

YouTube as a Source for Learning of Web 2.0

Sabitri Majhi*, Umakanti Chirgun**, Bulu Maharana***, Saroja Kumar Panda****

Abstract

YouTube is one of the most popular services of Web 2.0 on internet. The tutorial videos for numerous subjects and hence widely used by the Learners across the world. The Present research work tried to evaluate YouTube as a potential source of Learning Web 2.0 by analyzing top 100 videos on the subject. The study found that majority of videos (39%) are on 'Application of web 2.0 in general'. O'Reilly Media has created highest number of videos (31%) and the 2012 was found to be the most productive year so far as publication of videos on Web 2.0 in YouTube is concerned.

Keywords: YouTube; Web 2.0; Internet; Tutorial Videos.

Introduction

Internet has become the largest and most up-to-date source of information worldwide. Acquiring and sharing tutorials/Videos on Web2.0 via the Internet offers extraordinary electronic-learning (e-learning) possibilities for the Learning Communities. Web 2.0 is the term used to describe a variety of web sites and applications that allow anyone to create and share online information or material they have created. A key element of the technology is that it allows people to create, share, collaborate & communicate. Web 2.0 differs from other types of websites as it does not require any web design or publishing skills to participate, making it easy for people to create and publish or communicate their work to the world.

There are number of different types of web 2.0 applications including wikis, blogs, social networking, folksonomies, podcasting, Facebook, MySpace, YouTube and many more. The nature of this technology makes it an easy and popular way to communicate information to either a selected group

of people or to a much wider audience and again it can be used by Learners for Learning different concepts, Process, applications etc. So it highly essential for the Learners to Learn the Concept and application of Web2.0, in order to take benefit out of this. Again it is observed that, YouTube, a tool of web2.0 i.e., is a source having Videos/tutorials on different concepts, Process, applications etc. and hence helpful for the Learners. With this Background the present study, attempt to investigate YouTube as an information source for Learning Web2.0.

Objective of the Study

The Study attempt to investigate *YouTube* as an information source for Learning Web2.0. Web2.0 is a great innovation in the present Web environment having lots of Benefit for the Learners. So it is highly essential to learn the Concept, Features and application of Web2.0 tools in order to integrate it in to the Learning Process.

Besides, the study is primarily aims at the following objectives:

- To find the trends of Publication of Videos of "Web 2.0" on YouTube.
- To find the most popular Videos of Web 2.0 on the Basis of Number of Views and Comments Received by the Videos.
- To find the most productive Creator of Web 2.0 Videos

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- To find the year wise growth of the Videos
- To identify the Subject Content of Videos on Web 2.0.

Methodology

The website *YouTube* was searched on 12th April 2014 with the keywords "Web2.0". All the videos containing relevant information about Web2.0 were included in this study. Out of 752000 numbers of videos appeared in the searching top 100 most viewed videos were selected for analysis and they were exported to MS-Excel sheet for analysis. Each video was analyzed to find the Subject Content, Year wise uploading of the Videos, Number of Views, Number of Comments Received by the Videos and creator of the Videos etc.

Scope and Limitation

The present investigation confined its scope to the quantitative analysis of the top 100 videos on Web2.0, retrieved from 'YouTube' by putting the keyword 'Web 2.0'. The study will basically investigate Subject Content, Year wise Uploading of the Videos, Number of Views, Number of Comments Received by the Videos and creator of the Videos etc.

However, the present study has been characterized with the following limitations:

- It includes only top 100 videos on 'Web 2.0' for study out of 752000 hits from YouTube.
- The study evaluates the videos quantitatively by taking number of views, Number of Comments etc without any qualitative analysis.

Literature Review

Julie E. Strychowsky , Smriti Nayan , Forough Farrokhyar , Jonathan MacLean (2013) in the research entitled "*YouTube: A good source of information on*

pediatric tonsillectomy?" investigate *YouTube* as a patient information source on pediatric tonsillectomy and they found that YouTube has a large number of videos on pediatric tonsillectomy with a variety of content ranging from very useful to not useful, and misleading. Fadhila Mazanderani , Braden O'Neill , John Powell (2013) in the article "People power" or "pester power"? *YouTube* as a forum for the generation of evidence and patient advocacy" they analyses *YouTube* videos where patients have shared their treatment experiences. For that they took 100 most viewed videos from over 4000 identified in a search for 'CCSVI', and qualitative thematic analysis on popular 'channels' demonstrating patients' experiences. They found that Videos adopt an tremendously positive stance towards CCSVI; many were uploaded by patients and present pre-and/or post-treatment experiences. *In* the research they concluded that *YouTube* provide patients with novel opportunities for advocating for particular treatments; generating alternative forms of 'evidence' built on a hybrid of personal experience and medical knowledge. Mariana Martinho, Marta Pinto, Yuliya Kuznetsova (2012) in the article "*Scholars' YouTube channels: content analysis of educational videos*" described the technology enhanced learning. The focus of analysis is on the sample of videos uploaded by scholars and categorized as "education" in their *YouTube* channels.

Data Analysis and Interpretation

YouTube is one of the most popular services of Web2.0 on internet, having tutorials for many subjects and hence widely used by the Learners. The Present research work tried to evaluate *YouTube* as a Good Source of Learning for Web2.0. The website *YouTube* was searched on 12th April 2014 with the keywords "Web 2.0". Out of 752000 numbers of hits on Web2.0, top 100 most viewed videos were selected for analysis from different aspects like highly popular videos, Content of the

Table 1

SI.No	Content of the Video	No of Video	Percentage
1	Concept of web 2.0	23	23%
2	Tools of web 2.0	9	9%
3	Application of web2.0 in general	39	39%
4	Application of web 2.0 in learning	27	27%
5	Case study on web 2.0	1	1%
6	Application of web 2.0 in library	1	1%
	total	100	100%

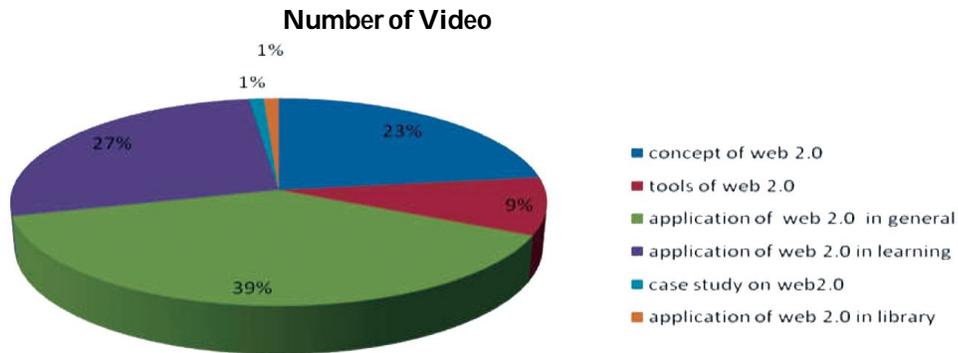
Videos, Number of comments received by the videos, time duration of the videos etc.

Types of Content

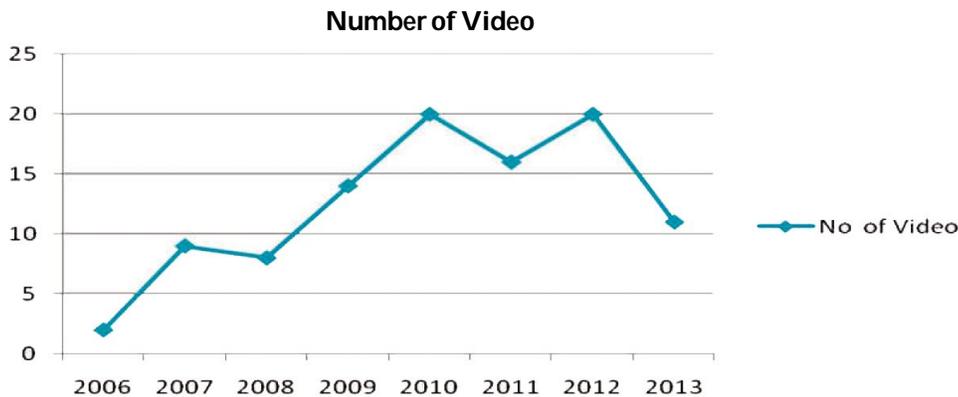
Videos were categorized in to 6 different types on

Table 2

Year	No of Video	Percentage
2006	2	2%
2007	9	9%
2008	8	8%
2009	14	14%
2010	20	20%
2011	16	16%
2012	20	20%
2013	11	11%



Graph 1



Graph 2

the basis of their content. Study of the content of the videos enables to find the Strength and weakness of the content of Web 2.0 from different areas of application.

Table1 and graph 1 indicate that highest number of videos i.e. 39%, is found on “application of web 2.0 in general”, followed by next majority i.e. 27% for “Application of web 2.0 in learning”. There are very small number video i.e. only 1% is found in the context of “case study in web 2.0” and “application of web 2.0 in library”.

Year Wise Growth of Upload Video

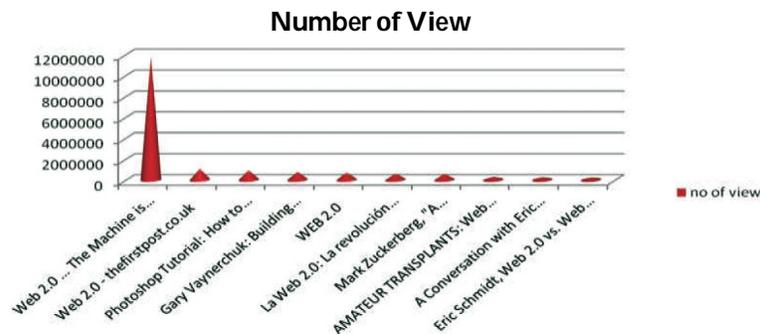
Year wise upload of the videos by the creators

is one of the important Bibliometric indicator in order to find the number of videos uploaded in each particular year and to find out the most productive year. Table 2 presents the data for growth of videos on web 2.0 for 8 years i.e. During 2006-2013.

Above Table 2 and Graph 2 indicates that both the year 2010 and 2012 are most productive years having highest number of uploads i.e. 20 % each, next majority i.e. 16% of videos are published in the year 2011. Very less number i.e. 2% of videos were uploaded for web 2.0 in year 2006. As 2004 is the year of inception of the concept “web 2.0” and YouTube came for the existence in the Year 2005, very less number of videos that is only 2% is uploaded in the YouTube .

Table 3

Sl.No	Popular Top Ten Video	Content	No of View
1	Web 2.0 ... The Machine is Us/ing Us	explain the tool of web 2.0 and its implication	11786253
2	Web 2.0 - thefirstpost.co.uk	application general	1061421
3	Photoshop Tutorial: How to Create a Web 2.0-Style Logo	application in learning	925347
4	Gary Vaynerchuk: Building Personal Brand Within the Social Media Landscape - Web 2.0 Expo NY	application of web 2.0 in general	766618
5	WEB 2.0	application in learning	708262
6	La Web 2.0: La revolución social de Internet	Application General	611580
7	Mark Zuckerberg, "A Conversation with Mark Zuckerberg" - Web 2.0 Summit 2010	application general	575500
8	AMATEUR TRANSPLANTS: Web 2.0 LIVE	application general	293432
9	A Conversation with Eric Schmidt - Web 2.0 Summit 2010	Concept of web 2.0	265955
10	Eric Schmidt, Web 2.0 vs. Web 3.0	Concept of web 2.0	226722



Graph 3

Table 4

Sl. No	Title of the Video	Duration of the Video
1	Mark Zuckerberg, "A Conversation with Mark Zuckerberg" - Web 2.0 Summit 2010	1:06:15
2	50 Web 2.0 Tools in 50 Minutes	57.26
3	A Conversation with Mark Zuckerberg - Web 2.0 Summit 2010	56.02
4	PBL & Web 2.0 Tools	52.17
5	Web 2.0 Summit 2010: Ariel Emanuel, "A Conversation with Ariel Emanuel"	46.01
6	A Conversation with Eric Schmidt - Web 2.0 Summit 2010	44.47
7	Web 2.0 Summit 09: "Discussion: Whither Journalism?"	40.47
8	Web 2.0 Summit 2010: "Point of Control: Finance"	37.26
9	Web 2.0 Summit 09: Evan Williams and John Battelle, "A Conversation with Evan Williams"	36.06
10	Er Web 2.0 Summit 08: Mark Zuckerberg (Facebook), John Battell ic Schmidt at the Web 2.0 Expo	35.43
11	Web 2.0 Summit 08: Mark Zuckerberg (Facebook), John Battell	35.41
12	Web 2.0 Summit 2010: Jim Balsillie, "A Conversation with Jim Balsillie"	34.59
13	Web 2.0 Summit 09: Tim Berners-Lee and Tim O'Reilly,	33.42
14	Web 2.0 -- Revolution and Revelation	33.34
15	Web 2.0 Summit: Vic Gundotra and Sergey Brin, " A Conversation with..."	30.35

Popular Video According to the Number of View

Studying number of views for the videos is one of the important indicators to find the most popular videos uploaded in the YouTube. More the Number of Views received by the videos can be considered as most popular video available on YouTube. Views

received by 100 top videos on YouTube were analyzed and the videos having highest number of views are ranked from '1' to '10', in the following table

Above Table 3 and Graph 3 indicate the top ten video which have highest number of views. "Web 2.0 ... The Machine is Us/ing Us" is most popular video

which have highest number of view. All the top ten video are above than 2 lakh of view .The most popular video is explain about the tools of web 2.0.

Duration of the Videos

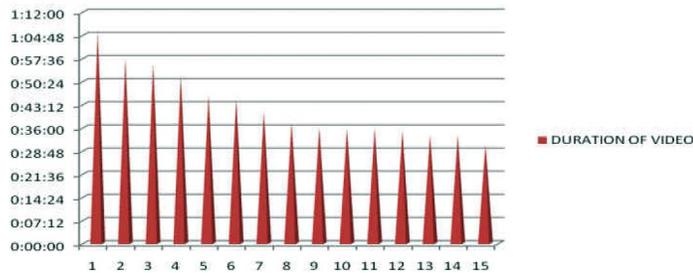
Videos of More duration, gives more information than short duration videos. Hence the study of duration of the Videos is one of the important indicators in order to find the Strength of Video, concern the duration.

Above table, indicate that the Mark Zuckerberg, "A Conversation with Mark Zuckerberg" - Web 2.0 Summit 2010" is a video with long duration, i.e.1:06:15. Besides that, the top 15 videos are more than 30 minutes. From the top 15 videos, most of them are belong to conversation type videos.

Comments Received By the Videos

Studying number of comments received by the videos is one of the important indicators to find the

Duration of Video



Graph 4

Table 5

SI. No	Title of the Video	Number of Comments
1	Web 2.0 ... The Machine is Us/ing Us	6499
2	Web 2.0 - thefirstpost.co.uk	1499
3	Gary Vaynerchuk: Building Personal Brand Within the Social Media Landscape - Web 2.0 Expo NY	914
4	Mark Zuckerberg, "A Conversation with Mark Zuckerberg" - Web 2.0 Summit 2010	886
5	Web 2.0 Summit: Vic Gundotra and Sergey Brin, " A Conversation with..."	878
6	Web 2.0 Summit 2011: Chris Poole, "High Order Bit"	733
7	Christopher Poole interviewed at Web 2.0 Summit 2011	518
8	WEB 2.0	248
9	Photoshop Tutorial: How to Create a Web 2.0-Style Logo	248
10	La Web 2.0: La revolución social de Internet	209
11	Web 2.0 Style Box / Icon: Adobe Illustrator Tutorial	169
12	AMATEUR TRANSPLANTS: Web 2.0 LIVE	156
13	A Conversation with Eric Schmidt - Web 2.0 Summit 2010	132
14	Web 2.0 Summit 2010: Ariel Emanuel, "A Conversation with Ariel Emanuel"	97
15	EXPLAINING WEB 2.0	96

Number Comments of the video

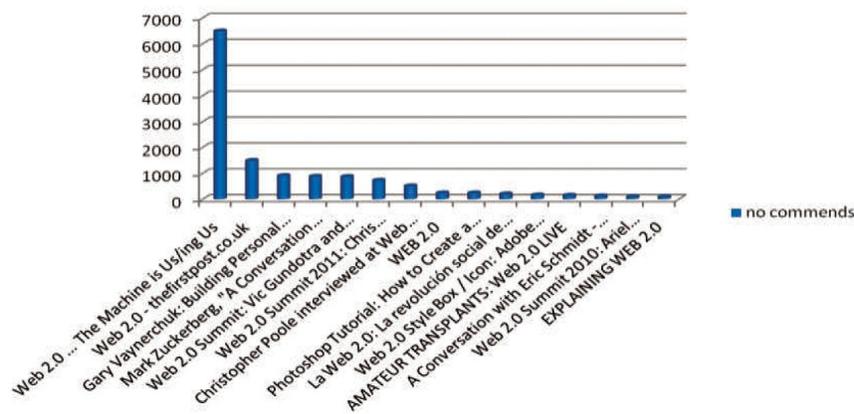


Table 5

most popular videos uploaded in the YouTube. Maximum Number of comments received by the video can be considered as most popular video available on YouTube. Comments received by 100 top videos on YouTube were analyzed and the videos having highest number of comments are ranked from '1' to '15', in the following table.

Above table indicates that the video entitled "Web 2.0 ... The Machine is Us/ing Us" is having the highest number of comments i.e. 6499, followed by next majority i.e. 1499 number of comments received by the video entitled "Web 2.0 - thefirstpost.co.uk",

and hence can be considered as most popular videos. Again from the above table it is evident that top fifteen videos have more than '90' comments and hence can be considered as popular videos.

Number of Videos Created By the Creator

The purpose of this study is to find most productive creator. More the number of Videos created most productive the creator is. In the following table most productive creators are presented along with the number of creation of videos.

Table 6

Sl. No	Creator	Number of Video
1	O'Relly	31
2	Delouse	2
3 (remaining 98 videos)	Other creators	1

Above Table 6, clearly mention that O' Relly creates the highest number of videos followed by Delouse having only '2' videos and remaining '98' creators are having '1' video each. Hence Except O'Relly and Dilouse others made only single video. O'Reilly Media is an American media company established by Tim O'Reilly and the concept of "Web 2.0" began with a conference brainstorming session between O'Reilly and MediaLive International. Hence this might be is the reason for which O' Reilly is having Highest number of Creations uploaded in YouTube.

Summary and A Major Findings

As a result of systematic analysis of data obtained for the present study, in the previous chapter, the investigation observes the following facts about the *YouTube* video on web 2.0 from 2006 to 2013.

- From the analysis of top 100 videos on Web2.0 searched from *YouTube*, the year 2010 and 2012 is the more productive year having highest number of videos that is 20.
- The *YouTube* videos on web 2.0 are categorized by their content in to 6 broad categories. Among the videos, 39 numbers of videos are from "Application of web 2.0 in general"
- O'Relly Media creates the highest number of videos that is 31 followed by Delouse having only '2' videos and remaining '67' creators are having '1' video each. O'Reilly Media is an American media company established by Tim O'Reilly and the concept of "Web 2.0" began between O'Reilly and MediaLive International. Hence this might be the reason for which O'Reilly is having Highest number of Creations

uploaded in YouTube.

- Video entitled "Web 2.0 ... The Machine is Us/ing Us", which explains about the tools of web 2.0. is most popular video having highest number of views
- The duration of the Videos is one of the important indicators in order to find the Strength of Video. Mark Zuckerberg, "A Conversation with Mark Zuckerberg" - Web 2.0 Summit 2010 is a high duration video of 1:06:15. It is a conversation type of video.

Conclusion

In the above research process it is concluded that *YouTube* has a substantial number of videos on 'Web2.0' with a variety of content , such as Concept of web 2.0, Tools of web 2.0, Application of web 2.0, Case study on web 2.0 etc. and these are highly popular among the people as reflected from the Study. Hence, *YouTube* is a good information source for learning of Web 2.0.

Hartman (2007) highlights that people from higher education have to share their knowledge and educational resources, by using open and free Web 2.0 platforms. It is understood that *YouTube* is a popular example of a platform where scholars, institutions and students have a presence, either as content consumers or content creators. Students can download and upload the video for their learning purposes. They can gain more and more knowledge on web2.0 in *YouTube* channel which is popular among the student.

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