



Perceived Effects Of Youtube On Academic Performance Of Bachelor And Bs Level Students In District Mianwali, Punjab, Pakistan

Muhammad Altaf, M.Phil Scholar, Department of Education & Research, University of Lakki Marwat, KP, Pakistan; E-mail: jazibb450@gmail.com

Dr. Matiullah, Lecturer, Department of Education & Research, University of Lakki Marwat, KP, Pakistan; E-Mail: educationistmrn@gmail.com

Dr. Irfan Ullah Khan, Assistant Prof. Department of Education & Research, University of Lakki Marwat, KP, Pakistan; E-Mail: irfanapulm@gmail.com

Zakia Tanzeela Fatima, Assistant Professor, Head of Department of Education, Coordinator Women Campus UST Bannu, KP, Pakistan; E-Mail: zakiafatima1900@gmail.com

Dr. Kaleem Ullah, Lecturer in Islamiyat, University of Lakki Marwat, KP, Pakistan; E-mail: kaleem@ulm.edu.pk

Wali Ahmad Khan, M.Phil. Scholar, Department of Education & Research, University of Lakki Marwat, KP, Pakistan; E-Mail: waliahmad802@gmail.com

ABSTRACT

YouTube is a great entertainment tool and learning tool as well. Everyone can create his channel, share their videos, and comment on others' and facilitate learning and make learning interesting. It was a descriptive (survey) study. The population of the study comprised all HEIs in district Mianwali, Punjab, Pakistan. The total numbers of the target population were (N = 3040) in which (n = 152) respondents were selected as samples of the study by applying the John Curry Sample Size rule of thumb. The main objective of the study was to know the perceived effects of your tube on the academic performance of Bachelor and BS level students in district Mianwali, Punjab, Pakistan. Data were delimited to Bachelor and BS level students of HEIs of District Mianwali only. Data were collected through a self-developed questionnaire of the 5-Points Likert scale. Data were statistically analyzed through SPSS by using Simple Linear Regression. Results and conclusions were drawn that indicated that You tube had high effects on Bachelor and BS level students in Higher Education Institutions (HEIs) of District Mianwali, Punjab, Pakistan. Some recommendations were also given at the end of the study by recommending that the government along with the public (Students) may use the latest technology (YouTube) for educational purposes.

Key Words: YouTube, Students, Effects, Academic Performance, BS Level, District Mianwali, Punjab, Pakistan

I. INTRODUCTION

YouTube is one of the most important sources of entertainment and a modern tool for learning. It is available for everyone in creating his/her channel, to share audio or videos, to express his/her own opinions about anything there, to accelerate the learning process, and to make the teaching-learning process enthralling. One can utilize videos to catch up or to hold the understanding of the pupils and to visualize the learners. Instead of academic studies, the students of all over the world watch videos appertained to entertainment and amusement on Your Tube channel. YouTube is the source of amusement or recreation where different types of videos of music, games, stage dramas, movies, and stage shows are searches and watched. Students from all over the world watch those videos in which they are interested to entertain themselves when they are exhausted from their bookish studies. The videos on YouTube can be utilized to accelerate the pupils' ideas.

These videos can be used in the various classrooms at the school level especially in the 1st-grade classroom for the main purpose to make the little kids creative-minded, how different words can be read and write makes the teaching-learning process interesting and practical. (Rice, Cullen and Davis, 2011). The utilization of the lower charge of videos for the classes of engineering managed to stimulate the students and promoted the students' conception effectively for the teaching-learning process (Whithaus and Magnotto, 2006).

(Clifton and Mann, 2011) behold an enhancement in the students' assignment about their critical and practical consciousness and the deep teaching-learning facilitations among the little kids of the nursing classes that utilized the various types of modules for the learning facilitation of the undergraduate nursing who aggrandized from the various resources of the YouTube channel. (Clifton and Mann, 2011; Fernandez et al., 2011) found that unanimously viewed that from another ingenious approach of the utilization of You Tube into classrooms, the lectures related to the engineering produced a quite new concept which is called "You Tube Fridays" which influenced the students' learning to a great sum as well as their capabilities to deal with and to resolve the problems of the real-life in the context of thermodynamics.

In a multidisciplinary study, (Mitra et al., 2010) concluded that students were given the opportunities to choose from YouTube videos from these "YouTube Fridays" on their class topics which appertain to the various questions with the main purpose to the strengthened conceptual perception of the students in engineering thermodynamics by resolving both the course relates and open-ended questions. (Liberatore, Vestal, and Herring, 2012; (Bonk, 2009) maintained that the blending of YouTube Videos with PowerPoint apps presentation in biochemistry and organic chemistry has the power to afford post-lesson pupils' associations and interaction with the higher concepts and ideas associated with these two mentioned courses. (Cox, 2011) utilized the YouTube videos in science rooms and after that determined its impact on the non-science majors. It was determined by the students that these YouTube videos were very fruitful in the beginning conceptual understanding and ideas but at the same time, they faced hurdles in the printing process, and still, they imagined merely formats.

According to (Duverger and Steffes, 2012), it was reported and marked by the non-science majors that a higher level of understanding of the students in YouTube has been achieved. They also experienced these videos as brilliant analogies and the learning model for the theoretical hurdles which are so much difficult to visualize properly. YouTube videos were experienced in this research study to promote the students' memory power for examination enhance the internal and instrumental values, interests, and entertainment of the students and assist no majors for the main purpose to focus on the definite topics for learning. (Eick and King Jr, 2012) asserted that the subsequent teachers committed to meaningful and purposeful discussion and jointly working after watching the YouTube videos for the micro-teaching. This also made it confirm the valid promotion related to the professions among these mentioned forthcoming teachers. (Maness, 2004; & Boster, et al., 2006) confirmed in another teacher-focused education study that the utilization of the YouTube videos for the micro-teaching was fruitful for producing and preparing able and practical prospective teachers in the field for the advancement and the delivery in pupils' focused lectures and lessons.

II. STATEMENT OF THE PROBLEM

The key problem of study for the researcher to probe out was the use of YouTube and its effects on Bachelor and BS level students in district Mianwali. The researcher probed out this problem by taking responses from the respondents (Bachelor and BS level) students in district Mianwali, Pakistan through a self-developed questionnaire of 5-Points Likert scale to easily the use and effect of YouTube on students' academic performance at Bachelor and BS level.

III. RESEARCH METHODOLOGY

The study was descriptive (survey) in nature. All universities and colleges offering Bachelor and BS level education in district Mianwali were the populations of the study i.e. (N=3040) respondents (Bachelor and BS Level) students in which the total numbers of (n= 152) respondents were taken as samples of the study including 76 Science (38 public and 38 Private) HEIs (University and Colleges) students as well as 76 Arts (38 Public and 38 Private HEIs students) by applying John Curry (1984) Sample Size rule of thumb. Data was collected through a self-developed questionnaire of 5-Points Likert scale of options Strongly Agree, Agree, Undecided, Disagree, and Strongly Disagree respectively. The study was delimited to Bachelor and BS level students only in district Mianwali due to limited time factors. Data were statistically analyzed through SPSS by using Simple Linear Regression to find out the effects of YouTube on the academic Performance of Bachelor and BS Students in district Mainwali. The detail of the population and sample of the study were shown in the separate tables:

Table 1: Population of the Study

S.No	Higher Education Institutions	Category (Public/Private)	Bachelor and BS Level Students (Respondents)		N
			Science	Arts	
1.	Superior College Mianwali	Private	180	54	3040
2.	Punjab College Mianwali	Private	205	60	
3.	The Leads College Mianwali	Private	98	30	
4.	Dr. Abdul Qadeer Khan Institute of Technology Mianwali	Private	120	0	
5.	The Namal Institute Mianwali	Private	320	0	
6.	Govt. College of Commerce Boys Mianwali	Public	0	84	
7.	Govt. College Boys Kundian, Mianwali	Public	3	44	
8.	Govt. Degree College Boys Ban Hafiz jee, Mianwlai	Public	0	15	
9.	Govt. Degree College Boys Isakhel, Mianwali	Public	0	80	
10.	Govt. Degree College Boys Liaqat Abad, Mianwali	Public	0	111	
11.	Govt. Post Graduate College, Mianwali	Public	312	394	
12.	University of Mianwali	Public	670	260	
Total			1908	1132	

Source: Deputy Director Colleges & Academic Sections of Public/Private Sector HEIs in District Mianwali

Table 2: Sample of the Study

S.No	Higher Education Institutions	Category (Public/Private)	Bachelor and BS Level Students (Respondents)		n
			Science	Arts	
1.	Govt. Degree College Boys, Isakhel, Mianwali	Public	0	13	152
2.	Govt. Post Graduate College, Mianwali	Public	19	13	
3.	University of Mianwali	Public	19	12	
4.	Superior College Mianwali	Private	13	13	
5.	Punjab College Mianwali	Private	13	13	
6.	The Leads College Mianwali	Private	12	12	

Total	76	76	
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John Curry (1984) sample size rule of thumb

Population	Sample Size
10-100	100%
101-1000	10%
1001-5000	5% (Sample falls in this category)
5001-10000	3%
10000+	1%

$$3040 \times 5\% = (152, \text{Sample Size})$$

IV. DELIMITATIONS OF THE STUDY

Due to limited time, the study was delimited to Bachelor and BS level students in district Mianwali.

V. RESEARCH OBJECTIVES OF THE STUDY

This research aimed to (1) find out the use of YouTube at BS level in district Mianwali, (2) examine the effects of your tube on students' academic performance at BS level in district Mianwali, and (3) recommend some valuable suggestions regarding the use of YouTube at BS level.

VI. RESEARCH QUESTIONS OF THE STUDY

The research questions of the study were (1) what is the use of YouTube at the BS level in district Mianwali? (2) what are the effects of YouTube on students' academic performance at BS level in district Mianwali?

VII. HYPOTHESIS OF THE STUDY

The research hypothesis of the study was (1) there was no significant effect of your tube on students' academic performance at BS level in district Mianwali.

VIII. PURPOSE OF THE STUDY

The main purpose of this study was to know the use of YouTube at the BS level and its effects on students' academic performance in district Mianwali.

IX. RESEARCH RESULTS AND DISCUSSION

The results of the current study revealed that YouTube had high effects on the academic performance of Bachelor and BS level students in district Mianwali, Punjab, Pakistan. Students, who used the facility of YouTube for educational and learning purposes were found far better and equipped with the latest knowledge rather than the students using YouTube for just refreshment and enjoyment. (Berk, 2009) conducted a controlled experiment that indicates the amusing videos which are associated with the course materials that directed enhancement in the pupils' acquisition as well as holding of the course contents. (Duffy, 2008) elaborated that the learning videos available at the YouTube channel has the power to promote the pupils' learning and to enhance practical engagements and assignments but these types of videos have to be the part of a combined approach of the teaching-learning process when one needs to be benefited from such videos when they require for their studies.

X. RESEARCH CONCLUSIONS

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The researcher concluded in the light of the results of the study that YouTube has positive and negative effects on students. Students, who used this technology for teaching-learning purposes were intellectually and educationally developed as well as matured while students who used YouTube for watching movies, songs, games, and other purposes, were found time as well as a time killer in this regard.

XI. SIGNIFICANCE OF STUDY

The study is very significant for the students to use YouTube for their learning purposes as a technological facility. The study is also very important for the government to implement you tube technology on students and teachers for better teaching-learning purposes so that quality education ensure and enhance easily at Bachelor and BS levels.

XII. RESEARCH SUGGESTIONS

The following recommendations were drawn by keeping in view the objectives and results of the study:

1. The government may provide youtube facilities to schools for e-learning purposes.
2. The teachers may encourage their students to utilize youtube for learning purposes.
3. The teachers may deliver their interesting lectures via youtube facility.
4. The students may upload youtube lectures for the enhancement of their learning.
5. The parents may motivate their children to use youtube for teaching-learning activities in modern world of mobile technology.

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