

The Effect of Using Youtube on Youth

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Abstract: Background: This study aimed to know the effect of using YouTube on youth. To see the worst and best cases in terms of the duration of use, reason for use and its impact on youth.

Methods: A cross sectional study was conducted on dental students. The study group includes all the students who are willing and are given consent. Questionnaires were distributed to students during their working hours.

Results: A total of 250 dental students participated in this study of which majority i.e., about 86.4% access YouTube between 5:00pm-11:00pm. Entertainment videos were the most preferred on YouTube. 58% of youth sometimes feel that YouTube can affect the study timings. The effect of YouTube culture on youth has an equal share of both the pros and cons.

Conclusion: The results of the study indicated that most of the young people, particularly young males and females, prefer to watch YouTube at all times. YouTube should be both an enjoyable and educational place for youth. YouTube is a video sharing and viewing channel. Most parents do not know what their children exactly do and watch on YouTube which may cause addiction and social isolation for them.

Keywords: youtube, effect

1. Introduction

Now a days the world's most popular online video site is YouTube [1]. The usage of YouTube site has become widespread in today's society among youth [5]. YouTube is a popular Internet platform for both information and entertainment [6]. YouTube has become a prominent online video sharing destination [1]. Of the various types of social media sites, YouTube have been shown to have the highest interactive level [4]. Due to this YouTube platform, many people started to create a video sharing website on which users can upload, view and share videos [1].

The most well-known video hosting service in today's society is dominantly YouTube [4]. YouTube allows videos in different genre, not only limited to studies, but also music, movies, sports, program recording [4]. YouTube has become one of the factors affecting the life and behaviour of youth [2]. YouTube enables two major user functions (i.e., content creation and content seeking) content creation means users make and share their own video content whereas content seeking, permits users to browse and search videos [4]. In spite

of the fact that YouTube is used by all ages, the platform is very popular among youth [3]. While YouTube entertainment content is perspective by more viewers than its formal educational content [6].

In the modern Internet technology YouTube creates a noticeable impact on youth as the world of Internet is filled with both good and bad elements [2]. Research and studies in the field of YouTube programs are few in number so far [2]. There might also be a dark side to use of YouTube [6]. The spread of YouTube programs among youth are especially very dramatic manner influences the lives of people directly and sometimes indirectly [2]. Due to the widespread of utilizing social media such as YouTube may have positive and negative impacts [5]. It is interesting to know what effect YouTubers have on youth and whether this impact is good or bad [5].

Till now as the research was conducted on young people of several committees and not conducted among dental students. Dental students are also the part of youth. And they use YouTube in their daily life. So the need for this study is to see the worst and best cases in terms of the duration of use, reasons for use and in what way it impacts on youth with an aim to assess the effect of using YouTube on youth. The objectives of this research is to know the effect of using YouTube based on gender. And to what extent this influence on their life based on year of study.

2. Methodology

A. Permission

Permission was taken from the head of the department, Department of Public Health Dentistry. Questionnaire is explained and informed consent was taken prior to study from study subjects.

B. Study design

A cross sectional questionnaire based study was conducted among students of Mamata Dental College.

C. Pilot study

Questionnaires framed based on related articles are distributed among 30 students to know the reliability of questionnaires.

D. Inclusion criteria

All the 1st, 3rd, 4th year students and interns who were present during the day of the survey were included in the study. The duration of the study was from 28-05-2019 to 01-06-2019.

E. Exclusion criteria

Students who were absent during the day of survey and not willing to participate were excluded.

F. Study procedure

The study was conducted among 250 dental students. Questionnaires were distributed to 1st, 3rd, 4th year students and interns during their working hours 9:00AM to 4:00PM. A questionnaire consists of personal data and 21 questions based on the effect of using YouTube on youth.

G. Statistical analysis

After the data is collected through questionnaires they are entered in excel sheet and sent for analysis.

3. Results

A total of 250 individuals were included in this study, in which 85.2% were females and 14.8% were male dental students belonging to various academic positions and the response rate is 100%.

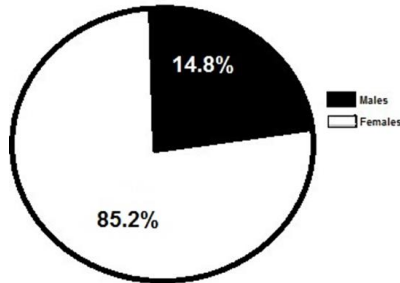


Chart 1: Gender wise distribution of study participants

Table 1

Distribution of study participants in various academic positions

	Frequency	Percent
I BDS	73	29.2
III BDS	65	26
IV BDS	55	22
INTERNS	57	22.8
TOTAL	250	100

Table 2

	Frequency	Percent
Early morning (4:00am-7:00am)	3	1.2
Morning (7:00am-12:00noon)	1	0.4
Afternoon (12:00noon-5:00pm)	15	6.0
Evening(5:00pm-11:00pm)	216	86.4
Late night(11:00pm-4:00am)	14	5.6
Total	250	100

From the above table, 86.4% of female's access YouTube at 5:00pm-11:00pm (evening), and only 0.4% of males access

youtube at 7:00am-12:00noon. Observed statistical significance was p=0.001.

Table 3

	Frequency	Percent
A source for good content	65	24.0
A better substitute to all news	33	10.2
Unusual time killing website	24	5.1
Balanced in both ways	128	61.2
Total	250	100

For the statement in which perception do you visualize YouTube, majority of the students 61.2% answered that it is balanced in both ways while 5.1% answered that it is an unusual time killing website. Observed statistical significance was p=0.011.

Table 4

	Frequency	Percent
Yes	193	77.2
No	57	22.8
Total	250	100

For the statement Do you think YouTube can be an effective tool for e-learning majority of students 77.2% agreed Yes while 22.8% agreed No. Hence statistical significance observed was p=0.002.

Table 5

	Frequency	Percent
Lots of sexually explicit content	33	13.2
Cooking	15	6.0
Web Series	151	61.1
Others	51	20.4
Total	250	100

From the above table, majority 61.1% of youth are addicted to YouTube watching web Series and only 6% of youth addicted to YouTube by watching cooking videos. Hence statistical significance was observed p=0.002.

4. Discussion

The results of this study shows that about 76% of the study sample among youngsters are viewers and interested in the content of YouTube and nearly 14.7% are interested in making and uploading videos on YouTube. Looking at the results, it is clear that the vast majority of students access YouTube between 5:00pm-11:00pm. The results shows 58% of the youth sometimes feels that YouTube can affect the study timings. Youtube use was more prevalent among females (85.2% of them) than males (14.8%) according to this study. Television has been known as a successful entertainment media for many years, but according to this study 52 of the people agreed "Yes" to prefer to watch YouTube than T.V and 46.8% did not agree.

About 32.8% of youth are frequently side-tracked by other videos while searching for information related to their subject. The number of hours spent by young people with YouTube turned out to be 38.8% for an hour a day, 22.4% for 2 hours,

20% for 3 hours and 18.8% for 4 hours and more. Informative and entertainment clips were the most preferred on YouTube according to the current study. From this study the effect of YouTube culture on youth has an equal share of both the pros and cons.

5. Conclusion

Youtube has become an important role in the life of youth as they watch videos every day, talk to their friends about it. YouTube is a valuable open information resource. YouTube is more than a video sharing and viewing channel. However, most parents do not know what their children exactly do and watch on YouTube which may cause addiction and social isolation for them. YouTube can attract other researchers and will give more results besides affecting our educational system.

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