IMPACT OF YOUTUBE EDUCATIONAL TUTORIALS ON THE ACADEMIC PERFORMANCE OF INTERMEDIATE STUDENTS OF LAHORE

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ABSTRACT
The paper focuses on the impact of YouTube educational tutorials on the academic performance within the lenses of uses and gratification theory and of the students age ranging 17 to 19 and they were enrolled in grade 11 and 12. In this digital era everything has changed and the process of learning has also developed a lot. Now days the traditional learning is mixed with the digital learning and YouTube educational tutorials are one of the ways of digital learning. One can learn anything and everything with just one click from their home. Students get help for their academics from YouTube educational tutorials. It also helps student to increase their creativity and it is the need of the hour to incorporate this with the traditional learning. For the study, focus group discussion has been used for the research method. For the analysis of the data the technique of discourse analysis was used. The explains how students uses YouTube educational tutorials and gratify their needs. The results of the study show that YouTube educational are very famous in students for their studies and they take a lot of help in their studies from the tutorials.

Keywords: YouTube Tutorial; Education; Digital World; Students

INTRODUCTION
You Tube is one of the media that can be used in the online learning process. YouTube learning media appears to be beneficial to students. YouTube is easily accessible. (Iftikhar, Riaz & Yousef, 2019). Furthermore, YouTube learning media may be accessible at any time and from any location, allowing parents to keep up with their children’s learning while they are at work. As a result, the YouTube learning material may be concluded to be effective in the online learning process. (Kim, S., & Kim, H. C., 2021).

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In current times many researches signifies the major role of YouTube and its benefits in upgrade student education. The part of YouTube is very important in keeping up and prospering the subjects, building education process worthwhile, and assists to ease the education in keeping with academic scheme hold up by the availability of digital video clips. (Yim, S. M., Sturzinger, E., & Lowrance, C. J., 2019)

YouTube offers a variety of features, including video transferring, watching, splitting, and alteration opinions and feedback on instructions observed. The use of E-contents to disseminate scientific and educational content is made easier by the allotment of YouTube channels. (Pratama, Y., Hartanto, R., & Kusumawardani, S. S., 2018) YouTube enables active learning and the achievement of greater learning results. YouTube tutorials are a powerful tool for teaching educational skills and achieving academic success. (Fadhil Abbas, N., & Ali Qassim, T., 2020) Students understanding of educational abilities and their application in education improved and advanced as a result of using YouTube lessons as a method of instruction. (Iftikhar, M., Riaz, S., & Yousef, Z., 2019). Students today are digital natives (those born in or after 1985) who have been discovered to consume more content, academic or otherwise, on the Internet than on any other media. They regard Web-based technology to be essential to the knowledge gathering process as a generation of hyper-connected learners. (Pratama, Y., Hartanto, R., & Kusumawardani, S. S., 2018)

YouTube provides free of cost education with the help of tutorials it is very useful way of learning. Students don’t have to go anywhere to study and they get what they want with just a single click. It also helps to manage time because mostly educational tutorials on YouTube are short so that students can understand the concept within a short passage of time. (Kim, S., & Kim, H. C., 2021). There are so many ways to use YouTube in educational process. YouTube is one of the most important and helpful tool in learning process of English language, according to alameda, who declare that information growth and the boost of broadband in conventional classroom environment have provided English classes and students with gigantic varied new thing to better listening skills. Her claim is that this develops new opposition as well as new chances, as long as YouTube provides a wealth of authentic examples of 'regular' English spoken by 'regular' people in a variety of situations, the bad voice quality, speech, and jargon featured in most of these short tutorials can be abstracted.
"Educational technology," according to Pachuri and Chauhdary (2011), is a collection of materials that help students advance their accomplishment and education. It is subjected to "technological" way.

YouTube primarily develops knowledge by providing multimedia types of teaching. Lindstorn (1994) discovered that learners' recall and comprehension capacities enhance when they have a whole experience, that is, when they see, hear, and do. When students see, hear, and generate materials during instruction, their comprehension level is higher than 75%, compared to 20% for learners who only understand during preparation, and 40% for those who see and hear just. As a result, numerous scholars have proved that learning through the use of films has an impact on teaching activities. Bunus (2010) and Greenhow and Robelia (2009) have also demonstrated the value of social media in the learning process.

The latest technical mediums backed by the internet, such as smartphones and accessible and unserviceable games, are gaining popularity as possible learning tools. "E-Learning-driven world is experiencing new set of abilities, (core generic and professional), must be integrated in prospective education to contribute at global scenario," according to Pachuri (2011). YouTube is one of the most popular video-sharing websites on the internet. Over a billion users and has ushered in an advanced era of computerized work.

Panova and Carbonell (2018) and Kwee-Meier, Bützler, and Schlick (2016) analyses research and interviews on smartphone addiction and ubiquitous and networked computing via the lens of loss of control to determine the status of the condition in a dependence setting. The authors come to the conclusion that problematic smartphone use should not be classified as an addiction. The writers, on the other hand, describe maladaptive behavior, physical and psychological health pressures, pubbing, impulse control challenges, and problem-based smartphone and networked computing use experiences.

YouTube is one of the tools that can be used to help pupils enhance their speaking skills. According to Almurashi (2016), YouTube is a useful tool for teaching and studying English. YouTube has a lot of videos that students can use as learning resources. Short English movies, documentaries, and English tutorials can help students learn English. Furthermore, Riswandi (2016) discovered in his research that YouTube can assist students in improving their speaking skills, particularly in expanding their understanding of vocabulary, grammar, and pronunciation in English, through the videos available on the site.
Despite the requirement of adding tutorials on YouTube in education process, which is more important to fulfill the need of young people's and interests in academia through modern techniques, some of the Arabic researches that support the involvement of YouTube in learning process. (Iftikhar, M., Riaz, S., & Yousef, Z., 2019) As a result, this research is in reaction to several researches, conferences, and awareness of the value of YouTube in developing learners' computer learning abilities.

YouTube provides free of cost access to a vide number of academic videos (BuzzettoMore, 2014), it is a potential choice for learners to get important educational information. YouTube EDU, a professional platform for learning outside of informal communication networks, is available on YouTube. (BuzzettoMore, 2014) claims that YouTube EDU is a help for teachers that comprise short teacher-led projects, whole university projects, executive progress tools, and motivational videos from all over the world. The use of YouTube videos in the classroom is not a completely new phenomenon, but it has been studied in the literature (Berk, 2009) who evaluated multimedia education using YouTube videos.

This research study will help us to understand how useful are the educational tutorials for the youth and how it works for the better understanding of their education syllabus.

Objectives of this particular study is to discover the significance of learning lessons on YouTube. The other main objective is to highlight the importance of YouTube in today’s education.

The current study will help to play an important role to determine the significance of YouTube tutorials in the academic performance of intermediate students in Lahore. This research will also help YouTube to make better content for the visual learning as the modern era needs a better visual learning system.

The current research focus on testing the usefulness of using YouTube educational tutorials for students in Lahore with the questions

- How effective educational YouTube tutorial are for the intermediate students in Lahore?

It's all about using media channel to meet the demands of the public. The primary demands are "information, interaction, relaxation, awareness, escape, and entertainment," which are met by media that they utilize it for regular presentation and one on one relationships.

In 1974, Blumler and Katz discover this theory, which focuses on the media channel consumers' agile engagement in media channel consumption. Taking a user-centered approach, it is all about the public's part other than the mass media's outcome on the consumers. This idea emphasizes the
audience's autonomy. A methodical perspective of this theory emphasizes the freedom of the consumers in terms of being active and deterministic in their usage of media for various reasons. It is based on the assumption that nothing is real or final. The audience has complete power over the impact of media on their decision to watch what they should consume. This procedure is similar to "needs, motives, and influence" in human psychology. According to the idea, functional requirements (spiritual), logical requirement (wisdom), communal requirement (socialization), individual requirement (self-esteem), and stress free requirement are the five basic categories of needs (relieve stress). YouTube is used by viewers to meet their requirements, similarly getting knowledge about something new (intellectual), video enjoyment (at peace), or viewing a drama (productive) or anything else. Spending time on YouTube lessons, which aid in the learning of certain abilities, had an important impact on them, prompting the tester to conduct the test. The uses and gratification method is a public oriented method; the theory connected to the issue in this a way that audiences utilize YouTube to satiate their requirement, similarly the emotive, social integrative, and other needs listed above. Now we can see that audiences that satisfy their demands through media, in this instance YouTube also influence in other ways, such as the growth of computerized skills with the help of YouTube in the presented study. As a result, the audience turns to YouTube for their requirements and their need to learn or improve their skills in a particular software by using YouTube videos.

**METHOD**

This study adopted qualitative approach and focus group discussion to achieve the objectives. For this motive, researcher sort out two focus groups comprising of eight members each. One group contained eight boys from intermediate and the second group contained eight girls from intermediate. The age of participants was between 17-19 years. The boy group were from government college civil lines and the girls group were from Queen Mary college. The focus group discussion held in both colleges on 14 February 2022. The researcher chooses these students from public sector colleges. While choosing the colleges researcher focus on the HEC recognition, facilities in these colleges and the financial status of the students. For the purpose of choosing focus group the researcher circulates a questionnaire in the students and on the basis of the result of that questionnaire researcher selects her focus groups. The time duration of the discussion was 40 to 50 minutes for each group. The researcher used the technique of discourse analysis to explain the findings of the research study.
FINDINGS

In order to dig out the impact of YouTube educational tutorials on the academic performance of intermediate students in Lahore a focus group discussion was conducted by the researcher. Prior to the discussion the researcher elaborates the topic in front of the focus group and afterwards the researcher started the debate by asking the students different relevant questions to the research study.

Consumption of Educational Tutorials on YouTube

When the participants were asked whether they consume YouTube educational tutorials for learning all the participants replied yes. One participant said it is their need to consume educational tutorials from the learning. A participant come with the point that it is more easy to learn from YouTube educational tutorials rather than the classroom. Majority of the participants were agreeing that it is easy for them to learn from YouTube educational tutorials. It helps them to improve their grades. One participant added that with the help of YouTube educational tutorials students improve their learning abilities.

Better Understanding with Educational Tutorials

To the question How YouTube educational tutorials help you to understand better your study topics? A participant came up with a point that YouTube give them a wide range of options. They can select what they need. There are multiple educational tutorials on same topic so it’s very helpful and easy for them to choose which tutorial they want to consume. Also, there are visuals in the tutorials so it’s easy for the students to pick the point. Afterwards participant said that there is no time limit while watching the tutorial. Along with that the participant include that sometimes they hesitate to ask question in class for many reasons so they can search there to find out their quires. In their classroom teachers has a time slot but while watching the tutorial they don’t worry about time and they can repeat tutorial as many times as they want. 80% participants agreed that educational tutorials on YouTube help them to understand and score in a better way in exams.

Improved Academic Performance

Participants were asked in what way YouTube educational tutorials are helpful to improve your academic performance. One of the participants said that YouTube educational tutorials help them to improve their performance because it is available all the time. If they skip any class or they were absent from the college so they can learn their topic right before the exam from the YouTube educational tutorials. Other participants supported this argument. One participant from the girl’s
side raises a point that presentation of their papers is very important for their grades and there are also tutorials on YouTube that how they can improve their presentation skills so it’s very handy for them to learn this paper presentation skill from YouTube and score good in exam. participants also tell that teacher usually tell them one method in the class but on YouTube they can learn from different methods

Frequency of Using YouTube Educational Tutorials
When the researcher asked How frequently you use YouTube educational tutorials for your learning? The participants responded that it depends on their requirement. Mostly participants said they consume one of two educational tutorials on daily basis and near to exams they watch more tutorials for the understanding and revision. Some participants said they watch one tutorial more than one time just to understand.

Easy and Fast Learning Process
In response to the question that do you think YouTube educational tutorials makes the process of learning easy and fast? One participant came with a point that it’s very easy to learn from YouTube as it has variety of tutorials and all the learning material you want is just one click away. You don’t have to go anywhere it’s also free of cost. Otherwise, the education is very expensive now days most of the students cannot afford tutors so they can erase their ambiguity with the help of educational tutorials on YouTube. Another participant included that key book are very expensive these days but with the help of YouTube they can get their education free of cost. One other participant came up with an argument that in these tutorials we have an option that we can skip any part so it’s very helpful for use to get our required information in less time. On the other hand, in conventional learning we don’t have such choices.

Interesting Learning Process
When the researcher asked do you think YouTube educational tutorials makes the learning process interesting for the students? 90% of the participants were agreed. One participant added that there is different type of tutorials for a topic so it’s very interesting to study a topic with various methods. It also helps them to think creatively. A participant came up with an argument that YouTube educational tutorials contains visuals and music so it makes them interesting and they don’t get bored while studying and there are tutorials in Urdu language so it’s easy for students to learn in their mother tongue and there are also sub tittles are available for the educational YouTube tutorials so it’s very convenient as well as interesting to learn from YouTube. One more participant came
up with the point that there are some tough subjects like mathematics, business, accounting and stats so YouTube educational tutorials helps a lot for a better and fun learning of these subjects. Most of the time students cannot concentrate completely because the subjects are very dry but with YouTube educational tutorials it is much easy to understand the concept.

**DISCUSSION**

From the above discussion, it is very clear that the YouTube educational tutorials are very helpful for the students. Students utilize them in various ways to improve their academic performance. Students share their personal experience on how they took advantage from the educational tutorials. Majority of students were in the favor of the use of YouTube educational tutorials for their education. Due to many reasons students prefer YouTube educational tutorials over the conventional learning. According to students its free of cost and they don’t have to travel for it. All the information they need is just one click away. Some students said that they don’t ask questions in the class due to peer pressure but they get their required knowledge with the help of YouTube educational tutorials. The researcher asks 6 questions from the participants and the participants answer all the question in the favor of YouTube educational tutorials.

**Limitations of the study**

There are some limitations to the current study. Both the focus group were from icom program. The results would be more generalized if the focus group contains students from Fsc and ics as well. Another limitation of the study was the time shortage. The focus group was carried out over a short time period. It could be of 60 minutes.

**CONCLUSION**

YouTube educational tutorials are the need of modern age education system. One cannot deny their significance in today’s education system. Times have changed and now it’s time to new style of learning with the help of YouTube educational tutorials. educators can’t depart YouTube out of the classroom because it gives all of the assistance of a more satisfaction and enjoyable teaching affair. YouTube tutorials must use as both a natural and complemental part of the academia. The utilization of YouTube tutorials is fun for students, students get the idea of academic subjects and they improve their academic performance. It’s good that students take YouTube educational tutorials seriously as an educational tool so that they are taking note and they work hard for their better grades. Students are very excited to use YouTube educational tutorials and in these days the
educational tutorials are a must for the students to improve their grades. Moreover, students know that YouTube tutorials improve their creativity and learning skills.

**Recommendations**

- YouTube must create educational tutorials in different languages so it will be easy for students to understand better
- YouTube should ban unethical advertisements in between the tutorials
- YouTube should create content for wide range of subjects so that students can learn their all easily
- YouTube should add some feature about questioning about tutorials so that students can ask their questions as well

**REFERENCES**


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