

PERCEPTIONS OF BS STUDENTS REGARDING EFFECTIVENESS OF YOUTUBE LECTURES AND ITS EFFECTS ON THEIR ACADEMIC PERFORMANCE IN DISTRICT MIANWALI

Muhammad Altaf¹, Dr. Irfan Ullah Khan², Dr. Matiullah³, Dr. Maria Khan⁴,
Shabnam Begum⁵, Gulzardad⁶

^{1,5} M.Phil. Scholar, Department of Education & Research, University of Lakki Marwat.

² Assistant Professor, Department of Education & Research, University of Lakki Marwat.

³ Lecturer, Department of Education & Research, University of Lakki Marwat.

⁴ Assistant Prof. Institute of Education & Research, Women University, Mardan, KP, Pakistan.

⁶ M.Phil. Scholar, Department of Education & Research, Sub-Campus Lakki Marwat, USTB, KP, Pakistan.

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ABSTRACT

Purpose: The main purpose of the study was to know the Perceptions of BS Students Regarding Effectiveness of Youtube Lectures and Its Effects on Their Academic Performance in District Mianwali

Methodology: In this descriptive (survey) study, all Bachelor and BS level students in the Universities and Colleges of district Mianwali, were the population of the study in which (N = 3040) respondents (BS and Bachelor level students) were the target population of the study. The total numbers of (n=152) respondents in which 76 Science students (38 public and 38 Private) and 76 Arts (38 Public and 38 Private) were selected as samples through John Curry (1984) Sample Size rule of thumb. Data were collected through a self-developed questionnaire of 5-Points Likert scale

of options Strongly Agree, Agree, Undecided, Disagree, and Strongly Disagree respectively. The collected data were statistically analyzed through SPSS by using Linear Regression.

Main Findings: In the light of the findings of the study and successful statistical analysis, the results of the existing study indicated that majority of the BS and Bachelor level students were highly satisfied with the youtube lectures uploaded from internet and such lectures were found highly effective in the development of their confidence, quality learning by downloading e-teaching-learning materials that were very helpful for their academic performance in this modern world of technology.

Implications of the Study: The main findings of the study revealed that youtube lectures were very significant and effective for the promotion of students' learning and academic performance at BS and Bachelor level in district Mianwali. Students were facilitated through youtube lectures that were difficult for them to understand. Students listened to those downloaded and uploaded lectures now and then until they fully understand it. In this regard, the study will be very helpful for BS and Bachelor level students to facilitated them via downloading and uploading lectures through youtube for their better and quality academic performance in district Mianwali.

Novelty: The study was quite novel; and the government of the time, education department, Higher Education Institutions (HEIs), policymakers, philosophers, researchers, and professors of each subject would find it highly effective and useful if the study is seriously implemented at Colleges and Universities level for better teaching-learning process.

INTRODUCTION

(Abendroth, Golzy and O'Connor, 2012) found that you tube is highly significant tool to enhance teaching-learning process at higher level like lectures, presentations, demonstration, and so on. Talented teachers record their lectures and facilitate students in a form of audio as well as video recording at higher level. (Rice, Cullen and Davis, 2011) described that you tube facility is easily available everywhere for everyone either in forms of channels or sharing audio/videos of their lectures for enhancing students' learning. Students entertain and enjoy you tube lectures by listening it now and then until they conceptually understand the lectures concerned due to which their confidence and concentration abilities are highly developed. (Mitra et al., 2010) highlighted that you tube lectures make students visionary and polish students towards their academic studies, and quality learning by adopting and following the styles and accent of professors delivering lectures via YouTube. You tube lectures are highly effective and rife throughout the world especially at higher level including BS, Bachelor, Master, M.Phil, PhD and research level. (Liberatore, Vestal and Herring, 2012) stated that you tube is the way of recreation and students enjoy you tube lectures via sharing and downloading different videos; furthermore, students avail you tube facility for watching music, stage shows, stage dramas, games and movies but studious and hardworking students utilize you tube facility for their teaching-learning, educational and academic purposes so that they may enable to show better academic performance.

(Fernandez, et al., 2011) revealed that you tube videos are quite helpful in the acceleration of students' practical ideas, their creativities, their interests and e-learning approach. The new concept of you tube classrooms and you tube lectures is termed as "You Tube Fridays" is used to solve the academic and learning problems of students as well as the capabilities pertaining their actual life activities in the thermodynamics perspectives. (Eick and King Jr., 2012) investigated that students learn their research based activities with the help of you tube lectures related to research such as questionnaire and collection of data through questionnaire, statistical analysis and its related videos,

difficult lectures in a simple local language to easily attain their learning target at higher level i.e. BS, Bachelor, M.Phil, and PhD levels etc.

(Duverger and Steffes, 2012) asserted that most of science students utilize you tube facility for learning their science lectures in a form of audio, video, and you tube channels where students download Physics, Chemistry and Biology related videos, audios and practical via you tube etc. According to (Duffy, 2008; Clifton and Mann, 2011), you tube lectures are very effective in science subjects to learn. Students download you tube videos related to their scientific topics or science subjects to solve all science related hurdles faced by students. (Cox, 2011; and Bonk, 2009) found that you tube lectures enable students to boldly discuss their subjects and topics in groups, and ensure purposeful as well as meaningful debates along with logical reasoning on each topic after watching you tube lectures in routine due to which students' confidence levels are highly built.

OBJECTIVES OF THE STUDY

The key objectives of the study were:

1. To know the perceptions of BS and Bachelor level students regarding youtube lectures in district Mianwali, Punjab, Pakistan.
2. To examine the effectiveness of youtube lectures at BS and Bachelor level students in district Mianwali, Punjab, Pakistan.
3. To determine the effects of youtube lectures on the academic performance of BS and Bachelor level students in district Mianwali, Punjab, Pakistan.

RESEARCH QUESTIONS OF THE STUDY

The following are the research questions by keeping in view the objectives of the study:

1. What are the perceptions of BS and Bachelor level students regarding youtube lectures in district Mianwali, Punjab, Pakistan?
2. Are youtube lectures effective at BS and Bachelor level students in district Mianwali, Punjab, Pakistan?
3. What are the effects of youtube lectures on the academic performance of BS and Bachelor level students in district Mianwali, Punjab, Pakistan?

HYPOTHESIS OF THE STUDY

H₀₁: Youtube lectures are not effective at BS and Bachelor level students in district Mianwali, Punjab, Pakistan.

H₀₂: There were no significant effects of youtube lectures on students' academic performance at BS and Bachelor level in district Mianwali, Punjab, Pakistan.

RESEARCH METHODOLOGY

The design of the study was descriptive (survey) in nature. The total numbers of (n = 152, BS and Bachelor level students/respondents) including 76 Science (38 public and 38 Private); and 76 Arts (38 Public and 38 Private) HEIs Colleges and University students) were taken as samples of the study through John Curry (1984) sample size rule of thumb. A self-developed questionnaire of 5-points Likert scale with options of SA, A, UD, DA and SDA was used to collect data from the respondents carrying values 5, 4, 3, 2, and 1 respectively. The study was delimited only to BS and Bachelor level students of District Mianwali, Punjab, Pakistan. The collected data was statistically analyzed through SPSS by using frequency, percentage and linear regression to probe the effects of youtube lectures on the academic performance of BS and Bachelor level students in district

Mianwali, Punjab, Pakistan. Results and conclusions were drawn by revealing that youtube lectures were very effective for BS and Bachelor level students, and youtube lectures have positive and good effects on students' academic performance in district Mianwali, Punjab, Pakistan. Some recommendations were suggestions for students, teachers, government, policymakers and other related personnel to practically apply and implement it in Higher Education Institutions in future. The detail of the population and sample of the study are shown in the tables below:

Table 1: Population of the Study

Institutions				Population
Public		Private		3040
Science	Arts	Science	Arts	
985	988	923	144	

Table 1: Sample of the Study

Institutions				Population
Public		Private		152
Science	Arts	Science	Arts	
38	38	38	38	

John Curry (1984) Sample Size Rule of Thumb

Population	Sample Size
10-100	100%
101-1000	10%
1001-5000	5% (Sample falls in this category)
5001-10000	3%
10000+	1%
$3040 \times 5\% = (152, \text{Sample Size})$	

DATA ANALYSIS

The collected data were statistically analyzed through SPSS by using frequency, percentage and linear regression.

DELIMITATION OF THE STUDY

The study was delimited to BS and Bachelor level students in district Mianwali, Punjab due to limited time and resources.

PURPOSE OF THE STUDY

The key purpose of the study was examine the perceptions and views of students regarding effectiveness of youtube lectures and its effects on their academic performance at BS/Bachelor level in district Mianwali, Punjab, Pakistan. Teachers, students, scholars, public, educationists, policymakers, and parents may get awareness about youtube lectures and its importance at BS/Bachelor level.

RESULTS

Table 3: Linear Regression Analysis of Youtube Lectures with the Academic Performance of BS and Bachelor Students in District Mianwali, Punjab, Pakistan

Model Summary				ANOVA ^b					Coefficients ^a				
R	R Square	Adjusted R Square	Std. Error of the Estimate	Sum of Squares	df	Mean Square	F	Sig.	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
									B	Std. Error	Beta		
.329 ^a	.108	.099	.43713	2.274	1	2.274	11.898	.001 ^a	2.143	.136		15.802	.000
				18.726	150	.191			-.199	.058	-.329	-3.449	.001
				21.000	151								

a. Dependent Variable: Academic Performance
 b. Predictor/Independent Variable: Youtube lectures
 c. Respondents: BS and Bachelor Level Students in Colleges and University of Mianwali, Punjab, Pakistan

Table 3 shows that a simple linear regression was calculated to predict “**Academic Performance**” based on “**You tube Lectures**”. In the above table the value of (R = .329^a) showing multiple correlation; & (R Square or coefficient of determination = .108) with total variation of 10.8% in the dependent variable. The value of adjusted R² is .099 which shows the goodness of fit for the regression model. The regression equation (F (1, 150) = 11.898 is the degree of freedom; (Mean Square = 2.274, .191 with Sig. = .001^a). Furthermore, in the unstandardized coefficient column, (B = 2.143, -.199; Std. Error = .136, .058) represent the slope of the line between the predictor variable and the dependent variable; whereas in standardized coefficient portion (Beta (β) score (Coefficient of Regression) = -.329), which reveals the level of effectiveness of the independent variable on dependent variable which is quite strong, and is significant at .001 level of significance. The value of t = 15.802, and -3.449. As P = .001 < alpha value (0.05). Therefore, the null hypothesis is statistically rejected, and there is a strong effect of youtube lectures on the academic performance of BS and Bachelor students in District Mianwali, Pakistan.

DISCUSSION

The result of the current study along with statistically analysis revealed that youtube lectures have positive effects on students’ academic performance at BS and Bachelor level in district Mianwali, Punjab, Pakistan. In the light of the results, BS and Bachelor level students were found to avail youtube lectures for their better academic performance in District Mianwali. Students downloaded youtube lectures concerned to their academic courses in order to strengthen their academic performance at BS and Bachelor level in district Mainwali, Punjab, Pakistan. According to the previous study by (Berk, 2009) found that students experience youtube videos as brilliant analogies and the learning model for such learning hurdles that are so much difficult for them to learn. YouTube videos were experienced in this research study to promote the students’ memory power for examination enhance the internal and instrumental values, interests, and entertainment of the students and assist no majors for the main purpose to focus on the definite topics for learning. (Boster et al., 2006) confirmed in another teacher-focused education study that the utilization of the YouTube videos for the micro-teaching was fruitful for producing and preparing able and practical

prospective teachers in the field for the advancement and the delivery in pupils' focused lectures and lessons.

CONCLUSIONS

The researcher concluded that you tube lectures were highly effective at BS and Bachelor level for students in district Mianwali, Punjab, Pakistan. Students downloaded the you tube lectures of the talented PhD Doctors and Professors for their quality learning and academic improvement at BS and Bachelor level. The researcher further concluded that you tube facility was used for other entertainment activities like games, movies, sports, and songs etc. but higher level students utilized you tube facility for their learning purposes. They downloaded you tube lectures, videos and audios related to their academic courses. The researcher, finally concluded that you tube channels would be very effective and useful if the government, education department, policymakers, teachers, and students practically implement it in educational institutions for easy approach towards better teaching and learning process.

LIMITATIONS

The researcher selected Punjab province for the study. There were many districts in Punjab but the researcher gave first importance and priority to district Mianwali to attain the desired objectives of the study.

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AUTHORS' CONTRIBUTION

Muhammad Altaf¹, Dr. Irfan Ullah Khan², Dr. Matiullah³, Dr. Maria Khan⁴, Shabnam Begum⁵, Gulzardad⁶

Authors' Contribution: 1-Data Collection, 2-Study Design, 3- Statistical Analysis, 4- Manuscript preparation, 5- Literature Review, & 6- Financial Management.

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