

Impact of Youtube on Behavioural Changes in Young Adults with Special Reference to Coimbatore City

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Abstract: YouTube, a division of Google, is often in the ways that emphasize the silliness factor found in some of the contributed material. It is considered one of the most popular sites on the Internet for publishing and managing video. It was created in February 2005 by Chad Hurley, Steve Chen, and Jawed Karim and it was designed for sharing and watching videos. The study sought to analyse the impact and effects of YouTube videos on the behavioural changes in young adults. This research is useful for educators and video makers who utilize and/or make free or commercial videos for various purposes. The main objective of this research is to understand the factors that attracts young adults towards YouTube. The study is based on the primary data through questionnaire in google form. The sample size of the study is 120 respondents. The respondents of this study are limited to Young Adults only. The data was analysed using Percentage Analysis and Spearman's Rank Correlation. The study concludes that most of the respondents are using YouTube daily for 1-2 hours. The majority of the respondents watch the entertainment content in the YouTube. The study further indicates that the factors influencing the respondents to watch YouTube videos is for education purpose and for uploading the videos.

Keywords: YouTube, Impact, Behavioural Change, Young Adults, Social Media

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