YOUTUBE USAGE BEHAVIOR OF UNDERGRADUATE STUDENTS

[1]RATANAVADEE TAKERNGSUKVATANA, [2]THANAKORN UIPANITH, [3]THATSANAN CHUTOSRI, [4]PORNPISIT LIENGYU

[1,2,3,4]Information Sciences Department, SuanSunandhaRajabhat University, Bangkok, Thailand
Email: [1]ratanavadee.ta@ssru.ac.th, [2]thanakorn.ui@ssru.ac.th, [3]thatsanan.ch@ssru.ac.th,[4]pornpisit.li@ssru.ac.th

Abstract—This paper aims to study behaviors concerning social media, YouTube ofundergraduate students at SuanSunandhaRajabhat University. A stratified random of 360 samples was collected. Data collection was performed by questionnaires. Frequency distribution, percentage, mean and standard deviation were applied. In the matter of the results, the students mostly used YouTube for entertainment purpose and widely accessed YouTube via smartphone; the usage duration was 1-2 hour**(**s**)** each. Each usage was for watching movie and drama. In regard to network usage on YouTube, students mainly used for relaxation and entertainment, secondarilyfor watching instructional media on YouTube network. As for communication and broadcasting, most students used YouTube for posting and sharing video for publicizing their opinions and experience. From this study, it is suggested that the university should plan instructional development in accordance with behaviors concerning social media, YouTube usage of the undergraduate students by designing instructional media on YouTube to be suitable for learners with diversity and appealing to open a chance for the students to learn by themselves and to increase learning efficiency.

Index Terms—Instructional Media, Social Media, SuanSunandhaRajabhat University, YouTube Usage

I. INTRODUCTION

At the present, myriad of people around the globe use internet. It becomes the largest place for sharing and exchanging data in the world and transforms the way how people communicate from the tradition in real world from meeting face-to-face, meeting in person or writing or sending letter to using communication technology of virtual world digital age leading to the age of communication without boundary. That is to say, a large number of people around the globe lives their life in a society in both physical world and virtual world.

Online social network is a phenomena connecting a communication between people in the internet world. It emphasizes a creation of online communities which enable people to exchange and share according to their required activities or specific interests between each other.Currently,marketing personnel perceives an online social network as a new kind of medium and altered the name to social media. This medium become a new way of communication which is so popular even becomes one of tradition of current internet users as social media is like a basic website service which users present themselves to be widely known by creating their window or webpage and allow other users on the same network to access the window or webpage to share their experiences with them (Phanicha, 2011).

Online social media are a digital medium which is a social tool to communicate between each other on social network via a website and an application program, emphasizing users as sender and receiver to creatively collaborate for creating user-generated content (UGC) i.e. data, image and sound. Nowadays, social media play a role in communication of human in daily life; that is to say, whether Facebook, Twitter, Line, Instagram and YouTube, they are an influencer in personal communication making it easier and more efficient whether communication between a person or group [1].

YouTube is a social website providing video-sharing service and constantly grown on the internet. In a day, there are 100 million viewers and there areuploader who uploads new video for 65,000 videos in each day. Averagely, 20 million people visit this website in each month. More than 6 million video files are stored in YouTube. Videos broadcasted on YouTube are movies, video clips from TV shows, music videos, as well as amateur video or “video blog”.

Research institutes and internet network information centers i.e. Pew Internet, TNS Digital Life and Com Score Data Mine has compiled statistics in early 2012 and found that people around the world increasingly used media for 2,095,006,006 people or 30% for averagely 16 hours per month; most of them preferred online activities. Moreover, according to interesting data concerning media usage, it was found that videos were watched for 40 million times per day as YouTube is a channel which users can visit to view media in several fields as required. With its forms of presentation whether in image and sound, this make ease in viewing and learning whether in education, entertainment leading to the information age society and making society narrower, creating real-time learning.

Using instructional media is a learning process which adopts technology in education. In certain case, learners are unable to understand a course or wish tosearch for additional knowledge, they can access and self-learn via internet which can be accessed not just in classroom but anytime and anywhere. In addition, they enable individual learning according to the learners’ interests leading to a pursuit of knowledge, learning

and development of cognitive skills and retrieval skills.

At the present, most instructional courses are mainly based on theoretical instruction making certain students unable to understand in learning content. Some wish to study learning content additionally; thus, YouTube is one of the way for students to learn additional knowledge in order to apply the knowledge and understanding in class or to clear what they did not understand in the class as they can self-learn additionally and self-develop.

SuanSunandhaRajabhat University emphasizes adoption of information technology in instruction by allowing undergraduate students to learn lessons from YouTube website; thus, this makes YouTube one of instructional media to utilize in learning. From an observation of website accessing of the SSRU's students, it was appeared that they widely used online social media in study and research.

With aforementioned aspects, study on behaviors concerning social media, YouTube usage of SSRU's undergraduate students has been conceptualized in order to be guidelines for developing instructional media which are YouTube online social media to promote the instruction in several teaching subjects in the university and to be guidelines leading to development of information technology usage in the students, as well as to be guidelines in development of information technology of Academic Resource Center, SuanSunandhaRajabhat University.

II. METHODOLOGY

This was a quantitative research that was aimed to study behaviors of YouTube usage of undergraduate students, SuanSunandhaRajabhat University. There were five steps of this research. The first step was to study the document and other studies related to YouTube usage in order to find the guideline of developing questionnaire of quantitative method. The second step was to define population and sample. The population included 20,175 undergraduate students who registered for the second semester of 2017. A Krejcie& Morgan sampling technique was performed to get a sample group that included 375 students. They were collected at 6 faculties: Faculty of Education, Faculty of Industrial Technology, Faculty of Humanities and Social Sciences, Faculty of Science and Technology, Faculty of Fine and Applied Arts, and Faculty of Management. The third step was the development of tool. The tool for this survey was the questionnaire which had three major parts. The first part was designed to ask about the demographics. The second part of the questionnaire was about internet experience.The third part was designed to obtain the information about behavior of YouTube utilization of student. Likert five-scale was designed to measure their behavior of YouTube utilization. The fourth step was data collection. A stratified random sampling technique was performed to obtain 375 respondents. Finally, the fifth step was data analysis. This step was performed by using SPSS. Descriptive statistics utilized in this research including percentage, mean and standard deviation.

III. RESULTS

According to the results of study on behaviors concerning social media, YouTube usage of SSRU's undergraduate students, it demonstrated that a purpose for utilizing YouTube was for entertainment; usage duration was 1-2 hourseach. Each usage was for watching movies and dramas. In regard to usage on YouTube, students mainly used for relaxation and entertainment. As for communication and broadcasting, most students used YouTube for posting and sharing videos for publicizing their opinions and experiences. The details are in the following table 1-5:

Table 1 Purposes for YouTube Usage

Purposes	$\overline{X}$	S.D.	Behavior level
1 Academic purpose	3.72	0.98	High
2. Enhanceknowledge	3.89	0.76	High
3. Entertainment	4.02	0.76	High
4. Conversation	3.17	1.07	Moderate
Total	**3.70**	**0.60**	High

Table 2 Channels for accessing

Channel	$\overline{X}$	S.D.
1. Mobile Application	4.21	0.933
2. Tablet	3.09	1.197
3. Computer	3.61	1.066
4. Notebook	3.72	1.011
Total	3.66	0.696

Table 3 YouTube usage according to communication and broadcasting

Communication and broadcasting	$\overline{X}$	S.D.	Behavior Level
1. Post and share video to Facebook	3.61	0.91	High
2.Publish their own work	3.56	0.84	High
3.Share videos to publicize opinions and experiences to the public	3.72	0.83	High
4.Create media to publicize and present on YouTube network	3.19	0.95	Moderate
5. Use YouTube as network for exchanging useful videos	3.32	1.06	Moderate
Total	**3.48**	**0.61**	**Moderate**

Table 4 Usage duration

Duration	N	Percentage
Less than1 hour	39	10.9
1-2 hours	124	34.7
3-4 hours	91	25.5
More than 4 hours	103	28.9
Total	357	100

Table 5 Behavior of YouTube Usage

Usages	$\bar{X}$	S.D.	Behavior Level
1. Channel to promote themselves	2.99	1.12	Moderate
2. Use for relaxation and entertainment	3.74	0.90	High
3. For relationship with friends	3.43	1.00	Moderate
4. For study instructional media	3.34	1.01	Moderate
5. Subscribe channels on YouTube network	3.40	0.99	Moderate
6. Watch movies and onlinedramas	3.48	0.90	Moderate
7.Watch product reviews	3.34	0.90	Moderate
8. Sell products and services	3.11	1.01	Moderate
9. Inspire creativity	3.15	1.01	Moderate
Total	**3.31**	**0.71**	**Moderate**

IV. DISCUSSION

This study demonstrated that most undergraduate students of SuanSunandhaRajabhat University used YouTube for entertainment and to learn additional knowledge; the usage duration was 1-2 hour(s) each. In conformity with McCombs and Becker [6], according to their concept, common people used media to satisfy 6 aspects of needs and satisfaction i.e. entertainment, news update, decision-making helper, opinion support, participation and data retrieval for conversation and YouTube was a large source for entertainment such as music videos, movies and dramas, etc. in conformity with a piece of research done by PornthipKimsakul[3].

The piece of research was performed to study YouTube usage behaviors and information ethics of Thai YouTube users and the results yielded similar results: the users used the website for entertainment. As for location for using YouTube, most students used the website everywhere and everyday via smartphone. As, today, smartphone or mobile phone is capable to use various applications and support internet usage via 3G, Wi-Fi and capable to use social media network and leading messaging applications i.e. Line, YouTube, Facebook and Twitter, etc. other than only to make and answer a call.

Users can modify several features in their smartphone as needed and can carry it anywhere with ease; smartphone can use as an educational tool very well in conformity with a study performed by KanthanaSukkaew[11]to study behaviors concerning social online media usage of students in Information System program, Faculty of Business Administration, Rajamangala University of Technology Srivijaya and in align with research conducted by SiripornPoolsuwan[12], according to the research, it was found that most undergraduate students of SSRU used electronic media via smartphone. In addition, it was in conformity with WoradhetPhutphong[9]which performed a study concerning media openness, attitude toward media and Thai-adolescence advertising avoidance behaviors of YouTube media and found that undergraduate students daily used YouTube media. In the matter of YouTube usage, undergraduate students mostly used the online social media for relaxation and entertainment, secondarily for study instructional media in conformity with study of Or-rachaThawilap[10]which performed to study perception concerning beneficial gains from YouTube usage in musical field of Generation Y, Bangkok metropolis and found that Gen Y used YouTube to listen to music for relaxation. Moreover, it was in similarity to a piece of research performed by WoradhetPhuthpong,[9] as it was found that most Thai adolescence used YouTube for entertainment and relaxation as needed. In the aspect of YouTube usage behaviors regarding communication and broadcasting, most undergraduate students shared videos to publicize their opinions and experiences for the general public owing to YouTube, an easily accessible and convenient a crowded video source, as well as a source for broadcasting data to be known worldwide.

CONCLUSION

According to the study, it can summarize that the SSRU undergraduate students interest in the advancement of information and communication technology leading to high level of behaviors concerning YouTube usage for entertainment and for obtaining data for using in a class; that is to say, YouTube is a learning source contained with multiple types of data which can understand easily and rapidly as the source composed images and soundtracks. Given that, with current instructional management, YouTube play a substantial role as a tool capable to fulfill instructional management and pave a way for the students to access wide range of knowledge source by themselves efficiently; this, If it is possible to develop qualitative learning media to appeal to students, it will lead to more efficient learning.

FUTURE WORK

From the research on behaviors of YouTube usage of undergraduate students, SuanSunandhaRajabhat University, it is concluded that utilization behaviors are inhigh level. In order to develop the YouTube usage of undergraduate students in instruction, the university should emphasize matters as follows: First, the university should promote an application of instructional media on YouTube network. Second, instructor should select and acquire data from YouTube network to apply in instruction. Third, instructor should adjust the instruction in alight with online media usage behaviors of the students.

ACKNOWLEDGEMENTS

I would like to express my sincere thanks toSuanSunandhaRajabhat University for invaluable help throughout this research.

REFERENCES

[1] KanthapolBanthatthong. (2014). Behaviors of online social network usage and satisfaction in elder groups in Bangkok Metropolis.Master's thesis (Master of Public Communication), Strategic Communication program, Bangkok University.

[2] ThathikornSuthinthong. (2013). YouTube usage and marketing communication of GTH studio, Master's thesis (Master of Liberal Arts), Faculty of Communication and Information, Kasetsart University.

[3] PornthipKimsakul. (2010). Usage behaviors and information ethics issues concerning Thai YouTube users.Master's thesis (Master of Public Communication). Journalism and Information program, Chulalongkorn University.

[4] JaruneeManeekul.(2007). Hi-5, a social network for a community of knowledge.Research report, Faculty of Education, Chiang Mai University.Cited: Boyd, D.M., & Ellison, N.B.2007. Social Network Sites: Definition, History, and Scholarship. JournalofComputer-Mediated Communication 13 (1): 210-230.

[5] PhakawanRuksri. (2012). Social Networking. Retrieved on 20th June 2012 from www.coe.or.th /e_engineers/ knc_detail.php?id=170.

[6] LudeepornPhongsuphap. (2008) . Acquisition of information, public relation and satisfaction in communication via online social network of undergraduate students. Master's thesis (Master of Public Communication), Public Relation program, Chulalongkorn University.Cited:McCombs, M. E. and L. E. Becker. 1979. Using mass communication theory.Englewood Cliffs NJ: Prentice-Hall.

[7] WorarathThipphimol. (2013). YouTube usage behaviors of undergraduate students and satisfaction towards artists and signers. Master's thesis (Master of Liberal Arts), Faculty of Communication and Information, Kasetsart University.

[8] AmikaHemmintrara. (2013). Usage behavior and opinions related to usage outcomes from social media of Bangkok metropolis' population. Retrieved on 30th April 2017 from http://libdcms.nida.ac.th/thesis6/2556/b180712.pdf.

[9] WoradhetPhuthpong. (2015). Openness, attitude toward media and Thai-adolescence advertising avoidance behaviors of YouTube media and found that Thai adolescence daily used YouTube media.Master of Public Communication, Marketing Communication, Burapha University.

[10] Or-rachaThawilap. (2014). Perception concerning eneficial gains from YouTube usage in musical field of Generation Y residing in Bangkok metropolis, Master of Public Communication.

[11] KanthanaSukphakaew and ChainanPunyawutso. (2015). Research report: study on YouTube network usage of Information System program's students, Faculty of Business Administration, Rajamangala University of Technology Srivijaya.

[12] Poolsuwan.(2017).Internet usage on mobile phone of university students, Humanities and Social Sciences Review, vol. 7, No.1, pp.212-218.

★★★