

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

I. INTRODUCTION

Social media plays a fundamental role for young generation now-a-days. The younger generations are browsing and surfing social networking sites like Facebook, YouTube, Instagram, Snapchat, Twitter, Pinterest and LinkedIn. This group of people grew up with the devices, apps, and social media networks that everyone use today. The developments in the Internet, Web technologies, and Information Communication Technologies (ICT) in the past two and half decades have made the world a digital village. There is a positive and negative impact of YouTube videos on young adults. The study aims to portray the influence of the YouTube videos through which youngsters tend to explore their identity.

1.1 Objectives

To understand the factors that attracts young adults towards YouTube.

II. RESEARCH METHODOLOGY

Research Design: Descriptive research design.

Sources of Data

- **Primary Data:** The primary data was collected based on the structured questionnaire with the help of google form.
- **Secondary Data:** The secondary data for the study have been collected from books, magazines, journals, articles, and various websites.

Sampling Technique: Simple random sampling.

Sampling Size: 120 respondents.

Area of Study : Coimbatore city.

Tools Used for the Study

The SPSS package is used for the study

- Percentage Analysis
- Spearman's Rank Correlation Coefficient

III. REVIEW OF LITERATURE

Fatemeh Azizi Rostam (2020)¹, “The Positive and Negative Impact of Social Media on Youth” The public health society and the British youth health movement have released a new report entitled 'state of mind' examining the positive and negative effects of social media on youth mental health. The report includes a table in which social networks are ranked based on their impact on young people's mental health. According to this category, YouTube and Instagram have the most negative impact on the health and functioning of young people's minds. The study is based on the primary data through questionnaire in Google form. In this study, a list of mental performance related issues was provided to these people and they were asked to identify the impact that social media had on these issues. According to the rankings of those surveyed by 5 well-known social networks about their impact on performance and mental health, Instagram has had the most negative impact on youth mental health in the UK.

Nibedita Roy Chowdhury (2019)², “A Study on the User Behaviour and Impact of YouTube Videos on College Students”. YouTube impact and usage by college students is the subject of the research. The extent of its impact and how students are getting influenced by the YouTubers. The popular channels which are frequently browsed by the students. The collected data is analysed through percentage analysis. The data for this study has been collected through primary and secondary data collection methods. The tool used for collection of primary data is questionnaire. The study was conducted among college students where 59% male and 41% female students participated aging 18-25 years from the colleges of south Bangalore. The result of the study was most of the young people particularly students prefer to watch YouTube at all times as a result of excessive spread of smart phones and portable devices.

Westerberg, W.M. (2016)³, “The Influence of YouTubers on Teenagers: A Descriptive Research About the Role YouTubers Play in the Life of their Teenage Viewers”. Teenagers are raised in an era of smart phones and do not remember a time before social media. This study uses a qualitative study approach with a semi-structured interviewing technique. The research focuses on both teenagers and You Tubers and combines the results. The sample consists of 16 in-depth interviews with 20 teenagers in total and 4 in-depth interviews with 4 You Tubers in total. This research shows that YouTube has become part of the daily life of many teenagers. The research concludes that parents should know more about the behaviour of their teenagers on YouTube and make rules about what is allowed and what is not.

IV. ANALYSIS AND INTERPRETATION TABLE1: PERCENTAGE ANALYSIS

ITEM	CATEGORY	FREQUENCY	PERCENTAGE
Gender	Male	36	30
	Female	84	70
	TOTAL	120	100
Age	15-20	52	43
	21-25	56	47
	26-30	9	8
	31-35	3	2
	TOTAL	120	100
Educational Qualification	School	20	17
	Diploma	2	2

	Under-Graduate	69	58
	Post-Graduate	29	24
	TOTAL	120	100
Branch of Study	Arts	27	23
	Science	30	25
	Commerce	56	46
	Management	7	6
	TOTAL	120	100
Marital Status	Married	8	7
	Unmarried	112	93
	TOTAL	120	100
Monthly Family Income	Less than Rs.20,000	55	46
	Rs.20,001-50,000	25	21
	Rs.50,001-1,00,000	22	18
	Above Rs.1,00,001	18	15
	TOTAL	120	100
Family Type	Nuclear	90	75
	Joint	30	25
	TOTAL	120	100
Usage of YouTube	Daily	101	84
	Once in a week	13	11
	More than a week	5	4
	Once in a month	1	1
	TOTAL	120	100
Hours Spend	1-2 hours	88	73
	3-4 hours	24	20
	5-6 hours	5	4
	More than 7 hours	3	3
	TOTAL	120	100
Language of Content	Tamil	86	72
	English	31	25
	Hindi	1	1
	Telugu	1	1
	Malayalam	1	1
	TOTAL	120	100
	Political	4	3

Type of Content	Social	16	13
	Fashion	6	5
	Education and tutorial	18	15
	Entertainment	76	64
	TOTAL	120	100

Table 2: Rank Correlation for Factors Influencing to watch Youtube Videos

H₀ : There is no association between the variables.

H_a : There is an association between the variables.

Spearman's Rank Correlation coefficient			Gathering information	Learning	Entertainment	Latest update	Time pass	Education
Spearman's rho	Gathering information	Correlation Coefficient	1.000	0.412**	0.299**	0.319**	-0.006	0.186*
		Sig. (2-tailed)		<0.001	<0.001	<0.001	0.949	0.042
		N	120	120	120	120	120	120
	Learning	Correlation Coefficient	0.412**	1.000	0.079	-0.018	-0.024	0.094
		Sig. (2-tailed)	<0.001		0.391	0.841	0.799	0.305
		N	120	120	120	120	120	120
	Entertainment	Correlation Coefficient	0.299**	0.079	1.000	0.054	-0.253**	-0.007
	Latest update	Sig. (2-tailed)	<0.001	0.391		0.555	0.005	0.943
		N	120	120	120	120	120	120
	Time pass	Correlation Coefficient	-0.006	-0.024	-0.253**	-0.024	1.000	0.136
		Sig. (2-tailed)	0.949	0.799	0.005	0.796		0.140
		N	120	120	120	120	120	120
	Education	Correlation Coefficient	0.186*	0.094	-0.007	0.104	0.136	1.000
		Sig. (2-tailed)	0.042	0.305	0.943	0.259	0.140	
		N	120	120	120	120	120	120

	Correlation Coefficient	0.186*	0.094	-0.007	0.104	0.136	1.000
Education	Sig. (2-tailed)	0.042	0.305	0.943	0.259	0.140	
	N	120	120	120	120	120	120

Source: Author's computation

V. FINDINGS AND CONCLUSION

5.1 Findings from Percentage Analysis

- Majority (70%) of the respondents are female.
- 47% of the respondents are between the age group of 21 – 25 years.
- Majority (58%) of the respondents are Undergraduate.
- 46% of the respondents are Commerce stream.
- Majority (93%) of the respondents are unmarried.
- 46% of the respondent's monthly family income is less than Rs.20,000.
- Majority (75%) of the respondents belong to nuclear family.
- Majority (84%) of the respondents are using YouTube daily.
- Majority (73%) of the respondents spend 1- 2 hours in YouTube.
- Majority (72%) of the respondents view Tamil content in YouTube.
- Majority (64%) of the respondents view Entertainment videos.

5.2 Findings from Spearman's Rank Correlation Coefficient:

- The education is influencing the respondents to watch YouTube videos.

VI. CONCLUSION

YouTube is a great place to discover new things, learn unlimited content and it is another form of entertainment and communication that society consumes. The main audience of this platform has been mostly teenagers. They use it daily by developing their knowledge, creating social movements, continuous accessible entertainment and so on. Due to Pandemic many of the people particularly students and homemakers are created their own YouTube channel's for uploading lots of videos, shorts and earning income from their channel. The study concludes that most of the respondents are using YouTube daily for 1-2 hours. The majority of the respondents watching the entertainment content in the YouTube. The study indicates that the factors influencing the respondents to watch YouTube videos for education purpose.

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