



## **Content Usage of You Tube: A Gender-Based Study on Teenagers of Karachi City.**

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### **Abstract**

The aim of current study is to assess the difference between teenagers' boys and girls of Karachi city spent time on watching You Tube videos and types of contents they watch every day. The social media sites are changing the outlook of the entire world and among these sites You Tube is very popular. This is a video sharing site that receives billions of users every day. The teenagers of the twenty century are more digitally oriented. You Tube becomes a basic platform for sharing information and easy tool to get relevant information about specific theme and subject. Several studies and reports revealed that more than half of users are young and teenagers. Deductive approach was used to assess difference between both groups by collecting online data from Karachi's teenagers' You Tube users. A total 130 teenagers' boys and girls of 13 to 19 years old participated in current study. Purposive Sampling



was used as data collection technique. Study identifies that You Tubers have enough influence on the behavior of teenagers. This influence is not bad in terms of education and gaining different types of information to enhance knowledge. Current study suggests that parents must be aware about their teenagers' behavior in terms of time spent, and pattern of usage.

*Keywords: YouTube, Teenagers, Time spent on You Tube, Content selection*

### **Introduction**

The social media sites are changing the outlook of the world which them most popular is you tube. This is a video sharing site that receives billions of users very day. The teenagers of the twenty century are more digitally oriented. Thirteen years prior on fourteenth February 2005, YouTube, an American video sharing site was dispatched, settle is in San Bruno, California. This video sharing site made a gigantic effect on teens for the most part of understudies who invested abundant measure of energy perusing YouTube recordings. Enlisted clients can transfer and peruse recordings while the non-enrolled clients can just watch. YouTube is a craftsmanship medium; an innovation which permits audience members to become vocalists, watchers to become entertainers and customers to become makers making new unique works and enhancing existing ones. It permits everybody to have a voice that can be heard and face that can be seen. You tube became a basic platform for sharing information and easy tool to get relevant information about specific theme and subject. Several studies and reports revealed that more than half of users are young and teenagers. In terms of you tube videos viewership, comments, video rating and other feedback, teenage population across the world is very active (Chowdhury 2019).). In general, the use you tube can be said to be good if it is used for good things, such as learning, introducing culture to tourism, learning languages, and so on. But nowadays, the use of you tube has damaged its users with adult videos, bullying, blasphemous news, hoaxes and even damages the use of language. The development of such types of social media has both positive and negative impacts on youth including teenagers



and underage children. There are so many aspects of this video sharing site, creating social connections through videos that mobilize shared intimacies carries implications. On one hand, it promotes a “public discourse about formerly uncomfortable, dis-tasteful, or difficult topics in ways that other media or other methods have not. Therefore, users play content of their own choices. In Pakistan, you tube is also considered very popular site. The millions of teenager of Pakistan also watch videos on you tube different types of contents.

Niesyto et al. (2003) YouTube makes the adolescent ready to interface with the young people of different areas and build up worldwide relationship. Through this network, they make new skylines to live in and have some time off from the current social or different requirements. Worldwide examination studies uncover that youngsters are imaginatively utilizing on the web destinations like YouTube. Niesyto et al. (2003). Hence, this exploration attempted to research the YouTube utilizing propensities for a gathering of youngsters in Karachi.

Current study only focused on spent times on internet by watching different you tube videos and selection of contents such as educational, entertainment, beauty and fashions, cooking and traveling in girls and boys of Karachi.

### **Literature review**

The You Tube is most influential site among other social media sites. Currently You Tube has introduced several features to entertain the users. Along these lines, youthful clients can likewise look, join and structure video bunches with individuals of same interest, put to part recordings, make play list, then, at that point, embed recordings on sites or sites and make recordings private or public. Hence, youth can speak with large numbers of their companions and learn new things through YouTube. Among clients, youth are almost 1.5 occasions more than the normal web clients to YouTube. You Tubers are youth between 12 to 17 years of age and doubtlessly youthful web clients may not mindful of the copyright issues. Subsequently, young people are the point of convergence of this examination. According to gratification theory, people use the media according with their specific needs and get satisfaction when their needs



meets his or her special requirement. Other wards, this theory argues that what people do with media rather than what media does with people. The gratification theory also contradicts with Magic Bullet theory, which focuses on the audience and argues that they are passive and referring that people obtain bunch of knowledge and exposure to the across the world beyond their limited times and eyesight. The gratification theory has different characteristics such as cognitive needs, affective needs, personal integrative needs, social integrative needs and tension free needs. Current study used the gratification theory to assess the issue. Bausch (2006)

YouTube is likewise utilized by government officials as an apparatus to expostulate their rivals; nonetheless, it would be important to declare that such internet based analysis additionally counter assaulted by transferring recordings and remarking on them. Likewise, it is very clear that recordings on different social issues may likewise be transferred and examined in undesirable and non-adequate way. In this cycle advanced correspondence can be abused effectively which could be hazardous for youthful watchers whenever misinterpreted in. Nonetheless, as per rev2.organisation (2006) expressed that these days, there had been many cases in regards to the abuse of computerized correspondence, one of which is YouTube. Hopkins (2006) In term of negative effects, Bruun (2007) referenced a contextual investigation wherein a video of two school young ladies was transferred and therefore they were charged by law authorization office. This contextual investigation portrays the adequacy of YouTube. Such investigations gave the rules to plan the survey of the current paper. The You tube also can used for education and learning and do aware about different social issues of society to make people more civilly active. Masses engagement in social activities make society healthy (Jalalani et al,2019). In this regard several studies have conducted so for (Buzzetto-More, 2014; Greenberg & Zanetis, 2012; Tan & Pearce, 2012).

According to Mayer and Moreno (2002, p. 90) “the cognitive process of integrating is most likely to occur when the learner has corresponding pictorial and verbal representations in working memory at the same time.” Further, use of YouTube has been found to capture students’ attention



(Buzzetto-More, 2014; Greenberg & Zaretis, 2012), make learning more interesting and enhance the overall learning process (Tan & Pearce, 2012). More specifically, well selected YouTube videos have been found to help students engage more deeply with subject matter, and recall the information they've learned longer (Burke & Snyder, 2008). YouTube has also been shown to expand access to information (Snellson, 2011), promote critical thinking (Logan, 2012), foster active and flexible learning environments and support analytical discourse (Burgess & Green, 2009) and multiple approaches to reasoning provide students with memory cues so as to support conceptualization through visualization, and increase students' depth of understanding (Jones & Graham, 2013; Logan, 2012).

These days, the new age of social powerhouses can be found on the web. This section depicts the distinction between customary powerhouses and You Tubers, why youngsters relate to You Tubers and the social intellectual hypothesis that clarifies this marvel. In spite of the fact that You Tubers can measure up to famous people in conventional media, there are engaging perspectives that make YouTube VIPs much better known and respected than their Hollywood assortment. As indicated by a few examinations among American young people, dependability and feasibility are two of the most compelling motivations teens are affected by You Tubers. (Defy Media, 2015).

You Tubers are frequently about a similar age as their crowd. For them it is simpler to make content that fits the current casing of reference of young people. Individuals will in general duplicate conduct of individuals they like, or offer a similar social style. (Bentley, Earls & O'Brien, 2011). As per analysts of the Stony Brook University (2015), practices and convictions are more infectious among those with shared social associations. Mimicking others prompts social advantages, such as holding together on gatherings of people.

You Tubers are normally effective due to their mastery, notoriety and notoriety (Influencer Marketing, 2012). Organizations make showcasing exercises around these powerhouses to build deals. Presently that



powerhouse showcasing and WOM likewise occur on the web (eWOM), messages can be spread for bigger scopes with lower costs (Dellarocas, 2003). You Tubers are approached to evaluate administrations or items and make articles and surveys of it. Surveys incorporate item data dependent on close to home insight. In light of this experience the You Tuber can suggest or deter watchers from buying. Close to free things, monetary remuneration can be presented in return for an audit. Albeit the You Tuber gets free things or monetary remuneration, the watchers see review made by You Tubers as evident and authentic.

YouTube is likewise utilized by lawmakers as a device to belittle their rivals; but it is important to affirm that such online analysis additionally counter assaulted by transferring recordings and remarking on them. Essentially, it is very clear that recordings on different social issues may likewise be transferred and talked about in undesirable and non-satisfactory way. In this cycle advanced correspondence can be abused effectively which could be risky for youthful watchers whenever misinterpreted in. Nonetheless, as indicated by rev2.organisation (2006) expressed that these days, there had been many cases with respect to abuse of advanced correspondence, one of which is YouTube. (Hopkins J. 2007)

Knight Ridder Tribune Business News, (2007) depicts that accessibility of recordings on YouTube has caused various legitimate and moral issues and thus proportion of exploitative exercises as far as transferring, seeing and downloading recordings is exceptionally expanded. It communicates that YouTube have a ton of free music recordings and TV shows without having the legitimate right, so more individuals will abuse on YouTube. Knight Ridder Tribune cited "Viacom, the American MTV proprietor network interests in link and satellite TV, sued YouTube on copyright encroachment for 1 billion dollars; it guarantees that YouTube has showed almost 160,000 unauthorized video cuts from its link organization." People transferred these unapproved recordings, in spite of the fact that they don't have copyright.



Bruun (2007) referenced a contextual analysis where a video of two school young ladies was transferred and therefore they were charged by law implementation organization. This contextual analysis portrays the adequacy of YouTube. Such examinations gave the rules to plan the survey of the current paper. While portraying YouTube Chenail, R. J. (2009) states, "YouTube the video facilitating administration, offers understudies, instructors, and experts of subjective scientists an exceptional repository of video cuts presenting essential subjective examination ideas, sharing subjective information from meetings and field perceptions, and introducing finished exploration examines"

A review directed by Gimeno, J. D (2008) zeroed in on the moral issues identified with the YouTube. Albeit a few rules and guidelines exist with respect to moral utilization of YouTube however of no utilization as larger part of clients never considering these while utilizing it. As per aftereffects of this review exploitative substance (infringement of basic liberties, hostile recordings, and so forth) is available for any individual who approaches web and knows its utilization. The concentrate further expresses that this whole circumstance has additionally brought up issues for the mindful columnists. This concentrate additionally glanced in to how the YouTube wonder is a major test to standard columnists in satisfying their obligation of giving data to individuals while simultaneously, limiting damage.

Ruddock (2006) communicates that recording of TV and radio station programs is adequate to watch and partake in these at other advantageous consistently and once more. Notwithstanding, it tends to be dependent upon common and in certain conditions criminal obligation for transferring the record to impart to others on the web. YouTube give options of accounts of different projects of TV channels subsequent to broadcasting. So, the watchers can watch these projects at their advantageous time and anyplace through YouTube. Corey. K, (2007) announced that Currently youth had positioned YouTube as the best 10 most well-known site on the web, more than 100 million recordings had been observed every day and in excess of 65,000 new recordings transfer each day.



Niesyto et al. (2003) states that the YouTube makes the adolescent ready to collaborate with the youth of different districts and set up worldwide relationship. Through this training, they make new skylines to live in and put a hold on from the current social or other imperatives. Global exploration studies uncover that youngsters are imaginatively utilizing on the web destinations like YouTube.

Focusing on varying media and YouTube utilization exercises among youthful Europeans, watching recordings has become one of the principal exercises of youngsters on the Web (Holloway, Green and Livingstone, 2013) and paying attention to music, observing recordings and visiting interpersonal organization locales were those most done by young people every day on the Internet in 2013 and 2014.

YouTube gives an assortment of recordings including neighborhood and unfamiliar. One can discover sexual content effectively accessible in the unfamiliar projects which upgrading the significance of examination on impacts of sexual media substance in Pakistan. Further, research should consider sexual orientation contrast overall and furthermore in various conditions. Capacities and impacts of substance might shift for young men and young ladies or for guys and females considerably. The site is famous among the interest group because of low cost and simple accessibility of web association in different pieces of the country. In this way YouTube requires efficient investigations dependent on an assortment of techniques and different populaces. (Usage of Social Networking Website (YouTube) by Teenagers in Lahore, Pakistan. Zia)2012.

### **Problem of the Statement**

In the light of the above recorded investigations it is reasoned that different analysts have moved toward the teen clients in various ways, reflecting various conceptualizations about web sites and YouTube. The use of YouTube in teenagers are increasing day by day. The researches done by different researches all throughout the planet has opened up various significant spaces of request for future studies. The researchers characterized the viewpoints for this concentrate subsequent to checking on



the accessible writing. It has been seen that examination is being done on YouTube in couple of nations of the world yet in Pakistan alongside other piece of Pakistan such large urban communities web clients higher when contrasted with little or rural regions. However, researchers did not give priority in context of time spent and types contents usage among teenagers of Pakistan. Thus the present study focused among the primary research on YouTube on teenager of Karachi, Sindh, Pakistan.

### **Objectives of study**

- To assess difference between teenager's girls' and boys' daily based hourly times spent on you tube.
- To assess difference of content usage between teenagers' girls and boys on you tube.

### **Hypotheses**

1.  $H_0$ : There is no significant difference between teenager' girls' and boys' hourly usage of times of you tube.
2.  $H_1$ : There is significant difference between teenager' girls' and boys' hourly usage of times of you tube.
3.  $H_0$ : There is no significant difference between teenager' girls and boys content usage on you tube.
4.  $H_1$ : There is significant difference between teenager' girls and boys content usage on you tube.

### **Methodology**

“For this study we used the concept of uses and gratification theory and standardized questions as we can analyze statistically and according leavy 2017.such surveys allows researcher to collect data from a large sample and then results divided form data can be generalized. Current study used quantitative method to assess the difference of Karachi's teenagers spent times and contents usage. According to aim and objectives, a survey questionnaire was developed collected data from respondents. Google survey method was used and uploaded form's link was shared in different social media sites along with consent letter



developed by researchers. Purposive Sampling was used as data collection sampling technique. In the top of the form it was mentioned that only age of 13 to 19 You Tube users can fill this form. Total 130 forms were received from respondent in which 74 were teenager boys while 56 girls participated in this study. Raw data was screened by conducting several statistical tests before hypothesis testing. Very small numbers of missing values were detected in dataset. Pattern of missing value was completely at random. According to Hair et al, if missing data is completely at random than any kind of technique can be used to deal them. Missing values were accommodated before moving to further analysis. For data analysis, SPSS v.26 was used

### **Analysis**

“A data distribution is simply a collection of numbers”.Wimmer & Dominick (2012)

Before moving to hypothesis testing, collected data was properly screened. Total six missing values were detected from data which contributes 4.5% of total data, therefore, that was not problematic. Missing data was handled properly. After cleaning data, descriptive statistics of variables of study and hypotheses were tested using sample independent t-test to assess the difference of both groups, boy and girl.

### **Descriptive statistics**

Results showed that 56.9% boys while 43.1% girls who have contributed in current study. Majority of, 98.5 % respondents age was between 16 to 19 years and very small numbers, 1.5% respondents age was between 13 to 15 years. At the educational level, number of intermediate girls were high, 94.4% while boys were reported 87.8%. Less than middle education was high in boys group, 6.8% while this ratio was 1.8% among girls. Middle class education was 5.4% in the boys group while 3.6 were identified in among girls.

Watching You Tube videos pattern was not much different in both groups, 36.5% boys says that they watch you tube videos several times a day, watching you tube videos was a bit higher among girls, 39.3%. A



total 31.1% of boys' watch videos once or twice a day while this ratio was less than in girl, contributed 23.2 of girls' sample. Similarly, 29.7 boys reported that they watch you tube videos, a few time a week. This ratio was not much different among girls' too which contributed 28.6% of total girls' sample.

In terms of times spent on watching you tube videos, results revealed that majority of boy, 62.2% watch videos less than one hour. Result of this factor was not much different among girls' user, it was 60.7%. similarly, 27% boys' respondents reported that they watch you tube videos one to three hours a day. This ratio was less than among girls' users, just 17.9%. Four to six hours' users among boys were 6.8% while 8.9% was reported among girls' users. More than six hours' users were comparatively high among girls, 12.2% while this ratio was less among the boys just 4.1%.

Regarding the timeframe watching the videos, results revealed that 12.2% boy respondents watch you tube videos while girl did not watch videos early in morning. Watching videos at morning times was less in both groups. Estimated 5.4% boy respondents watch You Tube videos while just 3.6% reported among girls. A total 12.2% boys' users watch you tube at afternoon, this ratio was almost same 14.3% in girls' users. At the evening time, 27% boys' users were reported while 39.3% girls revealed that they watch videos at evening time. Highest users in both groups were reported in Night time, boys were 43.2% and girls 42.9%.

Furthermore, in context of numbers of videos, results reported that almost half, 45.9% boys watch one to six videos a day while this number was higher in girls group, 69.6%. In the boys group, 21.6% those who watch six to eleven videos a day while this number was less in girls group, reported by just 5.4%. The respondents who watch twelve to fifteen videos a day, were 12.2% in boys group while 7.1% was reported in girls group. A total 20.3 boys' respondents reported that they watch sixteen plus videos a day, in the girls group, this ratio was 17.9%.



In addition, majority of both groups reported that they watch videos on you tube for education purpose, ratio of boys was 58.1 while girls were 55.4%. A total 24.3% boys' respondents reported that they watch you tube videos for entertainment purpose while 17.9% among girls group. Very small number, 1.4 % boys' respondents reported that they watch videos on you tube for killing time. This ratio was a bit different in girl group, which is 8.9 percent.

In context of types of videos, boy respondents, 18.9% and 17.9% girls reported that they watch science and education related contents. Secondly 6.9% of boys revealed that they watch songs on you tube while 8.9% girls also pointed out they watch songs on you tube. Cooking, movies, news, beauty, viral and religion related contents also reported by both groups but percentages was minimal so did not report in this study.

### **Hypothesis Testing**

After assessing individual indicators by obtaining percentage, hypotheses of current study were tested using sample independent t-test. For this purpose, variables of study were merged to develop time spent and content use two variables. Result of one hypothesis  $H_0$ : reported that there is no significant difference between boys and girls spending time on watching tube videos, with values of t-value =586, p-value= 5.59. Therefore, Null hypothesis is accepted. Similarly, result of Hypothesis three  $H_0$ : revealed that there are no significant difference in contents use between boys and girls. Hence, both Null hypotheses accepted.

**Table 1: hypothesis testing**

Gender		N	Mean	t-value	P-value
Time spent	Boys	74	5.62	.586	.559
	Girls	56	5.43		
Contents use	Boys	74	48.37	.803	.424
	Girls	56	45.48		



## **Discussion**

In this digital era, social media sites are considered a very important source of communication and making digital network to stay connected. Among the social media sites, You Tube also creates space among all age groups of people but it is more famous among young and teenagers across the world. Currently, millions of people watch you tube videos for entertainment and information seeking purpose. The majority of users are young and teen agers. In literature, it is major debate that young people spent lot of times on social media to watch different kind of content which is harmful for their social uprising and educational career. Keeping this mind, current study assess differences of time spent and content use between teenager boys and girls who live in Karachi city, Sindh, Pakistan.

In context of time spent watching you tube videos, study figured out that there were not much differences between boys and girls users. However, differences were reported who spent time one or three hours a day watching you tube videos, percentage of boys were higher as compared to girls and second difference was pointed out by those who spent more than six hours watching videos on you tube, in context, percentage was boys higher as compared to girls. Reasons may be easy access to internet and so on. In context of time pattern, majority of users watch you tube videos at night.

In addition, majority teen agers of Karachi who watch one to six videos a day, this number was higher among girls as compared to teen agers boys. The teen agers who watch sixteen plus videos a day were higher among boys as compared to teen agers girls. In terms of content, majority a large number of both group reported that they watch educational videos. A small difference was reported who watch you tube purpose for entertainment. This number was higher among boys as compared to girls who watch videos on tube for entertainment purpose. In both groups, a very small number of respondents who reported that they just watch you tube videos for killing time.



In context of types of videos, majority of respondents, that they watch science and education related contents. Second largest numbers in both group of respondents depict that they watch songs on you tube.

In the current study, both Null hypotheses were accepted and both Alternate hypotheses were rejected. Therefore, it can be easily concluded that there is no significant difference between teen agers boys and girls Karachi in terms of time spent and content. Results of current study is consistent with previous studies certain level of times spent and contents use which can be beneficial for terms of education and knowledge enhancement (Buzzeto-More,2014; Green & Zanetis,2012; Tan & Pearce,2012; Burke & Snyder,2008).

### **Conclusion**

Current research concludes that You Tube has influence on teenagers of Karachi. Study assessed difference between boys and girls by tested to basic variable of study times on watching you tube videos and types of contents they watch every day. For this purpose, two hypotheses were developed and data was collected online from teenagers of Karachi. This study further affirms the ubiquity of YouTube among youth in Karachi, Pakistan. This Concentrate additionally shows that greater part of adolescent utilizing YouTube for diversion and data purposes. In spite of the fact that web is quite possibly the most unique media vehicle impacting the clients than other correspondence vehicles, accordingly, watchers are needed to be ready and use it reasonably. Results depict that there is no significant difference between boys and girls you tube users in context of times spent watching you tube videos and contents they watch. Watching videos on any online platform have positive and negative effect. In terms of negative effect watching videos on you tube cannot be ignored. Therefore, parents must aware about this effect on their teenagers. In general, watching videos on such platforms like that you tube is not bad but parents must fix rules to monitor their adolescents in terms of types contents use.



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