

## YOUTUBE AS AN INSTRUCTIVE MEDIUM FOR SCHOOL STUDENTS IN CHENNAI DURING COVID-19 EPIDEMIC

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### Abstract

The aim of this research study is to examine how YouTube helps as an instructive medium for school students during the Covid-19 epidemic. Totally 200 school students participated, in it 100 Students (Boys) and 100 Students (Girls) from urban Chennai, they are all studying classes 6<sup>th</sup> to 8<sup>th</sup> Standard took part in this study. This topic analyzes deeply the methodology of how the YouTube platform helps the school students' education community to learn complex special subjects in this modern era as technology is constantly changing. The educator needs adequate levels of technological knowledge as they lay the foundation of different perceptions to students. This research study is based on an analysis of pre-existing literature and quantitative data that was gathered through a questionnaire with school students. Some findings include the sign of distraction while watching videos because of frequent advertisements by the business community. This research gives the space for the thought of future research relevant to YouTube, particularly related to school students' usage of YouTube and the level of appropriate utilization. It also talks about the steps to enhance and improve the quality of the content published on YouTube to make it more authentic and reliable.

**Keywords:** *YouTube, Social Media, instructive medium, Covid-19 epidemic, School students, Chennai.*

### Introduction

YouTube is one of the trendy media platforms that allow billions of people to get connected together in a network place. YouTube emerged in the year 2005 on the 14<sup>th</sup> of February as a social media site. Each individual user uses YouTube to discover, watch and share the video created by a content creator or who uploaded it into his/her own YouTube channel. This social media site helps to connect, inform and educate every user across the world. This research study aims to understand how YouTube is used for educational purposes for an effective outcome. It is that YouTube, a visual library and powerful educational tool used in this contemporary technology to educate in schools and institutions. This study has identified YouTube video usage by school students to develop their skills and enhance their

learning capacity. In Analyze users of YouTube used for educational purposes and to maximize their potential of learning the much easier and simple way. YouTube, a social media forum, thus contains millions and millions of videos. It appears that millions of videos are being uploaded every day, especially on the topics of art, culture, sports, politics, entertainment, education, and so on. These days, every individual owns a conglomerate medium that enables them to stay connected at a particular network place. YouTube has the potential to gratify their individual needs and wants. In educational institutions, particularly in schools and colleges, highly complicated technical topics have to be covered with visual content to analyze it easily and productively. Vedantu and BYJU'S, Edmodo were also among the similar purpose of online education with visual elements. YouTube has possibly provided a similar functioning and can be used for education to the school students. In this research, we would be exploring the YouTube development into a successful user-friendly platform for learners. For this purpose of a survey was conducted among 200 school students (100 boys and 100 girls),The data gathered through a structured questionnaire from four different school students from Chennai Urban.

### **YouTube is a great learning tool**

YouTube has become the biggest and most comfortable communication zone which connects with millions of users from various zones, backgrounds and ethnic groups, where the website is experienced by most end users. Initially, it was only used for uploading entertainment videos to reach numerous users all over the world, but I never imagined it would become the top social media platform in just ten years. YouTube has become a popular platform for users to upload videos in order to socialize and be informed by millions of users via an online communication network. Nowadays, social media platforms such as Facebook, Instagram, Twitter, and YouTube appear to have had a significant impact on our social structure and behavior, as well as the creation of a new type of education platform for the teaching and learning process. Most countries accept political changes occur fundamentally through the content flow over social media, as educational strength will also be changed through visual multimedia elements. YouTube is the link that connects a specific video to other similar or suggested videos that appear. YouTube has also become the most useful tool for education in the new era, with multimedia content to help school students learn it easily and effectively.

With visual representation and core content to be understood, YouTube allows us to create a one-of-a-kind bond between students and the subject. YouTube Individuals can also become online tutors by uploading videos relating to any educational content on YouTube. It has a personal learning process for users to be connected with tutors to interact and share things with each other through constant, reliable sources and materials provided by the tutor in his/her videos. It enables users to gather as a group, one seeking particular knowledge and information on any topic related to educational needs. Without a doubt, YouTube has replaced traditional teaching methods, and it is also the only social media site with authorized tutors and content providers, whereas other social media sites may have fake IDs and user profiles. YouTube provides continuous content delivery at any time for any educational needs and clarification.

## **YouTube Plays a vital role in Pandemic**

Shopping malls, schools, colleges, parks, theaters, and public places have all been closed in various countries due to the Covid-19 Pandemic. Education start-ups have volunteered to address the concerns of teachers and parents that students' education will be affected, especially as schools close. It is also true that students around the world are improving their knowledge through social media like YouTube. School students get rid of their doubts through YouTube, and YouTube serves as an instructive medium that answers any subject-related question they are looking for. Schools and colleges across India are being closed due to the spread of Covid-19. Education start-ups that provide education services to students online have sprung up to solve the educational problems of these students, as if one door closes and another door opens. Institutions in various states in India, including Bangalore, New Delhi, Kerala, Hyderabad, and Tamil Nadu, have been advised to close indefinitely as the Covid-19 spreads rapidly in crowded places and schools and colleges are at high risk of spreading the virus. At a time when parents and schools are deeply concerned that this will affect the educational development of students, these educational apps have come forward to alleviate their anxiety. These have helped students to study at home during this difficult time without compromising on their academic development. Educational service providers like BYJU'S, Vedantu, Toppr, Lido Learning offer various online courses for free. According to UNESCO, more than 290 million school-going children have been affected by the Covid-19. Schools continue to close in various countries. But some students have forgotten about school, but they are still rising in their academic knowledge through YouTube.

## **Effectiveness of YouTube Education**

Usually, YouTube's effectiveness is based on constructiveness and the portrayal of the content in visual form with a particular voice-over or music background. The YouTube education aspect creates users for school students to understand the learning effects that vary from person to person, as well as the video and video content available in the vast forum. The creators or tutors focus on the student's content in mind and specific context which includes specific strategies adopting the video content effectively. There are numerous definitions and subcategories available for the core subject in the videos, which is why teaching the content with a video and from a video perspective may change the understanding and effectiveness of learning the content. Due to its effectiveness, the teaching process has evolved much differently than the usual traditional teaching method. In the education sector, which is undergoing a major shift in teaching methods, students find it difficult to understand some content when compared to traditional teaching methods. As technology grows faster and upgrades are more frequent, there must be a new method of teaching the content as well as the content understanding level and learning effectiveness that has to be carried out. Education is a powerful tool to enhance one's character and the quality of understanding and learning things. Videos create a different learning experience with every visual included in the content to explain it. YouTube has been simplified to make the teaching process easier and more effective, and it is now regarded as a video library within a single social media forum. Nowadays, it is possible to gain specific

knowledge by accessing YouTube through any digital device, such as smartphones, iPods, computers, and laptops, at a low cost. They even have cameras built into the devices that can record videos and upload them to a YouTube channel, where anyone can share specific content for educational purposes. There is a huge marketing strategy going on for YouTube monetization. During the Covid-19 epidemic, many schools in some foreign countries implemented instant video recordings of lecturers and uploaded them to live-streaming via Wi-Fi on the YouTube cloud. To control the spread of Covid-19 disease, not only on educational campuses, theaters and malls have been closed. It was even put up in parks where children gather and play. As the Covid-19 epidemic, fear and despair have spread around the world, students have stayed at home, unable to get out. Weedy has been imprisoned as a boring TV show or boring video game for school children, and this pandemic has caused them more tension than learning. Online education has the potential to overcome this boredom and boredom, improve knowledge and skills and make the holidays worthwhile.

### **The Benefits of YouTube Educational Videos**

Educational videos created with essays by talented teachers will be uploaded to websites such as YouTube, and those sites will include not only educational, but also explanatory videos on technology, general knowledge, and entertainment. For example, how do you take a photograph? How to integrate the system? How to use some cell phone apps? Students can decide how to study and what subject to study.

### **Educational Websites**

There are many websites for educational websites. Udemy, Coursera, EdX, EduSAT, Thinkific, Teachable, Learnworlds, Kajabi, LearnDash, Podia, Ruzuku, Academy of Mine, WizIQ, Skillshare, LinkedIn Learning, Treehouse - Khan Academy, NPTEL, Udacity are some important ones. In addition, all the world's leading universities offer online education. In e-learning, the main thing to keep in mind is that most of the subjects can be studied for free. It takes a little patience, care, and curiosity.

### **Review Of Literature**

Habes M et al., (2020) have concluded the effect of YouTube video content on users' aims regarding YouTube study acceptance and their perceptual experience through targeting online learners and students during the Pandemic. YouTube is based on participatory learning, and it has had a significant impact on content comprehension and information gathering. Rashmitha Kalasi et al. (2014) reported that the effect of a new way of pedagogy and acquisition is that social media creates a bond between people, which may lead to them connecting with one another to create communication. Social media has had a significant impact on advanced technology and today's generation. It is also concluded that social media learning, such as, is a valuable platform for pedagogy and combined acquiring. Q Zhou et al., (2020) have reported on how individual and community, and social elements can interact to impact individuals' utilization of YouTube as a learning asset. The utilization

of YouTube videos and intuitive exercises can assist with animating collaborations and basic speculation among students at the tertiary level. The students involved in their research have a broad, widespread perspective on the use of YouTube videos for learning.

Irawan, E et al., (2020) discovered that online education, through one of the best social media platforms in the form of YouTube, is the exact education that was developed during the Covid-19 Pandemic. With the idea of adaptability, value, and usability of coordinated media, YouTube can provide web-based learning solutions. Ftoon Ahmad Othman (2018) in his research, YouTube as an educational and learning platform in advanced education society, article infers that YouTube is turning out to be a fast turn of events and progressive innovation in the new year and its accessibility of data and correspondence for both mentors and students is gigantic. Syafiq, A. N et al., (2021) have reported that the use of YouTube content is suitable to improve online learning and spoken English skills during the pandemic, Covid-19. Additionally, this investigation discovered YouTube videos are carried out in the classroom on regular days. According to Vishranthi Raut et al., (2016), in an article titled The Use of New Media in Education: Positive and Negative Effects on Students, the web is used by the majority of students. Derradji Hayet et al. (2016) discussed the importance of YouTube video content in improving EFL learners.

According to Ullah U et al., (2021), the study discovered that new media, particularly YouTube, was a more effective tool for pedagogues among the public during Covid-19. Mohammed Ahmedebied et al., (2016) have discussed the effectiveness of watching YouTube videos to enhance the learning capability of computer skills in educational institutions. It also concludes with a description of how YouTube offers a variety of services, such as uploading, downloading, viewing, and sharing educational videos. Temban, M. M. et al., (2021) have reported the best in terms of YouTube's safety and multimodality. Kids videos are a great chance to be a learning tool for kids during Covid - 19. Mulenga, E. M et al., (2020) have concluded that the use of mobile apps and the adoption of online learning in relation to mathematics teaching method during the COVID-19 and overall results show that web-based learning could be a positive response to the COVID-19 pandemic. Janarthanan Balakrishnan et al.,(2017) in their article. concludes with the description of YouTube videos are more than a content sharing and viewing channel. It has developed day-to-day opportunities for young talents in the field of education for all subjects. According to Anggrarini N et al., (2021), YouTube content is interesting for learning spoken English; it helps them realize their knowledge. Nevertheless, YouTube makes connections with mentors and students.

Dorothy De Witt et al.,(2016) in their research into the possibility of YouTube learning in the performing arts. Proficient teaching methods should be experienced to particularly deal with practice in the theater arts. Accordingly, teachers should stay up with the necessities of the current age of students and yet keep up with inventive worth and uniqueness. Zac Woolfitt et al., (2015) in their research: utilization of video in advanced education closes with the portrayal of how it is to get to content whenever, from any spot, the capacity to break, assess, moderate down, skip and coast through the substance, to cooperate with and watch. Wael Abdul rahman et al.,(2016) have discussed that the powerful utilization of YouTube



videos is showing the English language in classrooms. It can assist with good exercise also. It ought to be monitored by English instructors in the study hall since a significant number of the students' reactions to this examination were positive. In their article on the subject of investigating and assessing computers as a distance training apparatus in material science guidance: an application with pre-administration physical science instructors, Nihat Kotluk et al., (2016) depicts the test approach and assumes that today people have mechanical gadgets, for example, cell phones, PCs, and the web. Bethany K.B et al., (2014) in their article on the subject of YouTube in the Classroom: Helpful hints and understudy discernment depict that the utilization of YouTube in advanced education isn't creative. It isn't an instructional apparatus that causes a fixation on best practices and understudy outcomes.

## Objectives

- ❖ To find out the list of school students who are watching YouTube videos during the epidemic.
- ❖ To analyze the purpose of watching video content through YouTube.
- ❖ To identify which device students use the most to watch YouTube videos.
- ❖ To find out which YouTube content that attracts the students.
- ❖ To analyze does YouTube Video content Improve Knowledge during epidemic.
- ❖ To identify does YouTube content clears doubts for the school students.
- ❖ To identify which subjects do students watch through YouTube frequently during the epidemic.

## Methodology

Cognitive Learning Theory explains why the human mind is the most unbelievable arrangement of data handling and translation in the body as we learn things. It infers that the various processes concerning learning can be explained by analyzing their mental processes. In this research, Social Cognitive Theory is the point of view wherein learning by watching YouTube videos is the focal point of the examination. Students on YouTube can learn new practices and skills simply by observing a model. A model is an individual who shows the conduct of another person. For example, the student notes the models about to perform the dance in order to learn it. In this research, it is analyzed that cognitive learning is more effective for learners. The cognitive learning process on YouTube enables the learner to learn things more easily and effectively with a long-term memory. Students accept the methods of learning through YouTube are more effective than the traditional learning process. Peer groups can communicate with one another by commenting on videos and

making suggestions in the comment section. Learners learn through observation, and content comprehension appears to be much easier and more effective. All 200 school students participated in this study, with 100 ( ) and 100 (from four different locations in the Chennai metropolitan area) studying in the sixth to eighth grades. This topic analyzes the methodology of how the YouTube platform the school students' education community during the Covid-19 epidemic.

that was gathered through a questionnaire with 200 participants. This approach is to ask 200 students on the basis of quantitative data gathering, focusing on the perspectives of the respondents. To further explore the research, research-based literature like articles and research papers is being reviewed. Upon reading the literature, several aspects of information became apparent regarding the use of E-video as an educational material for school students. The method of data provides an in-depth understanding of the impact of YouTube technology, and YouTube stands as a tool for learning. All the 200 respondents were asked the same questions, which were all closed-ended questions. The questionnaire was completed by school students, both boys and girls, from their respective locations. The purpose of this research survey was to examine the role of YouTube in helping school students learn new things. This survey is dependent on a clear strategy that spotlights a quantitative method. To improve the work with exact data, 7 questions were collected to ensure the validity of the found results. Nonetheless, the data collection tools, and translation of the information through the poll data gathered among 200 school students in Urban Chennai. To investigate the perspectives and beliefs of students who watch YouTube videos for educational purposes. And how it can evolve into the future learning of the subject, which is required to be learned by students.

The survey's goal is to determine the impact of technology, as YouTube helps students learn new things. Learners improve their skills in terms of both curriculum and academic purposes. Also, how they will benefit from YouTube videos to learn new things, as well as the possibility of learning among themselves, which will increase their availability. Furthermore, the students assist with the implementation of YouTube as a teaching tool for resources in the educational environment and for learning purposes. This survey comprises 7 basic questions composed of the 3 sections which it includes with Close Ended questions with the possibility of adding suggestions at the last for developing YouTube for future learning purposes. Quantitative research methodology. The primary data was scrutinized on the basis of the standard frequency range, which includes a percentage and a pie-chart representation. The study is descriptive in nature and tabulated with information acquired. To comprehend students' use of YouTube for learning purposes, it is necessary to comprehend the factors that motivate interested students to use YouTube for learning. The majority of the questionnaire questions ask students to respond on a five-point scale ranging from strongly agree, agree, disagree, disagree, and strongly disagree, allowing students to respond quickly while also understanding the content the best. In order to carry out sample errors, The questionnaire was used by the researcher, who informed respondents that their

main concern was the expression of their experience, not the opinion of others' suggestions and reports.

### Data Analysis and Interpretation

This chapter deals with the interpretation of data collected through a survey questionnaire among Chennai urban school students in order to analyze the hypothesis of YouTube as a tool for educational purposes. The collected data was listed in a table, followed by an interpretation based on the findings.

Table -1 shows the Percentage of using YouTube for learning purpose by school students

YouTube Used for Learning	No of Students	%
Frequently	58	29
Often	42	21
Sometimes	64	32
Rarely	28	14
Never	08	04
Total	200	100

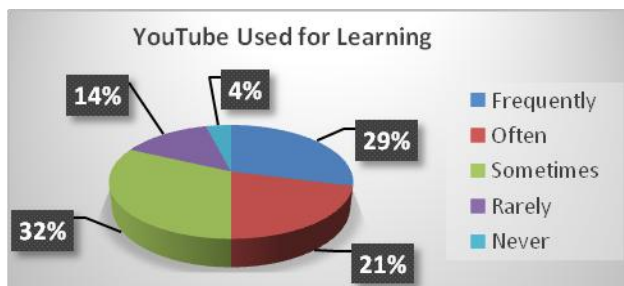




Table-1 Reveals that, 32 % of the participants are sometimes accessed YouTube as a model for learning. Besides, 14% of them rarely watch YouTube videos for Learning purposes. The pie chart results show that half of the students are watching YouTube videos for educational purposes sometimes. Consequently, 8% of students never watch YouTube videos for learning. This is probably due to the fact that the learners nowadays are largely influenced by the Internet and multimedia content which take an important part in their life, and it is also that students are more uncontrolled with the content availability and which may lead to high consumption of time to gather the information.

Table-2 shows that the device used to access YouTube by the students

The device used to access YouTube.	No of Students	%
Smartphone	96	48
Computer/Laptop	68	34
Smart TV	12	6
Others	24	12
Total	200	100

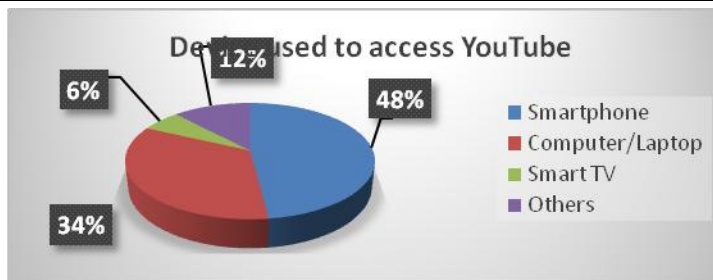


Table-3 depicts the devices used to access YouTube of the 200 respondents, showing 48% being used as smartphones as they are handy to carry, and they are involved in being a part of our day-to-day lives. The lowest percentage is 6%, with 6% using a Smart TV to access YouTube for educational purposes. During the pandemic, most students used their smartphones to access YouTube for educational purposes on a regular basis, according to this report. The smartphone is a new technology that has evolved without requiring any

specific skills; respondents use smartphones as a tool to access YouTube, so no specific knowledge is required to access it.

Table -3 depicts that the Visual Element Attractiveness on YouTube

Visual Elements are attractive	No of Students	%
Strongly Agree	86	43
Agree	78	39
Neutral	16	8
Disagree	12	6
Strongly Disagree	8	4
Total	200	100

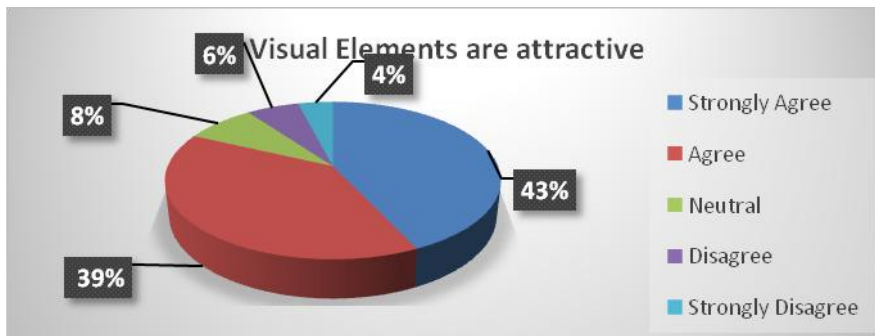
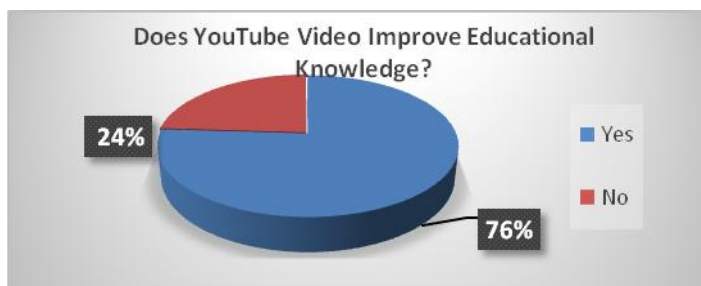


Table 3 provides the opinion of the respondents about the attractiveness of visual elements on YouTube for education purposes. A majority of the respondents (39 %) agree and 6% disagree with the attractiveness of the educational videos provided in the learning materials. There is a significant difference in the learners' fear of the attractiveness provided by the instructor to keep them engaged in the content. It is clear that new technology has made it possible to create attractive videos for school students to understand them better than in traditional learning. Above table proves that attractiveness in the videos assists and leads to understanding the subject much more easily and effectively. Disproved by the table above,

as the visual elements are attractive, which is probably due to accessing the content regularly. So it doesn't demand any specific skills to access.

Table 4 shows does YouTube Video Improve Educational Knowledge

<b>Does YouTube Video Improve Educational Knowledge?</b>	<b>No of Students</b>	<b>%</b>
Yes	152	76
No	48	24
Total	200	100

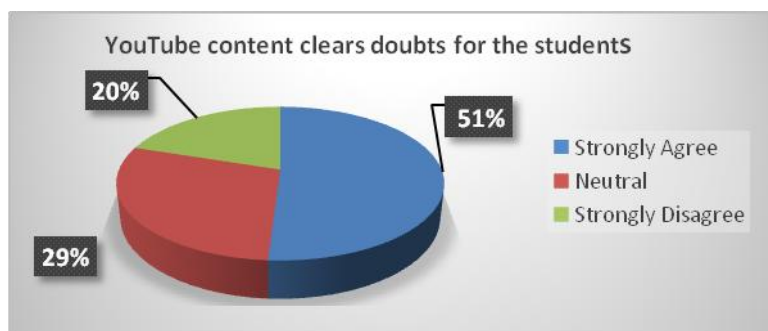


From Table 4. The majority of users practice discussing the YouTube content to improve educational knowledge, with a percentage of 76% on discussion among themselves. Moreover, 24% of the participants said they did not agree with the educational knowledge increase on YouTube videos. Therefore, the practice of YouTube enables a group discussion with like-minded people to develop their skills because the maximum number of students work out are same and gathered information and feedback which leads to obtaining similar content to the different perspective can also be known.

Table -5 depicts that the YouTube content clears doubts for the students

<b>YouTube content clears doubts for the students</b>	<b>No of Students</b>	<b>%</b>
Strongly Agree	102	51

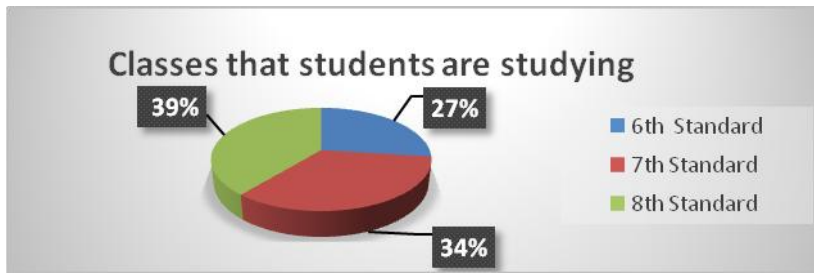
Neutral	58	29
Strongly Disagree	40	20
Total	200	100



According to the pie chart results, YouTube content clears up their doubts at a rate of 51%. Strongly agree that using YouTube content. At the same time, 20% percent of the students Neutral which means 50 /50 agree with YouTube content. 29% of the students strongly disagree with this question, and they answered teachers are clearing the doubts via an online class or phone calls. This chart proves in this tabulation results as most of them agreed with YouTube content clear their doubts, and it doesn't require any specific knowledge to access the required information.

Table-6 clearly shows how many students are enrolled in classes 6–8, and these students are the ones who use YouTube to watch educational videos for their studies.

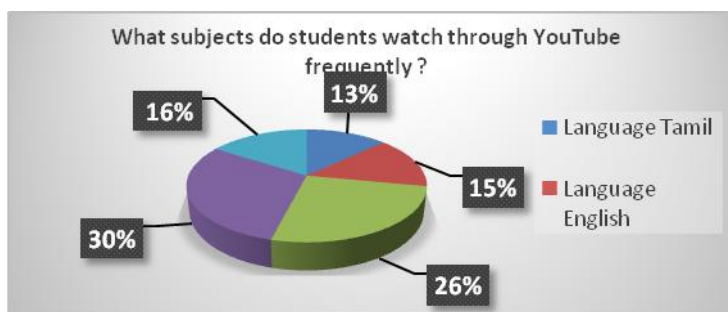
Classes students studying that are	No of Students	%
6 <sup>th</sup> Standard	54	27
7 <sup>th</sup> Standard	68	34
8 <sup>th</sup> Standard	78	39
Total	200	100



The study was conducted in Chennai's urban areas last January with the permission of the parents of students studying in classes 6 to 8. A total of 200 people took part in the study. Of these, 39% are 8th-grade students, 34% are 7th-grade students and, finally, 27% are 6th-grade students. All of them are improving their educational knowledge through YouTube videos.

Table - 7 Shows What subjects do students watch through YouTube frequently ?

Name of the Subjects	No of Students	%
Language Tamil	26	13
Language English	30	15
Mathematics	52	26
Science	60	30
Social Science	32	16



When the researcher asked which subject most of the students watched YouTube content, 30% of the students answered that it was a science subject and 26% of the students answered that it was a mathematics subject. In addition, 15% of the students voted for English and 16% of the students for Social Sciences, and finally, 13% of the students voted to improve their academic knowledge by taking Tamil language subjects through YouTube.

Through this study, it has been shown that using YouTube as a learning objective during COVID-19 epidemics may benefit students' future conversational well-being. What was found at the end of this research is that it could confirm two significant things: YouTube videos play a huge role in improving students' positive attitude towards learning and improving their skills and knowledge by using YouTube. The result describes the significant benefits of using the Internet and YouTube videos. Moreover, YouTube videos have been a motivator and a tool for self-confidence during the COVID-19 epidemics. Simultaneously, investigating students' educational purposes has demonstrated that YouTube is a useful and exciting learning resource that has improved students' knowledge beyond this practice. Moreover, it also has a positive impact on understanding the new subject. According to the findings, using YouTube can create a better environment for students who are interested in learning about new technology.

### **Suggestions**

This research study provides insight into future developments in the areas of new technology and awareness among school students during the COVID-19 epidemics. The results of this study suggest that there are some educational implications regarding the importance of integrating YouTube as a tool in the teaching and learning process and for learners to learn new things through YouTube. The results of this study show that YouTube plays a huge role in the well-being of students through the smooth functioning of educators during COVID-19 epidemics. YouTube can also pique students' interest in learning topics by engaging them in learning to use the content of video activities, which will improve their vision and intelligence and instill a sense of challenge in them. Students should have a responsibility to learn new things through YouTube videos and not be afraid to make mistakes because it is part of the basic cognitive process. Determining and selecting videos that will be uploaded and published on YouTube is a much-needed task for learners. For this, it is recommended that you subscribe to real channels that publish some educational content and videos to enhance learning.

### **Conclusion**

YouTube, one of the most advanced video libraries in the ICT industry, stands out as an important part of the learning process, learning new things and materials. This research study was conducted in the education sector of the state to realize the importance of YouTube in helping to improve a learner's problems and skills and knowledge. This research study sought to learn about their preferences for visual middle education, AIDS use, and all aspects of life, particularly education. It is considered an independent variable. The various benefits and strategies of YouTube videos were analyzed, which built motivation and self-



confidence among students during the COVID-19 epidemics. In the research, the analysis of the questionnaire is done to interpret the results and make discoveries that will transform YouTube's effectiveness for learners in learning new technology during the COVID-19 epidemics. It concludes by revealing the challenges and barriers that can help learners to use YouTube as a tool for learning new things and materials to enrich their lives.

From the results gathered from the respondents, 29% of the respondents used YouTube as a tool for education purposes. The importance of YouTube for learners stems from the Internet's great power and multimedia content, both of which played important roles during the COVID-19 epidemics. It means that students can access any available content, which may result in time savings for the source. With the high use of smartphones in this digital age, in this study over 48% of the respondents the Smartphone as a tool to access YouTube for education regularly COVID-19 epidemics. Smartphone use has become convenient to carry, and it is now a part of our daily lives. These findings clearly say that videos on YouTube have the attractiveness of visual elements for educational purposes. The percentage of 51% agrees that YouTube clears doubts later in classes of the students that are enhanced due to student motivation and YouTube is considered a new technology and source that is attractive, which leads to trend setting and replaces the traditional learning that is due to visual elements and involved in the videos that keep long term memory the users. This descriptive research study was conducted to understand visual audio learning and participation in order to evolve their skills and knowledge with effective understanding during the pandemic. Furthermore, it is suggested that further details about the problem of this topic be investigated from various perspectives from both teachers and students.

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