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## Study on the Awareness of Youth in Youtube Educational Programme

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### ABSTRACT

A Youtube educational program is a program written by the institution or ministry of education which determines the learning progress of each subject in all the stages of formal education. Besides the primary educational program, some schools use a different educational program written by another source which uses different learning progress - either in some subjects, such as the Mofet educational program in Israel or in all subjects, such as special education.

**Keywords**—Youth, Youtube Educational Programmes, Media Habits

#### 1. WE STUDY CENSUS AS

A census is a study of every unit, everyone or everything, in a population. It is known as a complete enumeration, which means a complete count.

#### 2. WE STUDY POPULATION AS

A population may be studied using one of two approaches: taking a census or selecting a sample. It is important to note that whether a census or a sample is used, both provide information that can be used to draw conclusions about the whole population.

#### 3. WE STUDY SAMPLE AS

A sample is a subset of units in a population, selected to represent all units in a population of interest. It is a partial enumeration because it is a count from part of the population. Information from the sampled units is used to estimate the characteristics of the entire population of interest.

#### 4. WE USE CENSUS AND SAMPLE AS

Once a population has been identified a decision needs to be made about whether taking a census or selecting a sample will be the more suitable option. There are advantages and disadvantages to using a census or sample to study a population.

Pros of a CENSUS	Cons of a CENSUS
provides a true measure of the population (no sampling error) benchmark data may be obtained for future studies detailed information about small sub-groups within the population is more likely to be available	may be difficult to enumerate all units of the population within the available time higher costs, both in staff and monetary terms, than for a sample generally takes longer to collect, process, and release data than from a sample
Pros of a SAMPLE	Cons of a SAMPLE
costs would generally be lower than for a census results may be available in less time if good sampling techniques are used, the results can be very representative of the actual population	data may not be representative of the total population, particularly where the sample size is small often not suitable for producing benchmark data as data are collected from a subset of units and inferences made about the whole population, the data are subject to 'sampling' error decreased number of units will reduce the detailed information available about sub-groups within a population

## **5. WHAT IS YOUTUBE**

YouTube is an American video-sharing website headquartered in San Bruno, California. The service was created by three former PayPal employees—Chad Hurley, Steve Chen, and Jawed Karim—in February 2005. Google bought the site in November 2006 for US\$1.65 billion; YouTube now operates as one of Google's subsidiaries.

YouTube allows users to upload, view, rate, share, add to favourites, report, comment on videos, and subscribe to other users. It offers a wide variety of user-generated and corporate media videos. Available content includes video clips, TV show clips, music videos, short and documentary films, audio recordings, movie trailers, live streams, and other content such as video blogging, short original videos, and educational videos. Most of the content on YouTube is uploaded by individuals, but media corporations including CBS, the BBC, Vevo, and Hulu offer some of their material via YouTube as part of the YouTube partnership program. Unregistered users can only watch videos on the site, while registered users are permitted to upload an unlimited number of videos and add comments to videos. Videos deemed potentially inappropriate are available only to registered users affirming themselves to be at least 18 years old.

YouTube earns advertising revenue from Google AdSense, a program which targets ads according to site content and audience. The vast majority of its videos are free to view, but there are exceptions, including subscription-based premium channels, film rentals, as well as YouTube Red, a subscription service offering ad-free access to the website and access to exclusive content made in partnership with existing users.

As of February 2017, there are more than 400 hours of content uploaded to YouTube each minute, and one billion hours of content are watched on YouTube every day. As of August 2017, the website is ranked as the second-most popular site in the world by Alexa Internet, a web traffic analysis company

## **6. INTRODUCTION**

Youtube educational program is a program written by the institution or ministry of education which determines the learning progress of each subject in all the stages of formal education.

Besides the primary educational program, some schools use a different educational program written by another source which uses different learning progress - either in some subjects, such as the Mofet educational program in Israel or in all subjects, such as special education.

Youtube educational programs help people decide if they are going to be a teacher or not. They're mostly in high schools called C4 program. C4 programs help students in high schools decide what they are going to be before they get to college, so they do not waste their time taking classes they do not need in college or wasting their parents' money on classes and books they do not need.

## **7. WHAT ARE THE TOP EDUCATIONAL YOUTUBE CHANNELS IN INDIA?**

### **7.1 Massachusetts Institute of Technology**

Massachusetts Institute of Technology is one of the most premier higher learning centers in the world and so it is justifiable for it to have one of the best educational YouTube channels on the internet. The channel avails a wide variety of educational videos, cutting across various disciplines and anyone can access them without paying any tuition fees.

### **7.2 The University of California, Berkeley**

The University of California, Berkeley is another top public research and teaching institution in the United States and it also has one of the best educational YouTube channels on the internet. Just like the MIT channel, UC channel avails thousands of quality educational videos cutting across a plethora of subjects. All the materials are available to the general public for free and they are systematically arranged to help you progress from one level to another. However, UC Berkeley's course content on its channel is unavailable from 2017, March 15. And the UC Berkeley's Webcast and Legacy Course Capture Content is available to UC Berkeley community members with an active CalNet and bConnected (Google) identity now.

### **7.3 TechnoBuffalo**

TechnoBuffalo is one of the most comprehensive YouTube educational channels dedicated to everything that deals with electronics. It presents reviews on various electronic products, besides showing the workings of the various products. It also has practical videos as well as first look videos on the latest technology and gadgets.

### **7.4 ASAP Science**

Just as the name suggests, ASAP Science is a science-themed educational YouTube channel. It primarily shows videos on the practical application of science in our everyday life. Within the channel, learners will find strange and interesting videos teaching different ways on how science impact on the day to day lives of people.

### **7.5 Sick Science**

This is a leading educational YouTube channel for those interested in intriguing scientific experiments and demonstrations. The videos in this channel are clearly and thoroughly explained and they cover a wide variety of topics. One thing that you will find amazing about this channel is that most of the experiments are very safe and can be done by anyone at home.

### **7.6 BBC Earth**

BBC Earth is some of the few educational YouTube channels dedicated to promoting different education programs, especially those that are usually shown on BBC Earth television channel. The nature of the content of the videos in this channel includes research, nature and natural history videos, with some dating back to fifty years ago.

### **7.7 Veritasium**

Veritasium is an educational YouTube channel where complex issues are dissected in consumable content to help those interested in learning. The channel has partnered with some of the big brands to bring more educational content and offer a great deal of useful information to their subscribers.

### **7.8 SmarterEveryday**

With 3.1 million subscribers, there is no doubt that SmarterEveryday is amongst the top educational YouTube channels you will ever come across. The channel is created and run by an engineer whose goal is to educate people by exploring the world through scientific demonstrations then explaining his processes and findings on the channel.

### **7.9 The Game Theorists**

This educational YouTube channel is all about video games where it tries to separate the fact from the fiction in the development of the video games, especially the science behind the development of the cars seen in the video games.

### **7.10 Speak english with Misterduncan**

This is an awesome educational YouTube channel for anyone who is interested in learning English as a second language. Most of the videos contained in the channel teach about definitions of words, idioms as well as silent letters. What student find most amazing in this channel is the subtitles at the end of the screen to aid learning more about spelling and pronunciation of what is being taught.

### **7.11 Study IQ education**

Study-IQ Education is an education platform trusted by millions across the globe. With over 12 million views per month and 10 lakh subscribers it is the most watched and most subscribed to education channel on YouTube in India Expert in all government exams such as UPSC, SSC CGL, Bank PO, LIC, RBI Assistant, RBI Grade B, IAS/IRS/IPS, State PSC exams like UPPSC, MPPSC, MPSC, TPPSC, TPSC, HCS, RAS, CLAT, Hotel Management entrance, BBA and hundreds of other exams.

### **7.12 Unacademy**

Unacademy is India's largest free education initiative. India's top educational channel Unacademy with over 1Million+ subscribers. This is particularly good for civil service exam aspirant.

### **7.13 Study Smart**

This channel is run by Mr Chandrahas, A well-qualified and experienced educator. He uploads at least one video per day and Bonus on Saturday and Sunday, On Reasoning/Quantitative Aptitude/English/General Awareness topics related to competitive exams like SBI PO, Bank PO, and SSC CGL.

### **7.14 ProBano**

ProBano is an online platform providing animated online courses for school students in career-based subjects which they don't get taught in school. The aim is to spread awareness regarding different careers (not only stereotypical career choices like Engineering and Medical Science) and to help them make informed choices of career. But the videos are designed such that young adults can watch it too.

Currently, the first course on Entrepreneurship: Value Creation is live on YouTube to provide entrepreneurship education. With the current entrepreneurship ecosystem, entrepreneurship education is needed more than ever. The illustrations in the course videos ensure that these gain and maintain learner interest, and make the learning experience a memorable one.

## **8. THEORETICAL FRAMEWORK**

The framework is for the understanding of the study of Educational Media Programme for Students. In this theory, there is a concept of mediatisation. With the recent advances in mediatisation theory, the article presents a theoretical framework for understanding the increased interplay between Youtube educational programme and students. Through the process of mediatisation, Youtube educational programme is increasingly being subsumed under the logic of the media.

## **9. OBJECTIVES**

- To study the Youtube educational programme habits of students.
- To study the technology used in this educational programme.
- To study the category used in this type of programme.
- To study the creators and agency used in the programme.

## **10. METHODOLOGY**

The study is carried out with primary data. For the purpose of the study primary data is collected with the help of the survey method and by using a questionnaire to generate and analyse the objective of the study. All the collected data were validated and updated before the start of data analysis. The commonly used Statistical Package for Social Science was used to enter and analyse data. The purposive sampling method is used in the study.

## 11. RESEARCH DESIGN

The study is a descriptive survey research design. For primary data collection, the survey method is used for collecting data.

### 11.1 Sampling framework

**11.1.1 The population of the study:** The population of the study comprised of the students of Master’s level of Public Relations Department as researcher respondents.

**11.1.2 The universe of the study:** The universe of the study is all the viewers who watch Youtube educational programme in India. Makhnallal National University of Journalism and Mass Communication in Bhopal was chosen as the universe of the study. The census survey is used for the collection of appropriate data. 41 students of Master’s level were approached to collect the data from which the data was got from 31 students.10 students were absent.

**11.1.3 The procedure of data collection:** The questionnaire was distributed to the various respondents individually. Each respondent was approached personally and requested to fill the questionnaire for their response. The respondent was allotted with sufficient time for completing their response. The confidentiality of the respondent was assured.

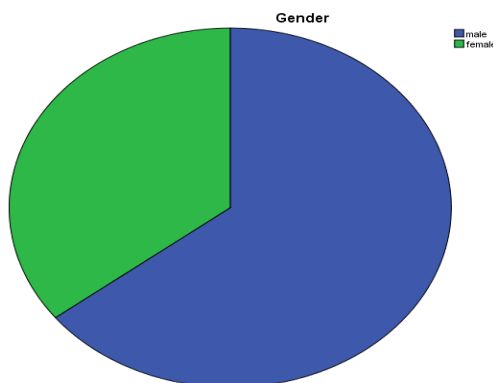
## 12. DATA ANALYSIS AND INTERPRETATION

All gathered data gathered for this study is organised, coded and analyze in the form of the pie chart by using SPSS.

**Table 1: Percentage of gathering data**

Gender	Frequency	Percentage
Female	20	64.5
Male	11	35.5
Total	31	100.0

Table 1 shows that in our Research 64.5% are female respondents and 35.5% male respondents are used to gathering the data.

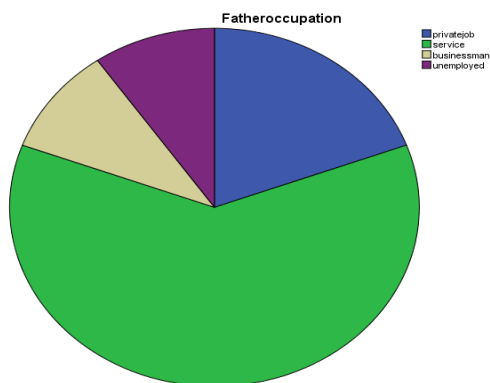


**Fig. 1: Percentage of for gathering data**

**Table 2: Father’s occupation**

Father’s Occupation	Frequency	Percentage
Private Job	6	19.4
Government Job	19	61.3
Business	3	9.7
Unemployed	3	9.7
Total	31	100.0

This table has indicate the division of father’s occupation related to their profession from which 61.3% respondents showed that their father’s occupation is government job, 19.4% respondents showed that their father’s occupation is private job,9.7% respondents told that their father’s occupation is business and finally 9.7% respondents told that their father’s occupation is unemployed.

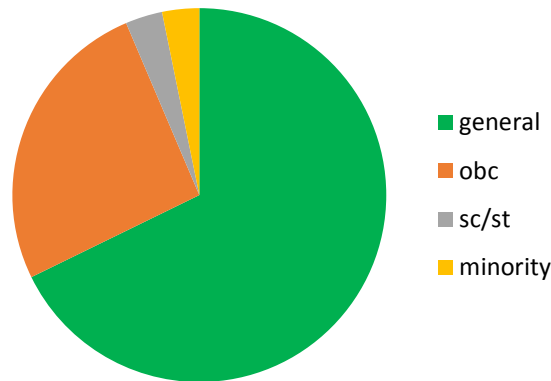


**Fig. 2: Father’s occupation**

**Table 3: Category of the respondents**

Category	Frequency	Percentage
General	21	67.7
O.B.C	8	25.8
SC/ST	1	3.2
Minority	1	3.2
Total	31	100.0

In this table, the category of the respondents has shown. 67.7% of respondents belong to general category, 25.8% respondents to the O.B.C. category, and 3.2-3.2% respondents belong to SC/ST and minority category.



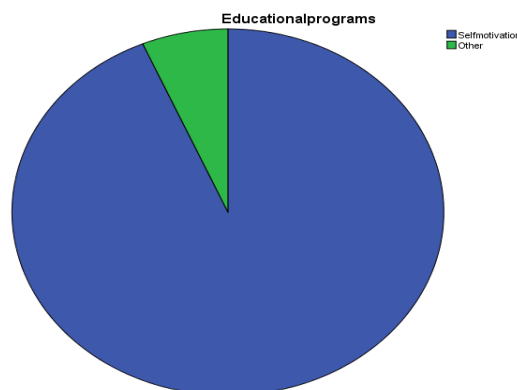
**Fig. 3: Category of the respondents**

**Q.1- Do you watch Youtube Educational Programmes with the help of self-motivation or any other kind of influence?**

**Table 4: Percentage of interest**

Interest	Frequency	Percentage
Self-motivation	29	93.5
Another kind of influence	2	6.5
Total	31	100.0

The above table shows that 93.5% respondents watch Youtube Educational Programme by their own interest only that is by self-motivation and 6.5% respondents show that they watch Youtube Educational Programme by any other kind of influence.



**Fig. 4: Percentage of interest**

From the above table, it is clear that maximum respondents watch Youtube Educational Programme by Self Motivation only.

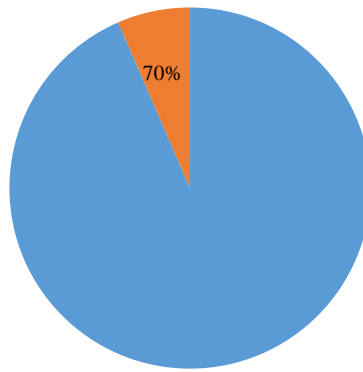
**Q.2- Do you keep the information within yourself or like to discuss among friends?**

**Table 5: Percentage of information share**

Information	Frequency	Percentage
Within themselves	29	93.5
Discuss among friends	2	6.5
Total	31	100.0

The above table shows that 93.5% of respondents told that they keep the information within themselves and 6.5% respondents told that they discuss the information among friends.

### Information



**Fig. 5: Percentage of information share**

From the above pie chart, it is clear that maximum respondents keep the information with themselves only while watching Youtube Educational Programme.

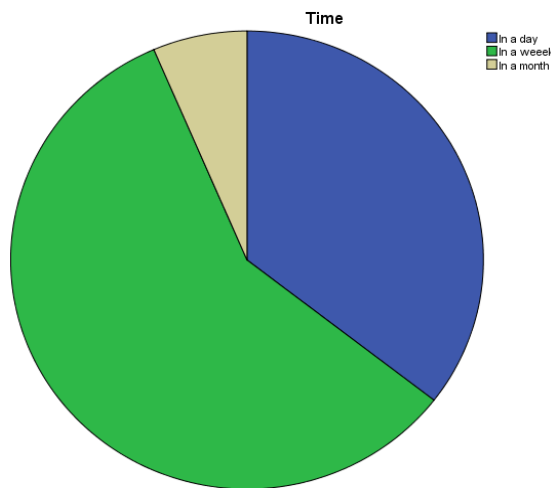
### Q.3- How much do you watch the programmes?

- a) In a day    b) in a week    c) in a month

**Table 6: Percentage of Time duration**

Time duration	Frequency	Percentage
In a day	11	35.5
In a week	18	58.1
In a month	2	6.5
Total	31	100.0

The above table shows that 58.1% respondents told that they watch the Youtube programme once a week, 35.5% respondents told that they watch Youtube programme once in a day, 6.5% respondents told that they watch Youtube programme once in a month.



**Fig. 6: Percentage of Time duration**

From the above pie chart, it is clear that maximum respondents watch Youtube Educational Programme in a week.

### Q.4- When are you comfortable watching the programmes?

- a) Day    b) night

**Table 7: Percentage of comfortable watching the programmes**

Comfortability	Frequency	Percentage
Day	2	6.5
Night	29	93.5
Total	31	100.0

The above table shows that 93.5% respondents told that they are comfortable to watch the Youtube Education Programme in a night and 6.5% respondents told that they are comfortable to watch the Youtube Education Programme in a day.



**Fig. 7: Percentage of comfortable watching the programmes**

From the above pie chart, it is clear that maximum respondents are comfortable watching Youtube Educational Programme in Night only.

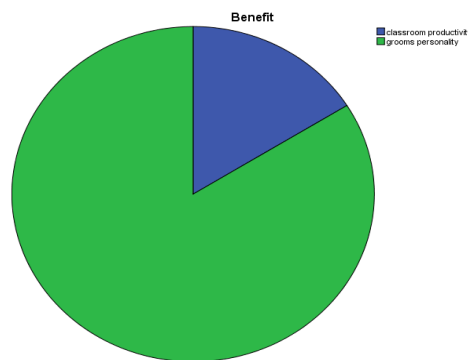
**Q.5- In what way are you benefitted?**

- a) helps in classroom productivity    b) grooms your personality

**Table 8: Percentage of benefitted**

Benefit	Frequency	Percentage
Helps in classroom productivity	5	16.1
Grooms your personality	26	83.9
Total	31	100.0

The above table shows that 83.9% of respondents told that their personality is the groom and in this way, they get benefitted by while watching Youtube Educational Programme and 16.1% respondents told that it helps in classroom productivity.



**Fig. 8: Percentage of benefitted**

From the above pie chart, it is clear that maximum respondents groom their personality while watching Youtube Educational Programme.

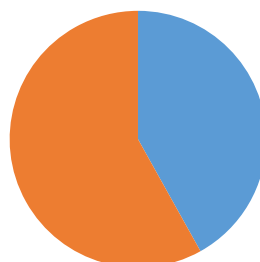
**Q.6- Have you taken any subscription for this kind of programmes.**

- a) Yes    b) No

**Table 9: Percentage of subscription**

Subscription	Frequency	Percentage
Yes	13	41.9
No	18	58.1
Total	31	100.0

The above table shows 58.1% respondents have not taken any subscription to watch Youtube Education Programme and 41.9% respondents told that they have taken a subscription to watch Youtube Education Programme.



**Fig. 9: Percentage of subscription**

From the pie chart, it is clear that maximum respondents do not take any subscription while watching Youtube Educational Programme.

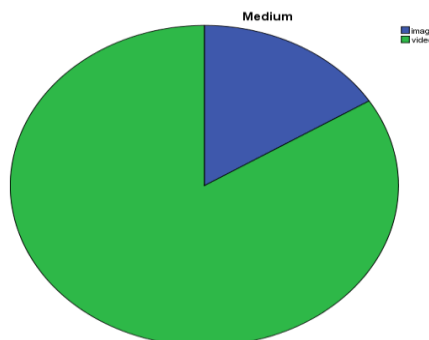
**Q.7- In which technology medium do you like to see the programme?**

- a) Textual    b) Image    c) Video    d) Audio

**Table 10: Percentage of technology medium**

Technology medium	Frequency	Percentage
Textual	5	16.1
Video	26	83.9
Total	31	100.0

The above table shows that 83.9% of respondents told that they use the video medium to see the programme and 16.1% respondents told that they use the textual medium to see the programme.



**Fig. 10: Percentage of technology medium**

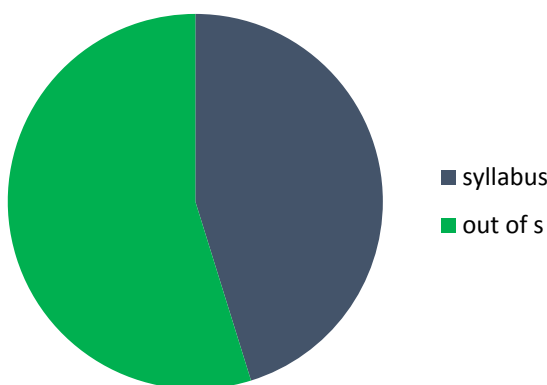
**Q.8- What kind of programme do you like to watch?**

- a) Syllabus    b) Out of syllabus

**Table 11: Percentage of programme do you like to watch**

Kind of programme	Frequency	Percentage
Syllabus	14	45.2
Out of syllabus	17	54.8
Total	31	100

The above table shows that 54.8% respondents told that they watch the Youtube Educational Programme which is out of syllabus and 45.2% respondents told that they watch Youtube Educational Programme which is of their syllabus.



**Fig. 11: Percentage of programme do you like to watch**

**Q.9- What are the mediums of viewing these programmes?**

- a) Cellphone    b) Laptop    c) College laboratory    d) P.C

**Table 12: Percentage of the mediums**

Tool	Frequency	Percentage
Cellphone	27	87.1
Laptop	1	3.2
P.C	3	9.7



Total	31	100.0
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The above table shows that 87.1% respondents told that they use cellphone medium to view the Youtube Educational Programme, 9.7% respondents told that they use P.C medium to watch the Youtube Educational Programme and 3.2% respondents told that they use laptop medium to view the Youtube Educational Programme.

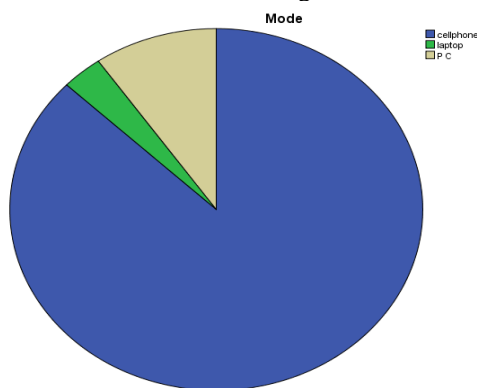


Fig. 12: Percentage of the mediums

**Q.10- Which programme do you like to prefer in terms of duration?**

- a) 15-20 minutes b) 30-40 minutes c) 40-60 minutes d) more than 1 hour.

**Table 13: Percentage of time duration**

Time duration	Frequency	Percentage
15-20 minute	21	67.7
30-40 minute	7	22.6
40-60 minute	3	9.7
Total	31	100.0

The above table shows that 67.7% respondents told that they watch the Youtube Educational Programme of the duration 15-20 minutes, 22.6% respondents told that they watch Youtube Educational Programme of the duration 30-40 minute and 9.7% respondents told that they watch Youtube Educational Programme of the duration 40-60 minutes.

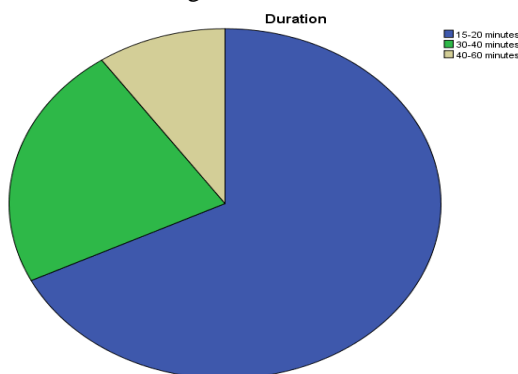


Fig. 13: Percentage of time duration

**Q.11- Who are the creators of the programme you prefer to view?**

- a) N.G.O b) Government c) Private d) Personal

**Table 14: Percentage of Creators**

Creators	Frequency	Percentage
N.G.O	5	16.1
Government	2	6.5
Private	20	64.5
Personal	4	12.9
Total	31	100.0

The above table shows that 64.5% of respondents prefer to view the programme which is made by the private creators, 16.1% respondents prefer to view the programme which is made by the N.G.O, 12.9% respondents prefer to view the programme which is made by the personal creators and 6.5% respondents prefer to view the programme which is made by the creators of government.

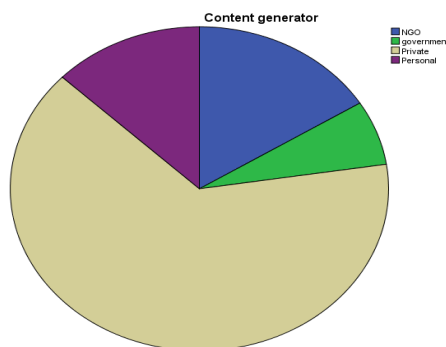


Fig. 14: Percentage of Creators

**Q.12- After graduation in which mode you prefer your further education?**

- a) Open education    b) Distance education    c) Online course    d) Regular education

**Table 15: Percentage of mode education after graduation**

Education after graduation	Frequency	Percentage
Open education	7	22.6
Online	6	19.4
Regular education	18	58.1
Total	31	100.0

The above table shows that 58.1% respondents prefer the mode of regular education after graduation, 22.6% respondents prefer the mode of open education after graduation and 19.4% respondents prefer the mode of online education after graduation.

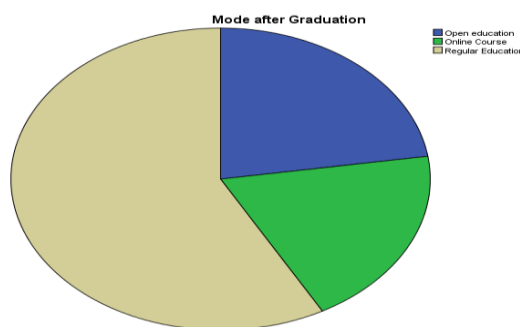


Fig. 15: Percentage of mode education after graduation

**Q.13- What are your conclusion after watching the programmes in the content of Reliability?**

- a) Very reliable    b) Less reliable    c) Fake    d) Balanced

**Table 16: Percentage of Reliability**

Reliability	Frequency	Percentage
Very reliable	10	32.3
Less reliable	2	6.5
Balanced	19	61.3
total	31	100.0

The above table shows that 61.3% respondents told that the content of reliability is balanced after watching the programme, 32.3% respondents told that the content of reliability is very reliable after watching the programme and 6.5% respondents told that the content of reliability is less reliable after watching the programme.

**13. FINDINGS OF THE STUDY**

- Maximum respondent agrees that they watch Youtube education programme by their self-motivation only.
- Maximum respondent agrees that the information which they get from Youtube, they keep it with themselves only.
- Maximum respondent agrees that they are comfortable to watch the Youtube education programme at night.
- Maximum respondent agrees that Youtube education programme helps them to groom their personality.
- Maximum respondents have not taken any subscription to watch Youtube education programme.
- Maximum respondents agree that they use video technology medium to see the Youtube education programme.
- Maximum respondents confirm that they use the Mobile medium to view the programmes.
- Maximum respondent confirms that they watch the programme of time duration 15-20 minutes.
- Maximum respondent agrees that after graduation they prefer Regular education mode only for further education.

#### **14. CONCLUSION**

From the above study, we can conclude that maximum respondents watch Youtube Educational programme to groom their personality and to gain knowledge. They have not taken any subscription to watch Youtube Educational Programmes. They involve in Youtube Educational Programme on a weekly basis. Maximum respondents agree that they use video technology medium to see the Youtube education programme.

Maximum respondents confirm that they use the Mobile medium to view the programmes. Maximum respondent confirms that they watch the programme of time duration 15-20 minutes. Maximum respondent agrees that after graduation they prefer Regular education mode only for further education. So it is clear that there is an Awareness in Youth while watching Youtube Educational Programmes.

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