

Survey Research on Motivational Elements of YouTube: Age and Education Matter

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Short History of YouTube

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2005 created by Hurley, Chen & Karim	2006 bought by Google	2008 1/3 video sharing in US	2009 YouTube EDU page
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Video Watching Growth

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Year	Visited	women	age 30-49	HS grads
2006	33%	8%	7%	5%
2007	48%	11%	14%	13%

(Rainie, 2008)

YouTube Growth

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Randy Pausch's last lecture

April 2008 ~2 millions	October 2008 ~7.5 millions	April 2009 ~9.5 millions
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January 2008

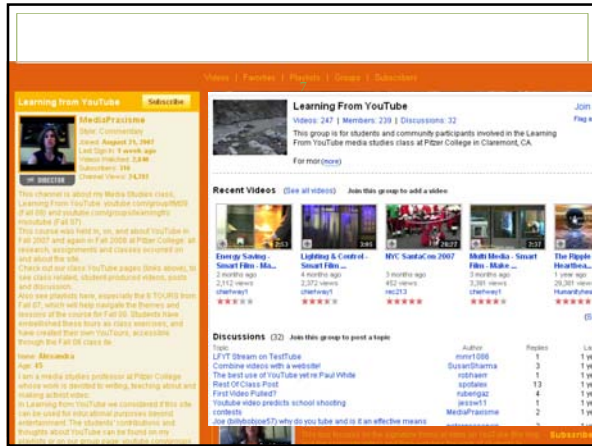
~79 million viewers watched more than 3 billion user-posted videos on YouTube (Yen, 2008)

YouTube EDU Page

The screenshot shows the YouTube EDU homepage with a search bar, navigation tabs (Home, Videos, Channels, Community), and a grid of featured channels and videos from various educational institutions.

Educational Use

A collage of screenshots from various university YouTube channels, including Harvard Business Publishing, Purdue University, Stanford University, and Vanderbilt University, showcasing their educational content.



Purpose of this Study

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- The purpose of this survey research was to understand to what extent adult users share, watch, create, comment on, and subscribe to YouTube videos

Methodology

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- Online anonymous survey
 - 60 videos
 - 6 categories
 - 41 questions
- Recruitment
 - Google Ad
 - Facebook group
 - Blog
 - Word of mouth
 - Newsletters

Findings - Demographics

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- 1008 valid responses
- Gender: 54% females and 46% males
- Location: 27 different countries, 57% USA
- Age: 61% over 35
- Education: 60% with masters or above
- Occupation: 31% faculty or students

Findings - Education

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Reasons cited for watching YouTube videos

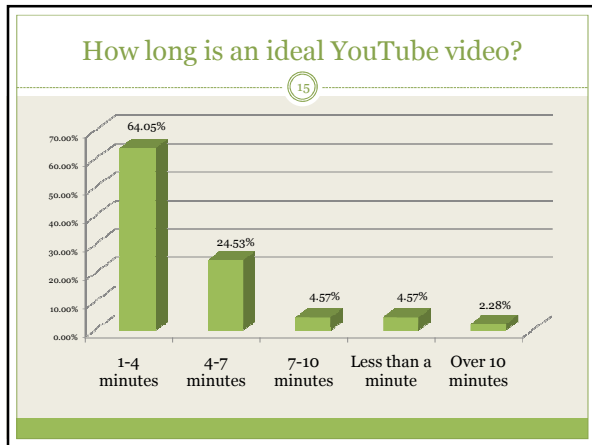
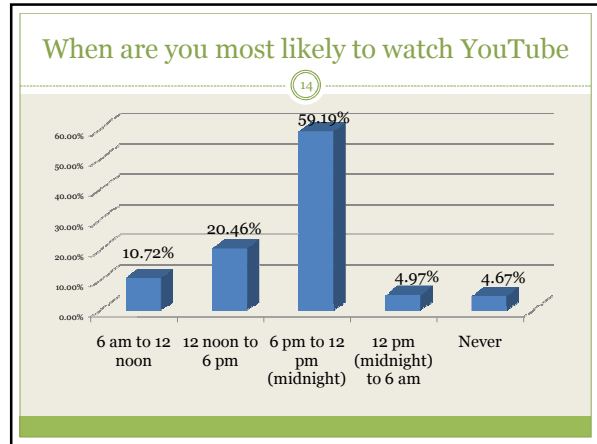
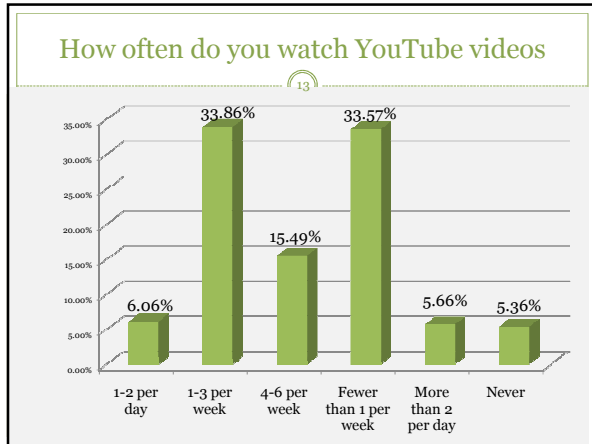
Education	Masters and above	College and less
Need for knowledge	56%	46%
Recommend by others	53%	46%
Research	49%	33%
Potential of video	32%	21%
Experimentation	32%	23%
Fun	55%	62%
Boredom	17%	27%
Viewing favorite video	16%	26%

Findings - Age

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Reasons cited for watching YouTube videos

Age	Over 35	Less than 34
Need for knowledge	56%	46%
Recommend by others	53%	45%
Research	48%	35%
Controversial topic	32%	24%
Experimentation	33%	21%
Fun	53%	66%
Relaxation	36%	44%
Boredom	13%	34%
Viewing favorite video	17%	24%
Class requirement	10%	23%



- ### Educational Implications
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- Length of video
 - Content of video

Findings - Education

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Reasons cited for creating YouTube videos

Education	Masters and above	College and less
Experimentation	55%	42%
Sharing knowledge	48%	37%
Sharing information	41%	33%
Research	41%	19%
Educating a small class	39%	20%
Potential of videos	34%	21%
Making global contribution	29%	22%
Educating people of the planet	27%	16%
Building resumes	14%	8%
Boredom	8%	12%

Findings - Age

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Reasons cited for creating YouTube videos

Age	Over 35	Less than 34
Experimentation	54%	43%
Sharing knowledge	47%	39%
Research	35%	27%
Educating a small class	36%	25%
Making global contribution	28%	22%
Educating people of the planet	25%	18%
Fun	43%	59%
Classroom requirement	10%	23%
Impressing others	9%	20%
Boredom	6%	14%

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Tool use	
Shared a video with others	77%
Added a video to your favorite	46%
Commented on a video	30%
Posted a video response	22%
Created a video	18%
Subscribed to a channel	17%
Flagged a video as inappropriate	6%

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Educational Implications

- Use of video
- Not as a social platform