



## ***A study on YouTube usage among college students in Coimbatore city***

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### **ABSTRACT**

This study investigates YouTube usage patterns among college students in Coimbatore, a prominent educational hub in Tamil Nadu, India. With YouTube's growing influence as a platform for education, entertainment, and skill development, the research examines its impact on students' academic performance, time management, and social behaviour. Utilizing a quantitative approach, data was collected from 112 respondents through structured questionnaires, focusing on frequency, duration, content preferences, and purposes of use. Findings reveal that 89% of students use YouTube, primarily for entertainment (31%) and education (26%), with 52% spending less than an hour daily, mostly via smartphones (41%). The platform supports academic learning for 38% of students, though only 32% find it somewhat helpful. Fitness content (36%) and YouTube Shorts (63%) are highly popular, but 45% perceive YouTube as addictive, raising concerns about distraction and procrastination. The study highlights YouTube's dual role as a valuable learning tool and a potential source of time mismanagement. Recommendations include integrating YouTube into curricula, promoting digital well-being, and enhancing affordable internet access to optimize its benefits while mitigating drawbacks for students' academic and personal growth.

### **INTRODUCTION**

YouTube has become one of the most influential online platforms, particularly among college Students. As a dynamic source of information, education, and entertainment, YouTube plays a significant role in shaping student behaviour, learning habits, and social interactions. With



easy access to smartphones and the internet, students in urban areas, including Coimbatore, are increasingly engaging with YouTube for various purposes such as academic learning, skill development, relaxation, and social engagement. Coimbatore, known as an educational hub in Tamil Nadu, houses a diverse student population across engineering, arts, science, and management disciplines. The widespread availability of affordable internet services and smart devices has further contributed to the growing consumption of YouTube content. Students use the platform for tutorials, research, exam preparation, career guidance, and entertainment. However, the extent and impact of YouTube usage among college students raise important questions regarding its influence on academic performance, time management, and social behaviour.

This study aims to analyse YouTube usage patterns among college students in Coimbatore, Examining factors such as time spent, content preferences, purpose of use, and its impact on their daily lives. Understanding these patterns will help educators, parents, and policymakers develop strategies to promote productive and balanced usage of YouTube among students. The findings of this research will provide insights into how YouTube contributes to education and personal development while also highlighting potential concerns such as addiction and distraction.

## **OBJECTIVE OF THE STUDY**

- To examine the frequency and duration of YouTube usage among college students in Coimbatore.
- To identify the primary purposes of YouTube usage, such as education, entertainment, skill development, or social engagement.
- To analyse the types of content preferred by students, including educational tutorials, music, vlogs, news, and recreational videos.
- To assess the impact of YouTube on academic performance and study habits of students.
- To explore the role of YouTube in skill enhancement and career-related learning.



- To investigate the potential negative effects of excessive YouTube usage, such as distraction, procrastination, or addiction.
- To understand student perceptions regarding the usefulness of YouTube as a learning and entertainment platform.

## **RESEARCH METHODOLOGY**

Research methodology is to solve the research problems systematically. It highlights the various steps that are generally analysed by the researcher in studying the research problems. Only through methodological and systematic procedure the researcher can achieve accuracy and clear conduction. Research Methodology provides a comprehensive overview of a broad range of research paradigms and methodologies, with their knowledge, as well as associated Methods and techniques, in order to inform the design of methodologically and sound research proposals.

## **SAMPLING TECHNIQUE**

The study was conducted among the respondents of Coimbatore city.

## **SAMPLING SIZE AND AREA STUDY**

The sample size is 138 respondents which have been considered for the study.

## **SOURCE OF DATA**

### **Primary Data:**

The primary data were collected on the structured questionnaire by  
Conducting interview schedule among the respondent in Coimbatore city.

### **Secondary data:**

Secondary data for the study have been collected from Books, Journals, Magazines,  
Articles, Old reports and required websites.



## **TOOLS FOR ANALYSIS**

- Percentage Analysis
- An ova Analysis

## **LIMITATION OF STUDY**

- While this study provides valuable insights into YouTube usage among college students in Coimbatore, it has certain limitations that must be acknowledged. One of the primary limitations is its geographical restriction to Coimbatore City, which may not fully represent YouTube usage trends among students from different cities, rural areas, or other educational institutions across India. Since digital access, cultural influences, and academic environments vary across regions, the findings of this study may not be universally applicable.
- Another limitation is the sample size and selection of participants. The study is based on data collected from a selected group of college students in Coimbatore, and while efforts are made to ensure diversity in terms of academic backgrounds, gender, and age, it may not capture the complete range of YouTube consumption habits among all students in the city.
- The reliance on self-reported data through surveys or questionnaires also presents a challenge, as respondents may unintentionally misreport or exaggerate their YouTube usage. Factors such as social desirability bias, memory recall issues, or a tendency to understate excessive usage can affect the accuracy of the results.

## **REVIEW OF LITERATURE**

- An Empirical Study on Social Media Usage by College Students in Coimbatore, India - This study surveyed 507 college students in Coimbatore to measure their social media usage patterns, analysing demographic variables such as age, gender, and educational qualification.(2013)
- Usage of Social Media Influencing Academic Performance of College Students in Coimbatore District - This research examined the influence of social media on



academic performance among college students from different streams (Arts, Science, and Engineering) in Coimbatore, highlighting the impact of overuse and the purposes for which social media is utilized. (2013)

- Study on YouTube as an Informative Tool among College Students in Chennai - Focusing on college students in Chennai, this study found that younger viewers prefer watching YouTube videos because they can relate to the reality of student-generated content. (2014)
- A Study on the User behaviour and Impact of YouTube Videos on College Students from East Bangalore - This descriptive research portrays the current scenario where YouTube plays an active role among students, examining user behaviour and the impact of YouTube videos. (2015)
- YouTube Usage Motivation among Students: Uses and Gratification Analysis - This study investigates the motivations behind YouTube usage among students, revealing that they use the platform to satisfy cognitive needs and for personal, affective, and social integrative purposes. (2014)

## **ANALYSIS AND FINDINGS**

- Majority 66% of the respondents were using female
- Majority 31% of the respondents were under age 18-25 years
- Majority 77% of the respondents were using students
- Majority 85% of the respondents are from semi urban.
- Majority 89% of the respondents were said yes
- Majority 46% of the respondents were using twice in a week
- Majority 52% of the respondents were using less than 1 hour
- Majority 41% of the respondents were using smartphone
- Majority 31% of the respondents were using for entertainment
- Majority 38% of the respondents were said yes
- Majority 32% of the respondents were said somewhat
- Majority 36% of the respondents were using for fitness



## **SUGGESTIONS**

Based on the study on YouTube usage among college students in Coimbatore, several key suggestions can be made to optimize and enhance their experience. Firstly, educational institutions can leverage YouTube as an effective learning tool by integrating it into academic curricula. Professors can create playlists of relevant videos, conduct discussions based on YouTube content, and encourage students to engage with educational channels. Secondly, students should be encouraged to practice time management when using YouTube. While the platform offers valuable educational content, excessive entertainment consumption can lead to distractions and reduced productivity. Institutions can organize awareness programs on digital well-being to help students develop a balanced approach to YouTube usage.

Furthermore, content creators in Coimbatore can tailor videos to adder.

## **CONCLUSION**

The study on YouTube usage among college students in Coimbatore highlights its significant role in both education and entertainment. The findings indicate that while students benefit from educational videos, tutorials, and career-related content, many also spend considerable time on entertainment and social vlogs, sometimes leading to reduced academic focus.

## **REFERENCES**

Usage of Social Media Influencing Academic Performance of College Students in Coimbatore District.

This research examined the influence of social media on academic performance among college students from different streams (Arts, Science, and Engineering) in Coimbatore, highlighting the impact of overuse and the purposes for which social media is utilized. (2013)

Study on YouTube as an Informative Tool among College Students in Chennai - Focusing on college students in Chennai, this study found that younger viewers prefer watching YouTube videos because they can relate to the reality of student-generated content. (2014)



A Study on the User Behaviour and Impact of YouTube Videos on College Students from East Bangalore - This descriptive research portrays the current scenario where YouTube plays an active role among students, examining user behaviour and the impact of YouTube videos. (2015)

YouTube Usage Motivation among Students: Uses and Gratification

Analysis - This study investigates the motivations behind YouTube usage among students, revealing that they use the platform to satisfy cognitive needs and for personal, affective, and social integrative purposes. (2014)

Benefits of Videos in YouTube for the Undergraduate Students in Engineering and Technology in India - The purpose of this paper is to find the reasons and preferences in the use of YouTube videos by Indian undergraduate engineering and technology students, assessing its role as a supplementary learning

Resource. (2016)