. These YouTube Channels are frequently viewing by college students of urban Chennai.

Number of College students those who are viewed frequently (UG and PG)

(Table-8)

YouTube Channels	Tambaram	KK Nagar	Mylapore	Taramani	All Areas
India glitz	13 Students	07 Students	09 Students	11 Students	40 Students
Madras Central	11 Students	09 Students	10 Students	09 Students	39 Students
Behind woods	10 Students	07 Students	07 Students	08 Students	32 Students
Jump Cut	07 Students	06 Students	06 Students	08 Students	27 Students
Smile Settai	09 Students	07 Students	08 Students	03 Students	27 Students
Tamil Tech	13 Students	11 Students	19 Students	03 Students	46 Students
Put chutney	10 Students	05 Students	05 Students	02 Students	22 Students
Eruma Saani	07 Students	05 Students	06 Students	06 Students	24 Students
Black Sheers	07 Students	11 Students	06 Students	04 Students	28 Students
Madras Meter	05 Students	03 Students	03 Students	04 Students	15 Students

(Table-9)

YouTube Channels	Tambaram	KK Nagar	Mylapore	Taramani	All Areas
Tamil Tech	13 Students	11 Students	19 Students	03 Students	46 Students
India glitz	13 Students	07 Students	09 Students	11 Students	40 Students
Madras Central	11 Students	09 Students	10 Students	09 Students	39 Students

Through this study the researcher has found most preferred YouTube Channel viewed by college students (UG&PG) from four places in Chennai Urban. Result shows Tamil Tech is viewed by more respondents in four places of Chennai urban. (See table-9) the second and third place India glitz and madras central are viewed by college students from four place of Chennai urban.

No: 1 YouTube Channel Tamil Tech

From the name we can easily say, this channel is a tech oriented Tamil channel. Tamil tech is the first **Tamil YouTube channel** created on the technology family. So this channel easily grabbed the attention of more people. The content of this channel is really good. They are really true and dedicated towards their work. On November 2017, As per Man2mister online report was 5 lack something Subscribers.

No: 2 YouTube Channel Indiaglitz

Indiaglitz is the senior most **Tamil YouTube channels** in this list. It was started on May 13, 2010. The contents mostly relates Tamil cinema. This channel has most subscribers than any other YouTube channels in this list. The popularity of this channel falls down in recent years. It's contents are not unique and lack of creativity. We can say Indiaglitz as mini tv channel. This channel has a lot of contacts with Tamil cinema celebrities. Lots of experienced persons like Baskey and Sreedharpillai are working in this channel – As per Man2mister online report was 8 lack something Subscribers.

No: 3 YouTube Channel Madras Central

Madras Central is one of the most popular Tamil YouTube channel. This channel was created on Aug 26, 2015. The contents of this channel are based on humour subject. The videos of this channel are more popular among youngsters. Even though this channel has less popular faces, its contents are really good so it deserves second place among the best **Tamil YouTube channels**. As per Man2mister online report was 7.9 lack + Subscribers.

8. DISCUSSION:

The Researcher finally concludes that: Most of the Undergraduate students from Chennai were spending extra hours to View Entertainment on YouTube. But Postgraduate students were attending to view Informative content on YouTube. Consequently the researcher has found that UG Students are focused their studies as well as Entertainment however The PG Students are focused their future needs and development. By this study the researcher have observed the trendy YouTube video Content are how to videos and fan videos /cinema contents were heavily viewed by four places of Chennai. In Comparable way the familiar YouTube channel in Chennai, is Tamil Tech. Most of the PG Students are watched frequently informative YouTube channel like Tamil tech etc.

9. CONCLUSION:

The end of this study is the award of the researcher. This is the students search for their right age, at the same time; the undergraduate students are wasted time on entertaining video content. It is good if students are used that time in a useful way. But Postgraduate students here are working on their future. Through this study the researcher has got the flawless result by questionnaire survey method. The kind of video content frequently Prefer by students in four places of Chennai urban. And their beloved YouTube channel has been found by the researcher. The YouTube video will be leading good students; the good students can be lead good generation.

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