Role of Video Tutorials in Increasing the Learning Trends among Pakistani Youth

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Abstract

Video tutorials are a form of learning through some sort of videos with the help of graphical and audio representations used in it. Video tutorials have a wide history of learning whether it's curricular or any extracurricular activities. It's less expensive and easy to access comparative to other learning mediums. Students can easily access, learn or solve their problems without going anywhere. It generates affection towards learning easily. If learning becomes attractive for learners, then innovation and mind mapping for new trends became easy and joy able (Dempsey ;2005). This study examined the role of video tutorials in increasing the learning trends among Pakistani youth. To conduct this research population was selected from Lahore, city of Pakistan. Sample based on 10 Universities of Lahore and totals 507(males and females) students of different universities included in sample size. The methodology of this study based on survey where as this method used to obtain the data was quantitative in nature. The result showed that video tutorials plays crucial role in increasing the learning trends among Pakistani youth. The new learning trends convert the older once in modern and learning become more easy as well as more interested.30% respondents strongly agree with the statement, 35.3% were agree whereas 20.7% were neutral and 8.5% disagreed. The findings of this research shows that the youth of Pakistan is more intended towards video tutorials as learning medium instead of traditional ways. The results also reveal that, the time spent on video tutorial is relatively high in contrast to the older trends of learning.

Key Words: Video Tutorials, Modern Learning Trends, Older Learning Trends, Youth, Uses and Gratification

Introduction

Video tutorials have a wide history of learning. Even though it is a Psychology, Science, Arts or related to any extracurricular activates. Due to modern learning aspects and techniques it has become a method of creating something new or as it is without expenditure. Students can also learn through facilitating problem solving or without going anywhere. In 2010, 18 to 33 years old people watched and gratifying their needs from video tutorials on regular basis (Zickuhr,2010).

Its generate affection towards their learning easily. Tutorials of videos give different directions, patterns and ways on single topics with a multiple technique to provide knowledge on same topics. The main aim of video tutorial is to helped students in creating easiness and flexibility in knowledge. This is a new dimension of learning trends. It increases the interest of knowing.

Now everyone instead of student try to defeat their problems with the help of video tutorials. It is not costly, easy to reach, go through with the problem with easiness of time, search out all stuff according to the time and play and stop review the content involves in it. Video tutorials are informational programs that provide systematic information and clear the concepts or learning units. It has ability to solve it in reliable learning techniques.

Creative or learning based tutorials use attractive methods such as motives, audio and visual presentation of then learning subject matter, and gives feedback through question-answer exercises. (Business, Dictionary). Under the accordance of Trice and Wilmes (2011), successes depend on many teachers' skill which always enhances the learning knowledge, skills and many more. Too often instructors based on various teaching practices and took help from videos. 87% learned from video clips related to class materials (Nicholas, 2008). The many of others study also concluded that it did not improved cognitive motivation to help increase students ability at public speaking and reduced stress levels but student always felt valuable learning tool(Dupane,Stacks&Giroux,2006). Digital videos always help to instructors to present, moving pictures to the lesson at hand. The quality to slow down and speed up the video allows instructors to highlight elements of the lesson that would difficult otherwise (Girod, Bell, & Mishra, 2007). A study in Poland on third and fourth year chemistry students found that interactive video for a chemistry experiment had increased their

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understanding and performance of the experiment (Burewicz, &Miranowicz, 2006).Instructors to highlight elements of the lesson that would be difficult (Girod,Bell,&Mishra,2007) .

Such as motives, audio and visual presentation of the learning subject matter, and gives feedback through question-answer exercises. They can also refresh their concepts by tally from this information provided in it. It can make creativity to learn new once into a large extent easier than printed material or online help pages. We will utilize this effect by producing a quantity of videos representative the basics of Wikipedia editing and increasing the public understanding of Wikipedia and Wikimedia. According to students who prefer video tutorials, it gives them extra sources to understand the objectives of subject held in a class (Young,2008).

Now a day is informative videos can be carried out anywhere with the help of laptops, DVDs or through internet, as well as on mobile phones etc. Homemakers and mothers of young children can learn many new things related to their children diet, new concepts, home decorations, arranging new things in home in fewer budgets with effective techniques etc. It helps to save money on transportation costs and time as well. It also access lessons from instructors who are specialists in their fields, but otherwise inaccessible to students due to distance for example professors in foreign countries.

These learning techniques involves different multidimensional experience which combine various on-screen slides, photographs, graphics, screenshots, narration, captions, live video and music in it. The tools that are utilizing in a video tutorial are more focusing on retaining information of modern once.

In view of the "video tutorials has more impact on learning" the researcher has experimental video tutorials has more impact on Pakistan youth. In the new vision of new search for literature regarding the present study, the researcher becomes familiar from some theses.

"Video tutorials become more effective and reliable rather than instructors on the behalf of some elements which are always give relaxation, attraction towards learning. If learning becomes attractive towards learner then invention and mind mapping for new trends become easy and joy able.

Using the video tutorials students can select the time of their own study according to their flexibility and choice. The students can select any specialist of the subject related to their topics and create easiness or relieve difficulties. A way gaining knowledge gradually called tutorials through videos and pictures. It is learning process.

Many people have various perspectives related to it that, it is more interactive, interested than a book rather than sitting consistent for any type of lecture by fixing on a same place for a single lecture. It has many examples and gives the information to complete a certain task in reliable manner (Tucson & AZ, 2007). Learning is process from which person learn from many experiences and observation (Kolb,1984). Millennial prefer learning with working in groups and they are doing in a reliable manners. Teachers can also use technology to change the interaction as well as the processing of information to improve the educational experience.

Due to internet modern learning computer based tutorials can come in various forms like screen recording , in written document (either online or downloadable), interactive and audio files tutorial, where person can get and give step by step instructions on how to do something in easiest ways.

Tutorial includes uniqueness due to which they prefer mostly for different online learning. It's have a skill of view of presentation, which are usually explaining and showing the interface of user.

The procedure of exhibition shows how beneficial or process completed through this process. It has often distributed various sections on different steps. Method of review always reinforces the content in videos in the related module tutorials.

Technology is rapidly growing in Pakistan. Usage of new media becomes a compulsory part of any education. The new gadgets are highly popular and common in youth.

However, it shows that youth generally make use of video tutorials intended for general learning towards new learning trend; making, learn or giving lectures based tutorials for its users for learn things in easiest ways.

Video tutorials mainly utilizes direct access to learn and information, photographs and live streaming tutorial site, conversation forum, and interaction with individuals to deliver effective ways of learning in simple directions.

The study involves additional results, which show the difference between instructor and video tutorials as well as its extensively used learning techniques. Video tutorials for creative work prefer but instructor is more prefer for study based techniques rather than video tutorials (Sandra's., Lents, Nathan & He, Ye (2012) .

This research study posits uses and gratification approach for its theoretical foundation.

Uses and Gratification Theory

Katz, Blumler, and Gurevitch stated that this theory approach was focused on the psychologically and social desires of any individual who want to satisfy their specific needs. These are always causing to generate expectations towards the mass media or other sources. (McQuail, 2005) summarizing the concept of this theory said, choice of the medium of media and its content is cogent. Users are more prefer video tutorials and select the content based on various videos due to its uses and gratification. If someone have not time to go different learning centers and towards any instructor or experts then he/she can easily browse any video tutorial by sitting in their homes and save money and time. They can watch this video many times if in one time he/she cannot get. So, users pick the content of video tutorial according to their need to gratify it for example a student select related to study, house wives choose it according to its as well as girls going towards related to their choices. Generally, there are three goals involve in developing uses and its gratifications concept as well: To examine how individual can consume a range of types of video tutorials near fulfill their need. "What to do people do with video tutorial"

1. To explore the major causes why people make use of video tutorials in their daily routine
2. To establish the efficacy of video tutorials consumption by persons

According to many of the best theorists, there are four general kinds of satisfactions: Information and people use video tutorials in order to know in relation to the new technique, which is easy to use. Communication and people relation as well as Incorporation and public utilize all of these to get recognizable from new learning trends.

3. Leisure- people construct use of video tutorials used for saving time, money, and enjoyment or to pass their time in a good way and earn money.

Statement of Problem

Video Tutorials makes learning easy and as well as enjoyable with much creativity. It converts traditional learning towards a modern learning while also have options to rewind, pause, repeat etc. Due to many reasons like consumptions needs, study base or technical learning, creative learning, information based learning, Interaction based learning, and betterment in various aspectual learning and so on, which are used today for creating easiness of learning and attract its users towards these graphical learning.

Despite the encouraging rise of social media and internet users, online studies are going to be more popular due to its relaxing time factor. Most of users admire video tutorials because it is easily accessible and available in form of multiple videos on single topics.

The focus of the study is to find out the learning aspects and variations in it due to modern gadgets and latest techniques adopted by many students for their better learning. It can be analyse by usage of these with the help of Uses and Gratification survey.

Research Objectives

Following are the objectives of the research:

- To which extent the video tutorials have an impact on Pakistani youth.
- To explore effectiveness of video tutorials with reference to imparting creative influences among youth of Pakistan.
- To know that to what extent the Pakistani youth now a day's watch video tutorials.
- To analyze modern learning trends of Pakistani youth in using different video tutorials.

Significance of the Study

This study will help the academic researchers to conduct their research on this new or modern learning and learning trends. The focus of the empirical study is to provide the new dimensions of learning perceptions. It also serves and enhances the creativity building with the help of modern gadget cal and graphical techniques. It also helps for further studies of necessary area of educational research. The study investigates the influence on learning patterns and new variation aspects take steps in it. The study investigates the influence of advertisements on user's behavior and attitude formation. The usage of internet is common now a days and its benefits are wide as its importance as well as 80% use video tutorials or online videos, 74% believe on technology that makes their life easier (Keeter&Taylor, 2010

Hypotheses

H1: Usage of video tutorials is positively associated with modern learning trends.
H2: Usage of Video tutorial is more effective learning trend than older once.
H3: To which extent Pakistani youth watch Video Tutorials.

Methodology

In this study researcher used survey to gather the quantitative data from a large mixed population. A closed ended questionnaire was designed to use as a tool for data collection. Due to the average and low budget and limitation in time only few universities (Kinnaird College for Women University, Lahore Garrison University, Government College University, Punjab University, University of Management and Technology, University of Lahore, University of Engineering and Technology, LUMS, Forman Christian College, Lahore College for Women University) of Lahore city were covered for data collection under the specific topic of modern learning. The sum population of the research study comprises of all selected universities students aged 18-32 years, who were the users of video tutorials for sake of learning in Lahore Pakistan. It is used to make the research more valuable and realistic. To approach the total population researcher used simple random sampling technique.

The researcher was able to find out the role of video tutorials in increasing the learning trends due to these universities students who (male and female included youth and middle aged) participated in survey. The sample size based on 507 respondents from the mentioned universities of Lahore.

Variables of the study

Video tutorial is independent variable, whereas learning trends of Pakistan youth consider as dependent variables. This study base on KAP survey model and the statements are use as items to access the variables are:

Exposure/ knowledge

1. Exposure to video tutorials
2. Exposure to learning trend
3. Exposure to increasing the modern learning

Attitude

1. Usage of Video Tutorial
2. Attraction towards Video tutorial
3. Reason for usage
4. Perspective of learning
5. Share Feedback after usage
6. Relying on accurate and speedy information
7. Time saving and Faster Communication
8. Modern technological information
9. Graphical audio and video information
10. Access of information with the facility of (Pause, Rewind etc)

Behavior

1. Exposure of modern learning
2. Exposure to do E-Learning
3. Gratifying the learning needs after selection of informative video tutorial
4. Variation of Educational, Creative, Home based etc learning video tutorials
5. Feel encourage and confident opinion
6. Inspiring attractive varieties of video tutorials having great audio and video graphical representation

Operational Definition of the key Concepts:

Role:

Usage of Video tutorials plays an important role in increasing the learning trends among Pakistani youth.

Video Tutorials:

Educational, Creative, Home based, Technological etc

Increasing Learning trends:

Usage of Video tutorial gives relaxation learning and shift learning in to modern once.

youth:

Graduates and postgraduate students of universities of Lahore are involved in it.

Data Analysis

This research measured the relationship between role of video tutorial and increasing the learning trends of Pakistani youth due to it through the bivariate analysis. Besides the researcher also interested to know the impact of video tutorial on Pakistan youth in different learning aspects which were due graphical attraction too on the respondent.

HI: To which extent Pakistani youth watch Video Tutorials

Table 1. Relationship among Pakistani youth and Video Tutorials

Correlations					
Variables	Gender	Use of Video Tutorial	Time Spend	Type of Video Tutorials	Usage of video Tutorial
Gender	I	.094*(.034)	.099*(.026)	.087*(.049)	.191**(.000)
Use of Video Tutorials	.094*(.034)	I	.123**(.005)	.139**(.002)	.083(.062)
Time spend	.099*(.026)	.123**(.005)	I	.230**(.000)	.285**(.000)
Type of Video Tutorial use	.087*(.049)	.139**(.002)	.230**(.000)	I	.175**(.000)
Usage of video tutorial	.191**(.000)	.083(.062)	.285**(.000)	.175**(.000)	I

*. Correlation is significant at the 0.05 level (2-tailed). **. Correlation is significant at the 0.01 level (2-tailed).

Table 1 shows the correlation among video tutorials and Pakistani youth that how much usage of video tutorials is common in youth. As the result and evidence of given table Pakistani youth significantly correlated with the usage of video tutorials. According to the table youth (male and female) significantly correlated with the usage of video tutorials (.191**; p=.000), types of video tutorials (.087*;p=.049),time spend(.099*;p=.026) where as the use of video tutorials by gender (0.94**;ρ=.034).

H2: Usage of Video tutorial is more effective learning trend than older once.

Table 2. Relationship among Effective Learning and older Once

Variables	does the video tutorial is more attractive learning trend as compare to the older once	to which extent video tutorials are beneficial	do you think video tutorials promoting new learning trends	are you familiar with the new concept of modern learning
Attractive Learning Trend	I	.181**(.000)	.284**(.000)	.085(.055)
Beneficial	.181**(.000)	I	.235**(.000)	.139**(.002)
Promote new Learning Trend	.284**(.000)	.235**(.000)	I	.125**(.005)
Modern Learning	.085(.055)	.139**(.002)	.125**(.005)	I

**. Correlation is significant at the 0.01 level (2-tailed).

Table 2 shows correlation between role of video tutorial and increasing the learning trends among Pakistani youth. According to the evident from the table usage of video tutorials plays an important role in increasing the learning trends among Pakistani youth. Role of video tutorial significantly correlated with their users toward in increasing the modern learning trends. The above table shows the accuracy result of video tutorial is more attractive as compare to older once (1) whereas total number of respondents were 507. Video tutorials are beneficial (.181; p=.000), its promoting new learning trends (.284; p=.000) and familiarity with new concept of modern learning (.085, p=.055) were found.

Similarly, the relationship among role of video tutorials increasing the modern learning trends among Pakistani youth due to its usage was significantly found with all the promoted once to it. Thus, the hypothesis "Video is more effective learning trend than older once" supported.

H3: Usage of video tutorials is positively associated with modern learning trends.

Table 3. Relationship between video tutorial and modern learning trend

Variables	do you think video tutorials promoting new learning trends	do you think video tutorials motivates a person to learn something new	do you think video tutorials enhance the capabilities and skills of it users	do you think that you have good understanding of modern learning due to video tutorials
Promoting new Learning Trends	1(.005)	.094*(.035)	.144**(.001)	.119**(.008)
Motivates to learn Something New	.094*(.035)	1	.233**(.000)	.131**(.003)
Enhance the Capabilities and Skills of it Users	.144**(.001)	.233**(.000)	1	.297**(.000)
Good Understanding of Modern Learning	.119**(.008)	.131**(.003)	.297**(.000)	1

*. Correlation is significant at the 0.05 level (2-tailed). **. Correlation is significant at the 0.01 level (2-tailed).*

The tables 3 show the relationship among different modern learning trends and video tutorials by show its significant values. The video tutorial promotes new learning trend (1;p=.005) which is significantly associated with each other. It's always motivated person for learning shows value of (.094;p=.035) but there is no correlation found between them, while between enhancement of capabilities, skills and its users were (.144;p=.001) significantly correlated with each other.

Whereas among good understanding of video tutorials and modern learning (.119;p=.008) shows that both were not correlated with each other. "Thus the hypothesis is usage of video tutorial is positively associated with modern learning trends" which has been supported to this study.

Discussion Analysis

The rationale of the study is to analyze the effects of video tutorials on Pakistani Youth which depending on a usage and requirements of video tutorials. By at temptation of a youth requirement and its repose as a dependent variable, this study examines the association of modern learning through cheapest source of video tutorials. This study admires the new modern learning techniques which always time saving, it's participated in conversion of old techniques into modern once.

Thus, this study analyzes the effects of video tutorials and its participation in modern learning techniques. In modern learning techniques, generated new ideas through relaxing and management time consumptions are involvement highlighted. Due to which a person can learn new and easy concept with audio and video. The graphical representation of concept with voice and audio can make any difficult learning very easy.

The objective of this study was to dig out the role of video tutorials increasing the modern learning trends among Pakistani youth. This methodology has been currently used to teach about the screen- printing. Which are not gratifying the student needs. Particularly researcher focused on increasing learning trends due to the usage of video tutorials. Internet is vast source of information and anyone can use this technology, because of it is not expensive and anyone can access this technology easily. Now it has become an initial part of our life. Therefore, researcher tried to identify whether video tutorial play necessary role in increasing the modern learning trend among users. The study concludes results by comparing diverse demographic variables as well as operationalizes impact of video tutorials as independent variable and used KAP survey model. Video tutorials commonly used by universities students in Lahore, because of easy access of internet and technological communicational gadgets.

Different types of video tutorials are very common source of learning and it's getting more and more popular in people day by day. Moreover, this study presents the data according to the age and gender.

Now in Pakistan every single student influenced towards the video tutorials through modern source of technology which are easy to access, easy to find and beneficial for learner aspects as well. The graphical representation, audio and

perfect video attraction used with lots of learning techniques that makes learning easy and great. Learning videos are new and impressive learning method. Their use seems easy to new generation and those as well who spend more time on different video tutorials. Due to these facility users enjoys multitasking, reading less, desires consumers control, easy access, flexible, fast learning, time management as well as the believe on technology makes their life easier. So this study targeted to evaluate the impact of video tutorials on increasing the modern learning trends of Pakistani youth (student of Lahore). The basic target study find out through bivariate analysis, whether video tutorial has impact in increasing modern learning trends of different universities students or not.

The hypotheses of study include impact of video tutorial lead to modern learning and participate in learning trends. Video tutorial is a great method of learning as well as delivering instruction towards its user. The success of teacher enhance knowledge, learning and skill (Wilmes and Trice,2011). The success of the video tutorials and it is successfully participation in modern learning trends can measure by tremendously positive response to the videos.

It is always shows to enhance the instructions and motivates the learning. Video tutorials are actually better demonstration and written instructions. Anyone can stream video, which is interactive media that can be stop, pause, watch, and re-watch any time anywhere. So, under the hypotheses video tutorial is positively associated with modern learning patterns and another hypotheses shows video tutorial is effective learning trend than older once.

Moreover, a different factor base on conclusion after reviewing the relevant literature, which was study, that video tutorial has great impact on learning trends. The online instruction based video tutorials gave unlimited access 24 hours a day. It has the ability to review a process and can watch repeatedly. The Royal study of Chemistry in Poland was an experiment of using video tutorial had been conducted written instruction and interactive media (Miranowicz & Miranowicz, 2004).

For this research, the researcher used "Uses and gratification theory". This theory analyzed the role of video tutorial in increasing the modern learning trend among Pakistani youth. When university students of Lahore city use video tutorials, they are participated in modern learning. They easy learning makes the video tutorials more beneficial.

In this study, survey method used to obtain that data was quantitative in nature from large population. Due to time and budget limitations only few university (Kinnaird College for women University, Lahore Garrison University, Government College University, Punjab University, University of Management and Technology, University of Lahore, University of Engineering and Technology, LUMS, Forman Christian College etc) of Lahore city were covered selected for data collection under the specific topic of modern learning. According to the Wimmer& Dominick (1993) population define as "A class or a group of various subjects, concept of phenomena and variables." The whole population of the research study comprises of all selected universities students aged 18-32 years, who are the users of video tutorials for sake of learning in Lahore Pakistan. It was use to make the research more valuable and realistic. To approach the total population researcher used sampling techniques.

The total population was 507 respondents (228 males and 279 females). Total population of this research study includes youth aged (18-32) years. That use video tutorials and positively participated in modern learning trends in Lahore. It was not possible to approach the total population that is why researcher used random sampling technique for data collection.

H1: Usage of Video tutorial is more effective learning trend than older once.

According to table 1 correlation was significant between video tutorial effective learning trend and older learning trend towards its users. It approves the hypothesis. According to the results video tutorial is more effective learning trend then older once among Pakistani youth.

H2: Usage of video tutorials is positively associated with modern learning trends.

According to the table 2 correlation is significant between usage of video tutorials and modern learning trends. The correlation supported the hypothesis and the study revealed the facts that users of video tutorials learn and influence its modern learning techniques. The modern technology, which used to make video tutorial converted older learning into modern once, which is faster and flexible as well. Tutorials of videos give different directions, patterns and ways on single topics. It is a great visual learning experience and easily accessible anywhere any time. It can provide face to face learning atmosphere in reliable manner. The main aims of video tutorial include creating easiness and flexibility in knowledge as well as giving friendly learning experience. This is a new dimension of modern learning trend towards any single topic. It increases the interest of knowing. Now mostly people try to defeat their problems with the help of video tutorials. It can be viewed on laptops, DVDs, mobile devices or online streaming. This modern

learning trend provides accessibility to those who are not able to attend any learning class. It is not costly, easy to reach, go through with the problem with easiness of time, play and stop review the content involve in it.

H3: To which extent Pakistani youth watch Video Tutorials

Video tutorials and Pakistani youth indicates that how much usage of video tutorials is common among youth. As the result and evidence of given table Pakistani youth significantly correlated with the usage of video tutorials. According to the table youth (male and female) significantly correlated with the usage of video tutorials (.191**; p=.000), types of video tutorials (.087*;p=.049),time spend(.099*;p=.026) whereas the use of video tutorials by gender (0.94**;p=.034).

Conclusion and Recommendations

The results show that H1 and H2 both are accepted. Hence new or modern learning trends and older or traditional once, both are consumed by the young generation but video tutorials are more popular among youth. The Uses and Gratification theory also supports the present study because according to the theory audience play a significant function in choosing and using the medium that greatly fulfill their wants and requirements. So, in the light of this theory, the given research analyzed that people use both new and old learning trends. All are depending on their desires and needs. A variety of mediums are being used by the youth now days. Some still use books, while others completely rely on video tutorials such as makeover, arts video tutorial sites etc. However, the new modern learning trends have reduced the consumption of old learning trends among the youth. It does not mean that at the present new learning trends are no more in use by the youngsters. Previous studies have focused on whether the fame and utilization of older once are going to replacing the use of older gradually grand reduction its use among young generation. This study focused on medium consumption of learning trends habits of youth as it examined that the younger people still make use of older trends of learning along with the mediums of learning. However, the time spent on video tutorial is relatively high in contrast to the older trends of learning.

The use of video instructions for software is increasing gradually. Uses and gratification theory shows that every single one use different type of videos according to their choice and need. In the present study the effect of dealing with video instructions is compared to their n three conditions. In the control condition, participants could choose themselves. A pretest, training, posttest, transfer-test and retention-test were conducted to measure task performance, transfer, learning, and motivation and flow this leads to the conclusion that having or not having access to the videos during practice does not matter for learning from procedural. The study aims to dig out the behaviors and gestures of Video Tutorial users towards the Modern learning trends. It will recognize all the aspects of modern techniques,

Videos can be an effective tool in your teaching tool kit. When incorporating videos into a lesson, it's important to keep in mind the three key components of cognitive load, elements that impact engagement and elements that promote active learning videos.

The important thing to keep in mind is that watching a video can be a passive experience, much as reading can be. To make the most of our educational videos, we need to help students do the processing and self-evaluation that will lead to the learning we want to see. The meticulous way you do this should be guided by goals of the course and the norms of your discipline.

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