

A Study of YouTube as a teaching and learning tool in the management education

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ABSTRACT

Learning is a vital part of education. Good quality education is based on how well students attain knowledge. Nowadays Use of multimedia in the classroom is an essential part of teaching and learning. Technological innovation changing the use of type of media. Educators employed various form of multimedia in the classroom for decades. The purpose of the study is to examine how educators are integrating YouTube as an educational tool in the classroom especially in the management courses. The objective of this study was to get consent on the benefits of the use of YouTube as a tool for teaching and learning in the management education, and for maintaining students' interest and achievement in learning, as well as to determine the suitability of using YouTube as a tool for teaching the management courses in future.

1. Introduction

The necessity of doing things better and better having more experts in various domains, of society of the 21st Century introduced aggressively new tools of learning. Instead of classical classrooms, during the last decades virtual classrooms, invaded worldwide our teaching system. The power of Internet and its almost unlimited possibility of connecting people determined a boom of communication from a simple letter of banking, trading, learning, conferencing, to space exploring satellites, which make that easier. Combination of technology in education is making it more and more attractive and effective. We cannot but call computer a part of parcel of the modern technology. And nowadays, in technology based education system, computer is a must. There are lots of advantages of using a computer as a learning tool in modern education system. With the help of the internet, a student can learn anything even sitting his home. This is time effective and useful too. In technology based education system, a digital community can be built, which is helpful for all the students, teachers and even for the parents. By dint of this digital community, all of them can act like a single family. They can share their ideas, information and plans to make education more effective and fruitful.

"Curriculum integration with the use of technology involves the infusion of technology as a tool to enhance the learning in a content area or multidisciplinary setting. Technology enables students to learn in ways not previously possible. Effective integration of technology is achieved when students are able to select technology tools to help them obtain information in a timely manner, analyse and synthesize the information, and present it professionally. The technology should become an integral part of how the classroom functions — as accessible as all other classroom tools."

In recent years, a shift in paradigms has occurred in higher education. The traditional paradigm is shifting to a new paradigm of the university as an institution that produces learning. The goal of the new paradigm is to achieve learning through any means that results in the best learning, not just through the traditional series of lectures. This shift from

"teaching" to "learning" requires a movement away from the passive lecture-discussion toward new approaches that promote students' discovery. Thus, rather than use a format in which instructors talk and students listen, in the new paradigm students are empowered to take an active role in their own learning. Therefore, a university must identify the knowledge and skills that its graduates will require without imposing a traditional way of teaching the curriculum. The students and instructors become the co-producers of learning, and the instructors become designers of learning methods and environments. The role of the university is no longer simply to transfer knowledge but instead to create environments and experiences that prepare students to discover and build knowledge for them. The instructor is no longer exclusively the "sage on the stage" but becomes the "guide on the side," and often switches back and forth between the two roles.

2. Education and Entertainment

YouTube is far beyond music recordings and clasps of creatures doing traps. It contains engaging, enlightening substance at all dimensions. This video facilitating site offers instructors the chance to take understudies far and wide, tune in to specialists on a point, or hear a clarification for another thought. One reason why individuals of any age are utilizing YouTube is on the grounds that it's an amazing asset for educating and learning. Seeking on YouTube with catchphrases can be as all in or all out as any Google Search. When searching for the "right" recordings, there are a couple of systems that educators can utilize. Substituting distinctive catchphrases can help convey diverse recordings to the highest priority on the rundown. Another choice is to look inside channels. Numerous associations have YouTube channels, including remarkable channels from Khan Academy to the American Museum of Natural History. A propelled inquiry will enable you to discover channels dependent on your catchphrases. You can likewise utilize the propelled pursuit device to search out recordings of a specific length or transferred inside a specific time allotment - an incredible trap for discovering later and important substance.

YouTube gives anybody with a free record a chance to transfer recordings. Numerous associations post accumulations of recordings on this site, which is sorted out into channels. Notwithstanding finding substance, educators can make their very own YouTube channels to share recordings and grandstand understudy work.

When you've discovered that ideal YouTube video, there are numerous approaches to impart it to understudies. The video clasp may be something that you'll impart to the entire class on a projector screen to start a talk and create enthusiasm for a theme. In the event that you'd like your understudies to watch separated substance in littler gatherings or view a similar video at home, there are a couple of approaches to get YouTube connections to understudies. To incorporate a YouTube video in a conventional movement sheet or homework page, you can abbreviate a URL or transform it into a QR code to make it simple for understudies and guardians to get to that clip.

Objective

- To know the benefit of YouTube as a tool for teaching and learning in Management Education
- To know whether the students' interest and achievement maintained in learning through YouTube
- Is YouTube is effective and suitable learning tool.

3. Literature Review

YouTube was launched in 2005 as a place where individuals could record and share their own videos without cost (Terantino, 2011; YouTube, 2013). The website is now owned by Google and is viewed daily by millions of individuals across the world. Although much of the content on YouTube is for entertainment purposes, there exists an enormity of educational content. For example, YouTube EDU was related in 2009 as an educational hub for lectures, courses, and examples and is used by professionals and non-professionals in a variety of fields. Evidence suggests that YouTube as an educational tool has extended to the medical field (Clifton & Mann, 2011; King, Greidanus, Car-bonaro, Drummond, & Patterson, 2009), within the field of language learning (Terantino, 2011), in educator training Hudock & Warden, 2001; Sun, 2014), and to promote cross-cultural understanding (Bloom & Johnston, 2010). With such broad applicability, YouTube is a source of media that is an integral part of the education system. The ease of using YouTube has contributed to its popularity. Reports suggest that there are over 10 to 20 hours of video footage posted to YouTube every minute (Kaplan & Haenlein, 2010; Snelson & Perkins, 2009). This continuous and massive contribution to the website provides an endless source of information that has the potential to be used for educational purposes. Kaplan and Haenlein (2010) report that 51% of YouTube users connect with the website on a weekly basis and 52% of individuals who are 18-34 years-old post videos to YouTube frequently. This age range includes additional college-aged students who have been identified as "digital natives" or the "net generation" and describes people reared in a world saturated with technology (Davis, Deil-Amen, Aguilar, & Canche, 2012; Roodt & Peier, 2013). Terantino (2011) reports that 93% of teenagers are considered digital natives, and that 73% of those teens are active users of

YouTube. However, YouTube has also been used to bridge the gap between digital natives and non-traditional students (Cooper, Walker, Marks, & McNair, 2001).

4. Analysis

SWOT Analysis helps in putting a comparative analysis between the current situation for the traditional teaching methods and the future of the educational process using YouTube site at the Management Education Institutions.

Strength

- It allows to Higher Education Institutions to establish a private channel in it to present and develop the curricula in development the educational process.
- YouTube enhances the educational directions on the direct line or what is called E-Learning- as it provides the access to enormous amount of public videos for free and in multiple subjective sectors.
- Measurability of education outcomes by YouTube and making sure of its efficiency through the feedback feature provided.
- YouTube provides the real environment for education with video and audio and communication around it with texts and images, rendering the educational experiences maintained its influence and more effective for as long as possible using the multimedia.
- YouTube gives the learners the opportunity to work according to their speed and understanding as it allows them to watch, return and pause during the watching, as this encourages the positive interaction with the display.

Weakness

- Using YouTube in education increases social isolation as learners are being with themselves with computers without the physical meetings.
- It reduces the communication skills for learners to present their ideas or express their scientific opinions face to face in the academic societies.
- Due to there are several parties in the communication process, the disrupt opportunity is increased on the educational message which negatively affects the learning process

Opportunities

- Development the pre-university educational curricula to prepare the learner mentally and technically to deal with YouTube and with this type of Education in the University Stage.
- Universities establish an organized work strategy with clear objectives to enter the Information Technology in its courses such as YouTube.
- Training University Professors to use YouTube in the Educational Purposes and providing them with Educational Design Skills until they can design, organize and prepare the study subject.
- Enriching the E-Learning sources and working to increase its efficiency in the Universities.

- Immediate feedback for what presented by the teacher from scientific material via YouTube.
- Sharing learners by educational videos serving their curricula.
- Presenting the educational videos from Universities around the world via YouTube in different methods and languages.

Threat

- YouTube is not considered the copyright Law, where its contents presented on line doesn't subject to Copyright Law.
- There is no control on Videos contents uploaded on YouTube, as it can't be distinguished between the useful scientific videos and others.
- Spying on the privacy and impersonation from users' information profiles.
- Increasing the virtual learning leads to the increase of loneliness, introversion and depression averages for students due to the lack of their direct communication with the family and friends.

The advancement in correspondence innovation and computerized advances turned into a component of the present time, where it is known as the data age. The current instructive frameworks are portrayed by the advanced learning or E-Learning. Nations rushed to build up their instructive frameworks as a desire to stay aware of the quick progressive improvement in the innovation and joined by reflections on the

instructive process from one hand and fulfilling the need of the virtual students from another hand, where their instructive necessities are expanding as indicated by the fast and progressive improvement of innovation and this makes analysts in the instructive space and leaders in the Higher Education Institutions are in a ceaseless need to scan for new instructive strategies proportionate with the development highlights and help the students for learning. Nobody can disregard the huge job brought about by the Web 2 applications in the instruction field and how it changed the instructive ideas and included new terms for the instructive word reference notwithstanding adding distinctive locales to help the instructive procedure, for example, YouTube. YouTube could have prevalence since its starting between web clients, where in excess of Billion clients are dynamic on it consistently in 2015. Most unmistakable clients are youth, where they speak to a level of 90 % whose age extending from 18 to 24 years of age.

5. Conclusion

YouTube as not at first made as an instructive Classroom device, instructors need to adjust and discover approaches to securely execute it into their educating rehearses. The mix of recordings and talk is an exceptional and new worldview to be examined. Understudy inclination information gives accommodating tips to utilization of YouTube in instructive settings. What's more, class test scores are pondered as lists of learning.

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