

“Social Media as Complementary tool for the learning effectiveness- A Sociological study on YouTube”

Dr.Mohana S K

Associate Professor of Sociology
Govt. First Grade College, Shivamogga. Karnataka
India-577201

Abstract: social media is the source for the collection, creation, and distribution of information through various platforms and it is very useful for all groups of people like working, households, Business people, politicians, celebrities, kids, and students. Especially, for the student social media is very instrumental in effective learning but it is just said and it has proven that social media can create effective learning among the students. Hence, this study has proposed to describe the effectiveness of social media by highlighting YouTube as a social media channel. This study is descriptive and for the study data have been collected from both primary and secondary data sources.

Key words: social media, YouTube, Learning

Date of Submission: 08-10-2025

Date of Acceptance: 19-10-2025

I. Introduction:-

Manage to provide the maximum of information from different sources like Online classes posted by the academicians, learning apps like Byjus, Unacademy, Lms etc., and it just not only provides the information but also it has created a platform to share the information. Nowadays YouTube the entire world has been transformed into a little town where individuals can conduct business and communicate information quickly, easily, and cheaply thanks to technology. Technology use has become a necessary component of economic, political, social, and academic life. Technology has emerged as the sole mechanism that accelerates learning by offering a wide range of platforms and tools for teaching and learning. Every social media platform includes numerous educational features, such as the ability to share announcements, host live lectures, and much more. Because so many students are accustomed to social media and technology, incorporating their use into the classroom is more natural than ever. First, social media gives students and instructors, a smoother more direct way to communicate. They can check-in and ask or answer questions. Before adopting social media in education, it's critical to understand its effects, but we firmly believe that it will increase students' technological proficiency.

YouTube is the second social platform and the first choice for learners to exchange information. YouTube has got the highest popularity in today's modern world than any other learning source. The reason is, YouTube becomes a business for many literate and illiterate people. As a part of learning, YouTube is more beneficial for the students and complements effective learning for the students as well as for the teachers. As it creates the main advantage of availing the information for the people's learning, it has got so many advantages as well as it is having so many side effects.

II. Literature Review:

(Sedigheh Moghavvemi, 2023) This study examines students' perceptions of using YouTube for learning, their usage habits, and the underlying causes that motivate them to utilize the site. 321 students from the University of Malaya's Faculty of Business and Accountancy provided data for the testing of the proposed model. According to the findings, some of the primary reasons people use YouTube are amusement, information seeking, and academic study.

(Nanda, 2022) Social networks have been acknowledged as a fruitful learning environment, particularly in promoting the sharing of information. Online communities and organizations are largely used by students to read, swap textbooks, make choices together, or share educational resources. In the present study, social media interventions are used to evaluate the interaction between informal digital learning and formal educational contexts. In both official and informal learning situations, popular social media platforms have been applied by reviewing social media's contribution and emphasizing its distinct results which has led to a believed integration of social media platforms as learning tools is better.

(Khan, 2020) This study aims to investigate how social media and mobile technology are used to transmit materials and connect with academics in higher education institutions. This empirical study is based on a survey of 360 students at a university in eastern India, and it aims to understand how social media and mobile devices are seen by students in terms of group projects, interaction with teachers and peers, and their major effects on academic achievement. The study found that interaction with peers, teachers, and online knowledge-sharing behavior were significantly impacted by the usage of online social media for collaborative learning.

(DUFFY, 2008) This essay's focus will be on how incorporating New Media outlets like YouTube into actual curricula might help education. It will be argued that instructors routinely use media to enthrall pupils and to improve their educational experience. The proper incorporation of new media into the educational process for students will be suggested. It is suggested that chances exist for including students in a new "Learning Ecology" because of the increasing pervasiveness of websites for New Media, such as YouTube. A situation in which cooperative and creative spaces are growing for involving students in the design, assessment, and personalization of "New Media" that can be used in education.

Statement of the Problem

The use of social media platforms is increasing day by day because YouTube can able to give learning sources and entertainment. But it is unclear whether the increasing use of YouTube by students is for taking academic-related information or they are just addicted to it as a part of entertainment. Hence, this study is heading to discover whether YouTube is Alternative to learning or not.

Objectives:

- To study the student's interest in the use of YouTube.
- To study the purpose of the students behind the use of YouTube.
- To study the extent of effectiveness of the use of YouTube.

Conceptual Framework:

Social media is an internet-based form of communication. Social media platforms allow users to have conversations, share information, and create web content. There are many forms of social media, including blogs, micro-blogs, wikis, social networking sites, photo-sharing sites, instant messaging, video-sharing sites, podcasts, widgets, virtual worlds, and more.

Billions of people around the world use social media to share information and make connections. On a personal level, social media allows you to communicate with friends and family, learn new things, develop your interests, and be entertained. On a professional level, you can use social media to broaden your knowledge in a particular field and build your professional network by connecting with other professionals in your industry. At the company level, social media allows you to have a conversation with your audience, gain customer feedback, and elevate your brand.

What obstacles are present on social media?

Social media can also cause problems for individuals in the following ways:

Mind-related problems Too much use of social apps can make you tired, get you hooked on social media, and cause other problems.

Polarization. A filter bubble can trap someone. In reality, the user is alone in an online community that looks like an open dialogue but was built by an algorithm.

Disinformation. When situations are very divided, it is easier for people who want to spread false information.

YouTube as a social media:

YouTube is an American online video-sharing and social media platform headquartered in San Bruno, California, United States. Accessible worldwide, it was launched on February 14, 2005, by Steve Chen, Chad Hurley, and Jawed Karim. It is owned by Google and is the second most visited website, after Google Search. YouTube has more than 2.5 billion monthly users, who collectively watch more than one billion hours of videos each day. As of May 2019, videos were being uploaded at a rate of more than 500 hours of content per minute. In October 2006, YouTube was bought by Google for \$1.65 billion. Google's ownership of YouTube expanded

the site's business model, expanding from generating revenue from advertisements alone to offering paid content such as movies and exclusive content produced by YouTube. It also offers YouTube Premium, a paid subscription option for watching content without ads. YouTube also approved creators to participate in Google's AdSense program, which seeks to generate more revenue for both parties. YouTube reported revenue of \$29.2 billion in 2022. In 2021, YouTube's annual advertising revenue increased to \$28.8 billion, an increase in revenue of 9 billion from the previous year.

Since its purchase by Google, YouTube has expanded beyond the core website into mobile apps, network television, and the ability to link to other platforms. Video categories on YouTube include music videos, video clips, news, short films, feature films, songs, documentaries, movie trailers, teasers, live streams, vlogs, and more. Most content is generated by individuals, including collaborations between Youtubers and corporate

Sponsors established media corporations such as Disney, Paramount, NBC Universal, and Warner Bros. Discovery have also created and expanded their corporate YouTube channels to advertise to a greater audience.

YouTube has had an unprecedented social impact, influencing popular culture, and internet trends, and creating multimillionaire celebrities. Despite its growth and success, it has been widely criticized for allegedly facilitating the spread of misinformation and the sharing of copyrighted content, routinely violating its users' privacy, enabling censorship, and endangering child safety and wellbeing, and for its guidelines and how they are implemented.

Data Analysis:

In this study data have been collected from the 30 students to understand the agreement level of the students regarding the purpose of using the YouTube. Here, the table shows the response of the students regarding the purpose of using YouTube.

Particulars	SA	A	NANDA	DA	SDA
To learn the class room topics	20	5	3	2	-
To develop the communication	25	3	2	-	-
For time pass	20	5	5	-	-
To finish the daily data limit	21	2	3	2	2
To complete the class assignments	24	4	2	-	-
To create the social identity	10	5	7	5	3
For Watching Movies	6	4	5	10	5
To keep updated about the recent trends	25	3	2	-	-

The above table describes the student's agreement level regarding the purpose of using YouTube. Out of 30 students, 20 strongly agree to learn the class room topics, 25 strongly agree to develop the communication, 20 strongly agree for time pass, 21 strongly agree to finish the daily data limit, 24 strongly agree to complete the social identity, 10 strongly agree to create the social identity, 10 disagree for watching movies and 25 to keep updated about the recent trends. And among all these factors the maximum (25 and 25) student strongly agree that they use YouTube to develop communication and to keep update about the recent trends. Hence, this indicates that the students use the YouTube for productive purposes.

Further the data was also collected to check the opinion regarding the effectiveness of the use of YouTube. Here, the below table shows the effectiveness of use of YouTube in different criteria.

particulars	Effective	Ineffective
Use of YouTube increase the interactions in the class	20	10
Use of YouTube can lead to have an understanding about the concepts	25	5
Use of YouTube increase the exchange of information	27	3
Learning Through by YouTube can create the discussions with the teacher	7	23
YouTube can help in increase of the skills	24	6

It helps to increase the academic performance	18	12
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The above table indicates that 20 students said the use of YouTube increases the interactions in the class is effective, 25 students said the use of YouTube can lead to an understanding of the concepts is effective, 27 students said the use of YouTube increases the exchange of information is effective, 23 students said learning through by YouTube can create the discussions with the teacher is ineffective, 24 said that the use of YouTube can help in increase of the skills, and 18 said that YouTube helps to increase the academic performance. Hence, this indicated overall that the YouTube is most effective social media for the student's development.

III. Findings

- It is generally said that YouTube is having a wide coverage of information, but many times through YouTube it is not possible to get access to the subject topics.
- YouTube provides many benefits like convenience, user friendly, less costly, etc. but the major disadvantage is that people can use YouTube is their own smart phone or personal computer. Hence, many students prefer to go with books to study the concept as they won't afford to purchase a smart phone or personal computer.
- As good as YouTube is in providing the solution to the many problems of students at the same time it is most dangerous also in case of reducing the student's interest towards learning.
- The majority of the students said that YouTube is very much used for their academic purpose and they use it in a very effective way.

IV. Recommendation and Conclusion:

No doubt that YouTube is very effective social media, but the part of disadvantages of the YouTube is very hilarious like it provides irrelevant information and that is not good for the students like unofficial videos/irrelevant videos. Hence, it is suggested to the YouTube as a social media needs to segregate the accessibility of the videos on the basis of the age group, then possibly students may get relevant information or video which are needed and good for them. No doubt that the students are also earning from the YouTube channel but they won't limit the usage of the YouTube to a certain limit and then it converted into the YouTube addiction, for those students, it is recommended to shift their concentration to other social media sources reading articles in the internet, so that they can get relieve slowly from the YouTube, and at last students must have to cultivate the habit of reading books and newspapers, because books and newspapers gives more relevant and authentic information.

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