

Using YouTube Website by Media Students and its Relationship with Producing Educational Media for Children

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Abstract:

The current study aims at investigating using YouTube website by media students and its relationship with producing educational media for children. Sample of the study consists of (200) fourth year media students at Cairo University and Ain Shams University, 100 students each. They were purposively chosen to be YouTube users whom ages average (19-21) years. The researcher used the survey in collecting the needed data. Results of the study proved that There is a statistically significant correlation between the rate of exposing media students to YouTube videos and developing their skills in producing educational media for children, There is a statistically significant correlation between the rate of exposing media students to educational YouTube videos and developing their skills in producing educational media for children and There is a statistically significant relationship between the rate of exposing media students to YouTube videos and the degree of confidence to the topics that are published.

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Research Terminology:

- YouTube Website.
- Media Students.
- Producing Educational Media.
- Children.

Introduction:

Recently, many electronic video websites have been developed and enabled users to publish their videos. The common feature of these websites is the large space that is given to users to upload their own videos. YouTube is one of the most famous websites which affect Internet world. They are not just websites, but a whole reference for all free video types. YouTube provided youth with opportunities to publish their ideas and creativities and to express themselves through its different programs. YouTube channels supplied very significant and vital role in shaping thought, culture and needs of specific part of the society (Naim, 2007).

Sherer and Shea (2011) pointed to that many universities established their own YouTube channels to display videos of lectures. Also they mentioned that YouTube site is available for students and teachers to use it effectively inside and outside the classroom to help

students in learning, enriching the activities and achieving learning goals.

Jones and Cuthrell (2011) pointed to the possible uses of YouTube in educational process as they explained that YouTube videos could be use directly inside the classroom as a part of the teaching process. These videos may be used in representing the new concepts and information during teaching lessons or at the end of the lesson to confirm the main points. YouTube videos also may be learning resources as teachers can use them as a model of an activity and class discussion.

Statement of the problem:

The researcher noticed that students of media depend on YouTube site as recourse for information and entertainment. This site is specialized in sharing, uploading and watching free videos. It also introduces variety of TV movies, music and other videos which makes it a unique site for education, developing and raising efficacy of users in different fields and supplying them with experiences and knowledge. Media researches results concerned with universities students interest and follow up of YouTube site and also the activities they do on the site.

Questions of the Study:

The main question of the study can be stated as:

What is the relationship between exposing media students to educational YouTube videos and developing their skills in producing children educational media?

This question can be divided into the following sub questions:

- 1- To what extent media students expose to YouTube site?
- 2- Why media students are use YouTube videos in general and YouTube videos that explain the ways of producing educational children media in particular?
- 3- What is the best time to watch YouTube videos for the research sample?
- 4- What do the students do before, during and after watching YouTube videos?
- 5- How far the participants trust YouTube content?
- 6- What are the most important children cultural media that the research sample follows on YouTube?
- 7- What are the students' suggestions about activating YouTube role in producing educational media for children?

Significance of the Study:

The present study is significant in a number of ways:

- Increasing of YouTube users as a resource of gaining information among different audience and university students especially media students.
- This study is considered a continuous effort and a complement to the previous studies which concern with university students and YouTube website without studying the relationship between exposing the students to the website and developing their skills in producing educational media for children according to the researcher knowledge.
- The researcher is significant in understanding to what extent media students depend on YouTube website as media and educational resource as there is a lack of that type of researches in our society especially with the rapid technology increase which we should cope with.

Purpose of the Study:

The present study aimed at:

- 1- Identifying the rate that fourth year of media students to YouTube website to produce educational media for children.
- 2- Identifying the most important video clips that sample of the study prefers to watch on YouTube.

3- Monitoring to what extent the sample of the study depends on YouTube videos in gaining information about producing educational media for children.

4- Recognizing the sample of the study confidence rate of the children cultural YouTube videos objectivity.

5- Identifying the reasons willing to watch YouTube videos that represent ways of producing educational media for children.

6- Identifying the most important children education media that the sample of the study follows on YouTube.

7- Recognizing the most important students' suggestions about activating YouTube website role in producing educational media for children.

Theoretical Background:

The current study is based on mass media dependency theory. Individuals depending on mass media are a part of alternative dependency between individuals and mass media which shapes the relationship between the audience and these media. Individuals look like the social systems. They raise dependency relationships on mass media because they are directed by objectives. Some of these objectives require reaching the resources which are controlled by mass media (Robert, 2002).

Individuals also depend on mass media as they are one of the important resources to fulfill their goals as they

keen to prove his right in knowledge, take the different personal and social decisions and entertainment at the same time (Leshner & McKean, 2007).

Individuals' depending on mass media relies on many variables that connected to the society and its culture. Audience positivity is connected to what extent they depend on the mass media as the degree of audience dependency shows the importance of information that the media represents (Shaheen, 2001).

Definitions of Terms:

1- Media Students: the researcher defines media Students as undergraduate students at the final year of media whom their ages range from (19) to (21) which are considered teenagers.

2- YouTube video clips: the researcher defines YouTube video clips as all the educational videos that of media students are exposed to and presented by YouTube website on the internet and are special at producing educational media for children.

3- Skills: in this study, skills are defined as the practical and cognitive level students' performance in producing educational media for children with specific manner, precision and rapidity in implementation.

4- Educational media for children: for the purpose of the present study, the researcher defines educational media

for children as a group of stories, magazines, booklets, plays, audio and video programs and websites are represented for the pre-school child.

Hypotheses:

1- There is a statistically significant correlation between the rate of exposing of media students to YouTube videos and developing their skills in producing educational media for children

2- There is a statistically significant correlation between the rate of exposing media students to educational YouTube videos and developing their skills in producing educational media for children .

3- There is a statistically significant relationship between the rate of exposing of media students to YouTube videos and the degree of confidence to the topics that are published.

Procedures of the Study:

a) Design and method of the study :

The current study is descriptive which aims at identifying the research problem characteristics and investigating the surrounding factors. It also aims at recording significance, characteristics and classifications and to reveal the connections with other variables. It aims at the first point at exploring the media students exposing to YouTube videos and its relationship with developing

their skills in producing educational media for children. And to reveal the contributions of YouTube as educational and cultural means to raise students' efficacy through collecting data that concern with the study sample which will help to answer the questions of the study.

b) Sample of the study:

The sample of the study consists of (200) fourth year media students at Cairo University and Ain Shams University, 100 students each. They were purposively chosen to be YouTube users whom ages average (19-21) years.

c) Instrument of the study:

The researcher used the survey in collecting the needed data. It included all the issues that the study keen to cover according to the study objectives and hypotheses. The researcher applied the questionnaire during an interview with the study sample which helps the researcher to be sure that all the participants understand the questions and to help them clearing the misunderstanding if there is.

Results of the study:

First: results of the pilot study on the study sample:

1- Study sample exposure to YouTube website.

Table (1): study sample exposure to YouTube website according to their social and economic level.

Social and economic level	High		Average		Low		total	
	x	%	x	%	x	%	x	%
Always	51	58.3	22	53.8	91	49.2	82	54.66
Sometimes	36	38.5	18	46.2	36	55.4	68	45.33
total	94	100	39	100	68	100	150	100

$\chi^2 = 4.442$ $df = 2$ $a = 0.108$ $sig = \text{not sig}$

Results in table (1) shows the highest rate of the sample exposure to YouTube videos is 54.50% while 45.50% don't expose to YouTube videos. Value of χ^2 is (4.442) at the degree of freedom (2) which is considered significant at (0.108) which means there are no statistical significant differences between the study sample members according to their social and economic level in their exposure to YouTube website. The high rate of exposing the study sample to YouTube is due to the modern technology diffusion between students and the availability of internet all over the world which makes it very easy to surf the internet and YouTube.

1- Resources that the study sample depends on to find information about producing educational media for children.

Table (2): resources that the study sample depends on to find information about producing educational media for children according to their social and economic level

Social and economic level	High		Average		Low		total		Order
	x	%	x	%	x	%	x	%	
resources									
YouTube	32	34.4	8	20.5	15	22.1	55	27.5	1
Electronic children websites	13	14	6	15.4	5	7.4	24	12	3
Internet in general	10	10.8	4	10.3	4	5.9	18	9	4
Child orients channels	7	7.5	12	30.8	21	30.9	40	20	2
Total of respondents	93		39		68		200		

From table (2), it can be summarized that, the web sites that the study sample members depend on are (YouTube) in the first place with rate (27.5%) while the second place is “child oriented channels” with rate (20%), and the third place is “electronic children websites” with rate (12%) and the one is “internet in general” with rate (9%).

3-The reasons that the study sample watches YouTube videos about producing educational media for children.

Table (3): reasons that the study sample watches YouTube videos about producing educational media for children according to their social and economic level

Social and economic level	High		Average		Low		total		Order
	x	%	x	%	x	%	x	%	
Introduces educational videos regarding my course	42	45.2	13	33.3	22	32.4	77	38.5	1
Introduces educational videos that increases my efficacy which make me feel that I'm unique	24	25.8	7	17.9	11	16.2	42	21	2
Benefit from others' experiences in producing educational media for children	8	8.6	3	7.7	4	5.9	15	7.5	4
I trust the information which presented through it	12	12.5	6	15.4	6	8.8	24	12	3
Total of respondents	93		39		68		200		

Regarding reasons that the study sample watches YouTube videos about producing educational media for children, reasons are arranged in table (3) as follows:

“Introduces educational videos regarding my course” in the first place with rate (38.5%) and in the second place comes “Introduces educational videos that increases my efficacy which make me feel that I’m unique” with rate (21%). The third reason is “I trust the information which presented through it” with rate (12%) while the last place is “Benefit from others’ experiences in producing educational media for children” with rate (7.5%).

4-The role of YouTube information about producing various cultural media for children in increasing the skills of the sample of the study in learning and work

Table (4): the role of YouTube information about producing various cultural media for children in increasing the skills of the sample of the study in learning and work according to their social and economic level

Social and economic level	High		Average		Low		total		Order
		%		%		%		%	
reasons									
It provides me with information and experience in producing suitable media for children from magazines, stories and plays	42	45.2	13	33.3	22	32.4	77	38.5	1

Social and economic level	High		Average		Low		total		Order
which could be applied									
Presents many experts' opinions and experiences in the field	24	25.8	7	17.9	11	16.2	42	21	2
Allows the opportunity for users to publish their opinions and inquiries	8	8.6	3	7.7	4	5.9	15	7.5	4
Tackles with various information for every media starting from the ideas till the production	12	12.5	6	15.4	6	8.8	24	12	3
Total of respondents	93		39		68		200		

Regarding the role of YouTube information about producing various cultural media for children in increasing the skills of the sample of the study in learning and work, table (4) shows the arranged reasons as follows: "It provides me with information and experience in producing suitable media for children from magazines, stories and plays which could be applied" with rate (38.5%), "Presents many experts' opinions and experiences in the field" with rate (21%), "Tackles with various information for every media starting from the ideas till the production" with rate (12%) and "Allows the

opportunity for users to publish their opinions and inquiries” with rate (7.5%).

Second: testing the hypotheses:

1- First hypothesis:

There is a statistically significant correlation between the rate of exposing of media students to YouTube videos and developing their skills in producing educational media for children.

Table (5): correlation between the rate of exposing media students to YouTube videos and developing their skills in producing educational media for children

Variables	developing their skills in producing educational media for children			
	correlation coefficient	Attitude	Strength	Sig
rate of exposing media students to YouTube videos	0.214	Positive	weak	0.041

Table (5) illustrated that there is statistical correlation between the rates of exposing media students to YouTube videos and developing their skills in producing educational media for children as the correlation

coefficient is (0.214) and the sig is (0.14). A first hypothesis is proved.

2-Second hypothesis:

There is a statistically significant correlation between the rate of exposing media students to educational YouTube videos and developing their skills in producing educational media for children.

Table (6): correlation between the rate of exposing media students to educational YouTube videos and developing their skills in producing educational media for children

Variables	developing their skills in producing educational media for children			
	correlation coefficient	Attitude	Strength	Sig
rate of exposing media students to YouTube videos	0.405	Positive	weak	0.045

Results in table (6) proved that correlation coefficient is (0.405) and sig is (0.045) which means that there is statistical correlation between the rate of exposing media students to educational YouTube videos and developing

their skills in producing educational media for children. Second hypothesis is proved.

3-Third hypothesis:

There is a statistically significant relationship between the rate of exposing of media students to YouTube videos and the degree of confidence to the topics that are published.

Table (7): relationship between the rate of exposing of media students to YouTube videos and the degree of confidence to the topics that are published

Variables	the degree of confidence to the topics that are published			
	correlation coefficient	Attitude	Strength	Sig
the rate of exposing of media students to YouTube videos	0.201	Positive	weak	0.029

Results in table (7) proved that correlation coefficient is (0.201) and sig is (0.029) which means that there is statistical significant relationship between the rate of exposing of media students to YouTube videos and the

degree of confidence to the topics that are published.
Third hypothesis is proved.

Study Suggestions:

According to the current study and its results, the researcher suggests some suggestions as follows:

- 1-Conducting more studies about the effectiveness of YouTube educational videos in developing some skills which are not related to educational course such as scientific experiments.
- 2-Conducting descriptive studies to identify the students and academics' attitude towards using educational YouTube videos in learning.
- 3-Conducting more researches to help media student's skills to produce various media for children.

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