



## Youtube as an Educational Tool for Learning in Nigeria

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### **Abstract**

*This paper discusses youtube as an educational tool. It is a video hosting site. It has a variety of content ranging from entertainment to education. Youtube as in academia was discussed, youtube as an educational tool was discussed, youtube as a learning tool was highlighted. The benefits of using youtube as an educational tool are: youtube has the ability to enhance any classroom lesson, makes learning more interesting, among others. The challenges of using youtube as an educational tool was discussed. Conclusion and recommendations were made.*

**Keywords:** Youtube, educational tool, learning.

### **Introduction**

Youtube is a tutorial and a video sharing service, founded in 2005 and considered to be relatively new. Teachers together with researchers have started to pay close attention to its possibilities within the educational sector. Mullen & Wedwick (2008) in their study suggested that videos have the potential to enhance any classroom lesson and this is available on youtube and other video sharing websites such as teacher tube, school tube, united streaming, google video, yahoo video among others.

Youtube was purchased by google in 2006, it works under the google as one of its subsidiaries. Black boards and chalks that were used for educational systems has successfully given way to smart learning techniques like youtube which is a good digitized tool to meet the demands of this generation. Youtube has wide variety of contents from entertainment to education. Its audio visual quality has made it an effective educational tool (Sharma & Sharma, 2021).

Many academicians, researchers, resource persons now have their own websites and channels where they upload videos on topics related to study and 'how-to' videos to make education more engaging and interesting. The absence of practical application of any concept will be injustice with knowledge imparting system as mere ready from textbooks and trying to remember what is read is not a good idea (Othman, 2018).

Most of the problems in the learning process emanates from lack of good communication process which in turn affects the learners understanding. This then gives rise to need for better communication and learning process that will standardize the learning process. This paper makes the case that youtube is one of those needed platform as youtube is a platform for students and learning in general to self-teach themselves and enhance their understanding because the video element in youtube is able to stimulate and enhance learning and retention.



### **Youtube as an Educational Tool**

In recent times, advances in modern technology have created a surplus of electronic devices and e-platforms that are available to teachers at all levels (Jackman, 2019). The use of youtube in academia has received great attention primarily in the medical academic field. Youtube is considered as one of the most widely viewed hosting website, it is a prominent e-resource with numerous benefits in the university classroom and it is one of the new e-resource that can be used in contemporary tertiary education (Jackman, 2019). The report from literature shows that youtube videos are commonly used for teaching and learning in developed countries. One special feature of youtube is that it clearly identifies two types of users; the viewers and the content creators (de Berial, Guillon & Bungener, 2019).

Students who utilize youtube tutorials could also be classified as content creators and users since some can upload the content for sharing purposes and others view for learning purposes. The traditional learning approach which is the lecture centered classrooms are being challenged by active learning hybrid programmes such as youtube (Hund & Getrich, 2015). Students from less affluent social background as established by Ferrer, Belvis & pamies (2011) in their research who are not exposed to ICT devices such as tablet PCs did not perform well in class as good as students who had received prior exposure to ICT. Hence, this has re-enforce the relevance of modern digital communication in the learning environment.

### **Youtube as a Learning Tool**

Youtube does not only serve as a digital entertainment but also as a great environment for learning and should be used in e-learning. Youtube is a website that allows free video sharing and also to watch videos online. It allows one to create and upload video online to share with others. Youtube being very popular, has become one of the most used website and a larger resource tool for educational content. It is very easy to use and self explanatory. It is a free resource that is huge and varied with lots of potentials for the classroom. The youtube site, provides students, teachers and research experts with a unique stock of videos that illustrates the concepts of basic research. Youtube videos can be used directly in the classroom as part of the teaching/learning process. They are usually used to introduce and explain some new concepts while teaching by displaying information for the class to see. It can be used by the teacher as a model for classroom activities and discussions to arouse students interest (Olele, 2014).

Apart from using youtube to deliver lecture content, it can also be used for diverse educational purposes such as flipping the classroom, this is where individuals study at their convenience outside the classroom, then meet to discuss, creating specific subject play-lists, reflective video produced by students among others. All of these can be used to arouse students' interest by using youtube on very flexible delivery to smart phones, laptops, tablets and desktops personal computer (Wang & Yang, 2013).

Youtube as a teaching/tutorial site, is very useful for practicals, medical and clinical science education and research. Duncan, Yarwood, Ross & Haigh (2013) reported in their study that the video on youtube may be used in a way that stimulates students participation to counteract the students lack of interest often reported in traditional learning. Youtube is a visual aid in the teaching and learning process. It helps to arouse the interest of learners/students by helping the teaching in easy concept delivery.

### **Youtube in the Classroom**

Youtube can be used in the classroom as it can be accessed through small, mobile devices such as smart phones, tablets and small laptop computers. Students can bring their own device and



use their own smart phones, tablets and laptops in the classroom. Youtube is compatible with any of these devices, making it an accessible tool. Youtube can also be made personal as student can sign-in with their school or personal enabled gmail account. This can be connected through the internet or cell phone reception and videos can be shared among users in a variety of ways, allows users to comment and be part of an online discussion (Herreids& Schiller, 2013).

Moreso, colleges and universities have established a presence on youtube by creating their own video sharing webpage called youtube channels. Online educators use youtube channels to collect, organize, host and distribute video. According to Snelson (2010), youtube videos may be grouped into one or more video playlist lessons which are created by collecting videos into a playlist, then type a lesson plan into the playlist description area. Playlist lessons have been created to meet learning objectives across the cognitive, affective or psychomotor learning domain online educators may also create interactive video games, simulations or tutorials by linking video together through the annotations tool on youtube (Purrcell, 2010).

### **Benefits of using Youtube as an Educational Tool**

As stated by Cuthrell& Jones, (2011), Buzzeto-more, (2014):

- Youtube provides a professional platform through youtube Edu, which is used for learning outside from the information communication channel.
- Youtube have the ability to enhance any classroom lesson because of its audio visual characteristics.
- Youtube provides free access to a substantial amount of educational videos thereby making it a viable option for students to receive useful materials for learning purpose (Buzzetto-More, 2014).
- Youtube provides a platform for learning through watching video tutorials.
- Youtube platform makes learning more interesting.
- Youtube allows the students easy access to the internet, videos, phone calls, instant messaging and more.
- Youtube gives room for pace, as students can pause, rewind and fast forward videos as needed.
- Youtube allows for teachers and students to interact through discussion and activities.
- Videos are ideal for developing note taking skills which can be done by youtube in the classroom.
- Youtube has the potential to introduce new concepts, disseminate information and close lessons.
- Youtube makes practical courses (medical science, engineering, vocational studies etc) very easy to understand

### **The Impact of Youtube in Nigerian Libraries**

Su & Kuo (2010) opined that youtube is frequently used by university students and posting information literacy video on youtube increases visibility and numerous librarians not only build information literacy tutorials on their library website but also post instructional short films on video sharing sites like youtube for easy access and high visibility (Su & Kuo, 2010). The impact of youtube in Nigerian libraries in this digital age, libraries are facing a variety of challenges such as the proliferation of new information technologies changing demands of research and teaching. Today, libraries are no longer the only choice for students, users, researchers to go for information. To attract clients, generate non-user awareness, raise awareness of available services and resources, libraries needs to find ways of promoting services and resources to clients as effectively as possible (Yi, 2016).



To keep pace with evolving information technology, librarians use a group of software applications like youtube to market their services and resources with success. Youtube is a video sharing site that creates new type of content and enables users to embed videos in other web 2.0 tools such as facebook, flickr, blogs (Kaba, 2011). The use of youtube in libraries in Nigeria, is still at the infancy level. Many libraries may not have their own youtube account but rather use that of their parent institutions. Kumar, (2015) and Canty (2012) highlighted some off the impacts of social media (youtube) on libraries:

- **Promotion and marketing:** Many libraries can use the youtube to promote, advertise and market their resources, services, locations which will be useful for incoming students who can watch such videos before they arrive on campus.
- **Instruction:** libraries can use streaming videos to provide instruction to both distance and traditional students at their point of need to teach viewers about specific resources and tools from the end users perspective, instructional videos can be watched and rewatched regardless of the time and can be embedded on course websites or online subject guides.  
The youtube videos will help librarians deliver focused instruction about specific resources and to quickly tell viewers something new and important about the library and its services. It is challenging because, to establish online video presence will require producing new videos on a regular basis in order to attract and maintain a user-viewer community and to ensure that video promoting service, feature or resource are relatively current.
- **Sharing digital and special collections:** special collection of digitalized audio-visual materials of the library can be shared via youtube.

### **Challenges of Using Youtube**

Some of the challenges of using youtube as stated by Bonk (2008), Cuthrell & Jones (2011), Krauskopf & Zahn, (2012) are:

- Deficit in the usability of youtube,
- Network setting such as fire walls might restrict the video from being played in a certain location,
- Poor internet access and low bandwidth.
- Another challenge of youtube is that it can sometimes not be reliable as videos may be taken down or difficult to find when the lesson begins.
- Though youtube is accessible by all, but some policies put in place can limit its accessibility, making it a difficult resource to rely on for learning in the classroom.
- Internet disruptions, copyright policies that will not permit online educators to show students content that is not their own for instance, the policy can allow a user to access the youtube but she is not allowed to record video.
- The integration of youtube videos in the teaching/learning process reduces the number of students participation in class.

### **Conclusion**

Youtube is a website that allows free video sharing. It is a platform for learning through watching video tutorials. It is a formal learning environment. It is video sharing service where people across the world can upload, like, share and comment a video. Youtube has wide variety of content ranging from entertainment to education. The innovative style of visual learning found in youtube has made education easy and conceptual. It is used in classroom because of its potential learning benefit from pre-school children's poems, rhymes and drawing to the high school children's digestive system, political science, engineering subject like working of motors and all topics of arts are covered in youtube education. It has facilitated the learning



process by adding a new dimension to the existing system. Video lectures to supplement the words of teacher for better understanding is one of the plus factor of youtube.

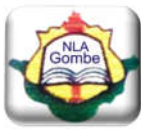
### **Way Forward**

- Educators should be current with their technological practices and understand student use, relating to the idea of managing digital class.
- Teacher and students should be adequately trained in the use of educational technology for effective teaching and better understanding of concepts.
- To prevent internet disruptions when accessing youtube, it is vital to download the videos from youtube and save it on a computer as this will allow the video to be played without the need for direct internet usage during the teaching and learning process.

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