

Original Article

The Impact of AI Generated Videos on the Student Learning

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Abstract

Technology is a tool which can be used to change the world. Developments in technology have made drastic changes in all spheres of our lives. Similarly, technology has brought revolution in the field of education, by making information on various subjects, from across the Globe, easily accessible. Artificial Intelligence (AI) generated videos in Youtube is one such tool, which if used in the right manner can help in the all-round development of a person, however, if not used properly, it has its downsides too. Aside from academic education which is restricted to a set curriculum, such Technology helps the students to fill the gap of knowledge which the schools and colleges are not able to fulfil. Such technological resources help in simplifying complex subjects for the students. For the present study, students (both adolescent boys and girls) in the age group 18-24 years from a few colleges in Navi Mumbai were randomly given questionnaire through google forms and their responses were recorded. The findings show that AI generated educational videos available for viewing on Youtube help in learning and exam preparation. Given the findings, more research is required to study the full impact of such AI generated educational content available on Youtube and the effect on overall learning process and mental health of students.

Keywords: Technology, education, development, learning

Introduction

Science and Technology is the field which keeps on developing with the advent of time. New technological innovations have made human life much sophisticated. Technology has also contributed a lot in the field of Education too. From interactive online courses to educational applications and virtual classrooms, technology facilitates personalised learning, fosters collaboration and provides resources beyond traditional textbooks. It also enables remote learning, thus making education more flexible and inclusive. Learning has become easier with the use of technology. Information in the form of videos, photos, audio, etc. available on various information sharing platforms such as Youtube makes concepts easy to understand. Further, advancements in the field of Artificial Intelligence (AI) have made it easier for content creators to make videos on a variety of topics. Additionally, technological developments such as Smart Phones have made such content easily accessible to everyone. There are many such information sharing platforms / applications. One of the popular platforms wherein such content is easily accessible is Youtube. Youtube is an online platform where one can watch videos using a connected device. In today's fast paced life style, people usually don't get much time to watch full-fledged videos and for this Youtube has launched 'Shorts' where one can watch short (30 second) videos. The content of these Youtube videos can be related to entertainment, news, sports, music, education etc. Students, basically from younger generations get better insights on various topics through watching these videos. Through Youtube students get audio as well as visual learning.

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Literature Review

Youtube is one of the social media platforms that describes its mission as, 'to allow everyone to express themselves, heard and known about the world we live in'. Youtube has over 2 billion users who watch Youtube videos regularly. Most of the users of Youtube are in the age group of 18 - 34 years. According to statistics published by Youtube in 2021, people watch over one billion hours of video in a day via Youtube. The study done by Mayer and Anderson (1991) show students learn better with narrated animation, instead of only visual animation or auditory explanation. AI generated videos in Youtube is not only used for its funny and informative functions but also used for easiness and suitability for users even at young ages. Besides, according to Duffy (2008), Youtube has the potential to create a learning community in which learners from all over the world come together and can create content, discover together and share their findings. Therefore, it is used widely by the persons who want to learn activity for pleasure. Kay and Stockwellet (2015) examined that most students feel positive about the use of videos: the learning performance (as measured with higher test results) improves and students have control over learning speed, location, time and pace. Social media platform, including Youtube has become an alternative way to reach higher education. Higher education becomes more open to the public and more reachable for them with social media. In other words, social media gave a chance to reach the contents that are provided by the most prestigious universities in the world. Also, it plays a role in encouraging a 'lifelong' learning and also in meeting 'on-demand' learning needs of persons.

Methodology

- The study was done on 44 students in the age group of 18-24 years from few colleges in Navi Mumbai to show how they used AI generated videos on Youtube for learning. A quantitative research method was used to support the topic.
- A google form containing multiple-choice questions on how each student used AI generated videos in You tube was administered to the respondents to study the impact of such Youtube content on learning.
- Thereafter, quantitative research design which uses numerical data was used to collate the responses of the students and graphs were used to analyze / visually interpret the data collected.

Reason for using Youtube:

The study done shows that 68.2 % of students use Youtube to clarify concepts which is not explained well in their course work.

45.5% of students agree that YouTube has improved the understanding of subjects that are difficult to study. 54.5 % students think AI should play a significant role in formal education.

Time spent on AI generated content available in You Tube:

From the study it can be seen that 34.1% of students spent 1 hour for watching such AI generated content on Youtube every day and 25% of them spent more than 3 hours on Youtube.

Results

- From the results it can be seen that, out of the 44 students who volunteered for survey, 28 (63.6%) students were girls and 16 (36.3%) students were boys.
- Youtubes in You tube adds a new dimension to traditional learning methods in education. Factors such as diversified content, audio-visual learning, interactive education and flexibility enable Youtube in You -tube to play an important role in online learning.
- Regularly updated, simple and clear content, which caters to the responses of the viewers create a strong bond between content creators and students who provide learning materials.
- Youtube hosts a wide range of educational content, offering students the opportunity to learn about different subjects. Rich content can be found on many areas and forms, from academic courses to language learning, from handicrafts to technology.
- Visual and auditory learning is an effective learning method for many students. Many Youtubes provide simple and clear explanation of complex topics with visuals supplemented by related audio descriptions.
- Youtube also allows students to ask questions about videos, comment on teachers, and interact with other viewers through comments and interaction features.

Conclusion

Findings of the above research indicate that Youtube has a positive impact on the life of young students. Modern students prefer to use technology for getting a better and clearer understanding of the topic. They find it interesting and more interactive. Language barriers are addressed with the help of Technology such as subtitles, etc. Further, On-the-go learning is made possible through Youtube. It also gives access to various learning subjects without any additional charges. Thus, the above research shows that there is a relationship between the content on you tube and student's learning.

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Conflicts of interest

The authors declare that there are no conflicts of interest regarding the publication of this paper.

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