

University of Nebraska - Lincoln

DigitalCommons@University of Nebraska - Lincoln

Library Philosophy and Practice (e-journal)

Libraries at University of Nebraska-Lincoln

2021

YOUTUBE: THE NEW AGE MARKETING STRATEGY FOR LIBRARY SERVICES

VICTOR SORNA PRABHU A

Gandhigram Rural Institute (Deemed to be University), Dindigul, Tamil Nadu, India, vics1428@gmail.com

Dr. M. Tamizhchelvan

Gandhigram Rural Institute (Deemed to be University), Gandhigram – 624 302, Dindigul, Tamil Nadu, India, tamizhchelvan@gmail.com

Follow this and additional works at: <https://digitalcommons.unl.edu/libphilprac>



Part of the [Library and Information Science Commons](#)

SORNA PRABHU A, VICTOR and Tamizhchelvan, Dr. M., "YOUTUBE: THE NEW AGE MARKETING STRATEGY FOR LIBRARY SERVICES" (2021). *Library Philosophy and Practice (e-journal)*. 5227. <https://digitalcommons.unl.edu/libphilprac/5227>

YOUTUBE: THE NEW AGE MARKETING STRATEGY FOR LIBRARY SERVICES

***A. Victor Sorna Prabhu **Dr. M. Tamizhchelvan**

* Ph.D. (FT) Research Scholar, Department of Library and Information Science,
The Gandhigram Rural Institute - Deemed to be University, Gandhigram.
E-Mail Id: vics1428@gmail.com | Mobile No: +91 7402635787

**Deputy Librarian, The Gandhigram Rural Institute -
Deemed to be University, Gandhigram.
E-Mail Id: tamizhchelvan@gmail.com | Mobile No: +919444475575

ABSTRACT

In the 21st century, people show much interested in audiovisuals than that in printed materials. At the turn of this era, videos became popular as students started spending more time with audiovisuals. Put differently; people most likely prefer YouTube to Google. Although Google appears to be the famous search engine, as of 2015, YouTube has been more popular than Google. To supply videos, YouTube has still been the most used website. The present study explores the impact of YouTube on students, YouTube usage by students at college. It explains the conversion of YouTube features into innovative marketing strategies for the library to promote library services and enhance more users. YouTube Premium is well known by one-third of the respondents, and it is followed by Live Streaming. Meanwhile, One-third of the respondents were not aware of Annotation and External Annotation of YouTube features.

Key Words: Marketing, Library Services, YouTube, YouTubers, Strategies, YouTube Features, Awareness

INTRODUCTION

“As one of the social media tools, YouTube is not only the kingdom of digital entertainment, but it can also be a great environment for learning” (Christopher, 2015)

YouTube is one of the world's major websites for uploading and sharing videos, creating personalized channels and providing direct broadcast service to YouTube users. Social media has now become a part of the content creator's job and marketing plan to connect with their fans/user and receive feedback. YouTube has very fast-paced growth, beginning with ordinary people posting videos and gaining many viewers. These people have been coined with the term “YouTuber” or “Content Creator”. These content creators are constantly trying to develop new ways of reaching their audience/user. The culture of YouTube has created a safe space, an open space. Since YouTube is user-driven, any creator, experts or beginner can upload any interpretation of the content they see or create something new. Modern culture and the media are important things to note when looking at how YouTube runs as an entertainment, business, media, and storytelling industry. The usage of YouTube has shaped society in many areas and has impacted media. Down through the history and evolution of YouTube, the marketing approaches in business and influence in education, YouTube has overtaken social media and has influenced the younger generations and the Millennial. Companies and organizations are consistently targeting the younger generation through advertisements within social media to purchase merchandise, "meet and greets", show tickets, and company-sponsored products, all of which support YouTubers.

YouTube is generally a positive platform with a great resource. Many lives of the people have been changed because of the opportunities it has created for young adults to break out of their comfort zone and experience opening and sharing their lives with millions worldwide. In this study, an attempt made to identify the Awareness of youtube usage and its features to have an effective YouTube channel.

REVIEW OF LITERATURE

Ternenge (2019) viewed that libraries' social media marketing is a way of advertising the library and its brand products and services via web technologies. By posting library materials on library page via social media, users can access these resources from various locations on the Web. Okuonghae (2018) investigated librarians' Awareness of social media usage for informal scientific communication in university libraries in South-South, Nigeria. The study revealed that librarians in university libraries in South-South Nigeria use Facebook, WhatsApp, Google+, Twitter and YouTube for informal scientific communication. Prabhakar (2017) stated that everyone is connected using various social networks like Twitter, Facebook, LinkedIn, Flickr etc. Social networking sites are one of the new technologies offering academic libraries the opportunities to reach out to the library users. This became an effective medium to exchange knowledge and skills of the library professionals and users also. Chakrabarti (2016) studied that the 21st century is the high time for library professionals to think of alternate ways to attract users and meet their needs and demands. By posting library material, library news, etc., via social media on the library page, library authority helps its users inform the library-related matter by various Web locations. Idiegbeyan (2016) investigated social network sites among library professionals in university libraries in Ogun State, Southwest Nigeria. The greatest challenge to the use of social network sites was the lack of social media skills. The study concluded with recommendations that library professionals should undergo training in social media skills.

OBJECTIVES OF THE STUDY

1. To identify the impact and use of YouTube among students.
2. To identify the level of Awareness on YouTube features among students and library professionals.
3. To identify the statistical relationship between the level of Awareness on YouTube features and selected demographic variables.
4. To provide suggestions for innovative marketing of library services through YouTube features.

HYPOTHESES

- There is significant variance among the type of Youtubers concerning Awareness of YouTube features.
- There is a significant association between the respondents' age and level of Awareness of YouTube features.
- There is a significant difference between respondents' gender and level of Awareness of YouTube features.

METHODOLOGY

Marketing plays a vital role in every field of the world. Without the word "marketing", promotion is incomplete. It is important to know that the marketing of library services through YouTube in this era is essential and easy. Hence this study has attempted to identify the awareness about YouTube features for innovative marketing of library services. The total number of respondents covered in the study area is 153, Students and Library Professionals in Bishop Heber College, Trichy.

DATA ANALYSIS AND INTERPRETATION

Table 1 Demographic details

S.No	Variable	No of Respondents (n:153)	Percentage
1.	Gender		
	Male	77	50.3
	Female	76	49.7
2.	Age		
	17-19 years	79	51.6
	20-22 years	72	47.1
	23-25 years	2	1.3

The above table shows that more than 50% of respondents are male, and nearly 50% are female. More than half of the respondents are under the age of 17-19 years (51.6), whereas 47.1 % of respondents are under 20-22 years and 23-25 years respondents are 1.3%

Table 2 Watch Preference on YouTube by Respondents

S.No	Variable	No of Respondents (n:153)	Percentage
1.	YouTube account		
	Yes	96	62.7
	No	57	37.3
2.	Watching YouTube through		
	Smartphone	141	92.2
	Computer	5	3.3
	All	7	4.6
3.	Frequency of watching YouTube videos		
	Several times a day	69	45.1
	Once or twice a day	47	30.7
	A few times a week	18	11.8
	Rarely	19	12.4
4.	Number of videos watching in a week		
	Non Users - 0 Video	5	3.3
	Light Users - 1 to 10 Videos	80	52.3
	Regular Users - 11 to 20 Videos	43	28.1

	Heavy Users - 21+ Videos	25	16.3
5.	Time of the day mostly accessing YouTube.		
	Early morning (4.00 AM - 6.59 AM)	4	2.6
	Morning (7.00AM - 11.59AM)	6	3.9
	Afternoon (12.00PM - 4.59PM)	54	35.3
	Evening (5.00 PM - 10.59 PM)	71	46.4
	Late night (11.00PM - 3.59AM)	18	11.8
6.	Number of videos watched before subscribing to YouTube channel		
	1 video	21	13.7
	2-3 videos	43	28.1
	4-5 videos	39	25.5
	6+ videos	50	32.7
7.	Type of YouTuber		
	An Entertainment Content YouTuber	73	47.7
	An Educational Content YouTuber	12	7.8
	Not a YouTuber	59	38.6
	Library Professional	9	5.9

From the above table, it is observed that 62.7% of respondents have YouTube account, that 92.2% of respondents watch YouTube through smart phones. 45.1% of respondents watch YouTube videos several times a day, and 30.7% watch it once or twice a day. 52.3% of respondents watch 1 to 10 videos in a week (Light Users), and 28.1% of respondents watch 11 to 20 videos in a week (Regular Users). 46.4% of respondents access YouTube in the evening and 35.3% of respondents use it in the afternoon. 32.7% of respondents watch 6+ videos before subscribing to a YouTube channel, and 28.1% of respondents watch 2-3 videos before subscribing to a YouTube channel. 47.7 % of respondents are entertainment content YouTubers, 38.6 % of respondents are not a YouTuber, 7.8% of respondents are educational content YouTuber, and 5.9% are library professionals.

Table 3 Respondents Preference on YouTube for Library

S.No	Variable	No of Respondents (n:153)	Percentage
1.	Prefer library services through YouTube		
	Yes	138	90.2
	No	15	9.8
2.	Watch a video on YouTube recommended by the library.		
	Yes	79	51.6
	No	74	48.4
3.	Watch videos on YouTube produced by the library.		
	Yes	83	54.2
	No	70	45.8

4.	Subscribe to library YouTube channel		
	Yes	67	43.8
	No	86	56.2

From the above table, it is shown that 90.2% of respondents prefer library services through YouTube. 51.6% of respondents watch a video on YouTube recommended by the library. 54.2% of respondents watch videos on Youtube produced by the library.56.2 % of the respondents say no to subscribe to library YouTube channel, and 43.8 % says yes to subscribe library YouTube channel.

Table 4 Friedman Test on Area of Interest to Watch on YouTube by Respondents

S.No	Area of Interest to Watch on YouTube	Mean Value	Rank
1.	Viral videos	8.78	4
2.	How to	9.10	2
3.	Technology	6.95	9
4.	Science and Technology	7.46	6
5.	Cooking and Health	5.35	13
6.	Life style	6.31	11
7.	News and Noteworthy	5.90	12
8.	Music	10.57	1
9.	TV shows	7.27	7
10.	Sports	6.91	10
11.	Gaming	7.28	8
12.	Comedy	9.06	3
13.	Film and animations	8.74	5
14.	Beauty and Fashion	5.31	14

The above table is calculated based on the Friedman test. The mean value ranks it. "Music videos" (10.57%) are ranked at first, and it is followed by "How to videos" (9.10%). "Cooking and Health" (5.35%) is ranked at last second, whereas Beauty and Fashion (5.31%) ranked at last. The above table reveals the interest level of the respondents in each area.

Table 5 Awareness of YouTube Features

S. No	YouTube Features	Not at all aware	Slightly aware	Some what aware	Mode rarely aware	Extre mely aware	WAM	Rank
1.	Uploading Options	40	22	26	50	15	29.1	10
2.	Create Playlist	32	24	26	49	22	30.9	4
3.	Live Streaming	33	22	25	51	22	31.7	2
4.	Annotation	58	11	19	48	17	27.6	12
5.	External Annotation	65	12	10	41	25	27.2	13
6.	Cards	65	9	8	39	32	28.2	11
7.	End Screen Elements	58	8	15	26	46	30.2	6
8.	Monetization	58	13	9	27	46	29.9	8
9.	Super Chats	60	10	13	15	55	30.3	5

10.	Translation & Transcription	49	18	14	17	55	31.3	3
11.	YouTube Analytics	55	18	14	14	52	29.9	8
12.	YouTube Editor	58	14	15	11	55	30	7
13.	YouTube Creator Academy	58	12	17	13	53	30	7
14.	YouTube Studio Beta	61	11	14	14	53	29.7	9
15.	YouTube Premium	50	15	14	14	60	31.9	1

The features of YouTube has been calculated by Weighted Arithmetic Mean value and also ranked. Based on the value, "YouTube Premium" (31.9%) is ranked at first, and it is followed by "Live streaming" (31.7%). The last two ranks go to "Annotation" (27.6%) and "External Annotation" (27.2%).

Table 6 Awareness of YouTube Features

S. No	YouTube Features	WAM	ONE WAY ANOVA TEST	CHI-SQUARE TEST	T-TEST
1.	Uploading Options	29.1	F= 20.887 P<0.001 Significant	x ² =17.671 Df=6 P<0.05 Significant	t =4.484 p < 0.001 Significant
2.	Create Playlist	30.9			
3.	Live Streaming	31.7			
4.	Annotation	27.6			
5.	External Annotation	27.2			
6.	Cards	28.2			
7.	End Screen Elements	30.2			
8.	Monetization	29.9			
9.	Super Chats	30.3			
10.	Translation & Transcription	31.3			
11.	YouTube Analytics	29.9			
12.	YouTube Editor	30			
13.	YouTube Creator Academy	30			
14.	YouTube Studio Beta	29.7			
15.	YouTube Premium	31.9			

The one-way ANOVA test reveals a significant difference among the type of YouTubers concerning Awareness of YouTube features from the above table. It was found out that there is a significant difference at the 0.001 level. The CHI-SQUARE test reveals an association among respondents' age and level of Awareness on YouTube features. It was found out that there is a significant association at the 0.005 level of one. The T-test reveals a significant difference among respondents' gender and Awareness of YouTube features. It was found out that there is a significant difference at the 0.001 level.

Table 7 Level of Awareness on YouTube features by Respondents.

S. No	Level of Awareness on YouTube features	No of Respondents (n:153)	Percentage
1.	Very Low	32	20.9
2.	Low	41	26.8
3.	Middle	44	28.8
4.	High	36	23.5

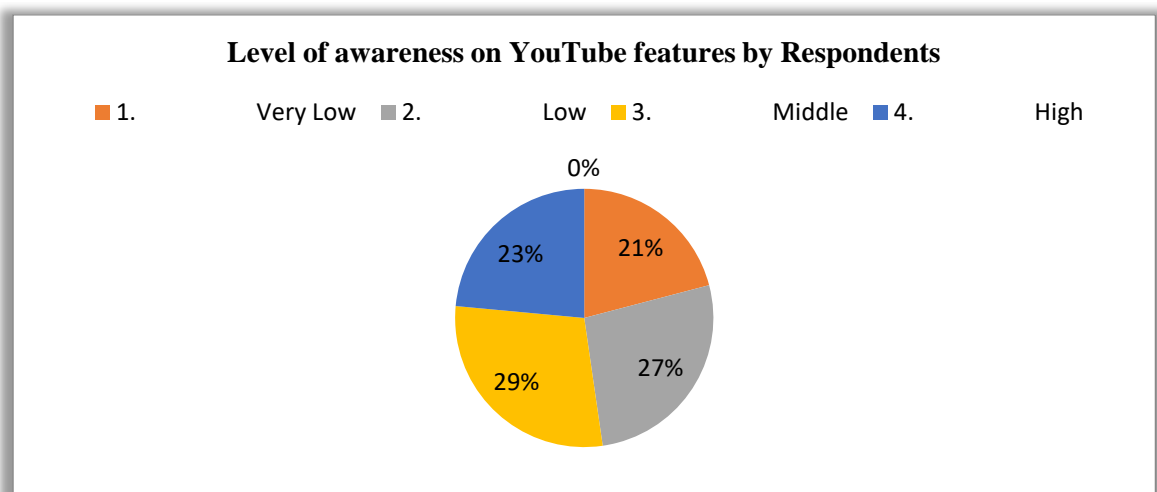


Figure 1 Level of Awareness on YouTube features by Respondents.

The table reveals that 28.8% of respondents are moderately aware of YouTube features, whereas 26.8% of respondents are low, 23.5% are at a high level, and 20.9% of respondents are at a low level of YouTube awareness features.

FINDINGS AND SUGGESSTIONS

- A majority (92.2%) of the respondents access YouTube through smart phones. This emphasizes that YouTubers should focus on mobile users.
- Nearly half of the respondents watch YouTube several times a day (45.1%). This reveals that respondents are coming more in using YouTube.
- A majority (90.2%) of the respondents prefer library services through YouTube. This emphasizes that librarians should consider providing information services through YouTube.
- More than half of the respondents (51.6%) confirm that the respondents will watch videos on YouTube recommended by the library. This reveals that the respondents are ready to accept the move to the library.
- More than half of the respondents (54.2%) confirm that the respondents will watch videos on YouTube produced by the library. This reveals that the respondents are ready to watch videos on YouTube produced by the library.

- Less than half of the respondents (47.7%) are entertainment content creators, and 7.7% of respondents are educational content creators on YouTube. This reveals that educational content creators should be raised.
- All libraries should develop their YouTube channel and Social Media platforms to build their own social media marketing plan and services.
- Librarians should be aware of YouTube/Social Media, and they must be well trained and informed in using social media for marketing library resources and services.
- Libraries should train staff periodically on the use of YouTube/social media in carrying out library services. This will enable the librarians to use YouTube/Social Media for scientific communication among professional colleagues.
- Seminar, workshop, training etc., must be organized on "Social media and its Trending Platforms for Libraries" by professional institutions so that the librarians may be well enriched with knowledge regarding social media and its trending platforms.
- Library schools in their syllabus should emphasize the practical aspects of marketing and social media.
- Library associations, alumna and LIS schools should utilize YouTube/Social Media to popularize YouTube/Social Media among LIS professionals and enhance the professional image.
- Research should be conducted to investigate the use of different social media among students and the general public and how the library can properly utilize them.

CONCLUSION

Library and YouTube should have a symbiotic relationship, which is essential. The library and YouTube create a balance for the hi-tech digital environment. In the present century, YouTube has great advantages with enormous library tools to cater to their information in a sophisticated manner. Social Media marketing services may be called an extension service of libraries, which reminds Library Science's fourth law. Therefore, by utilizing YouTube and social media, librarians and libraries may extend their services for users available online/web users who are unable and reluctant to visit the library in person. At present, it is observed that libraries can use YouTube to deliver a blend of user service, news and updates, content/collection promotion, provision of educational tools and resources. Finally, it is found as the marketing of library services through YouTube by library professionals is low. In a nutshell, it may be stated this is the high time that librarians should take action to work on social media platforms.

References

1. Aslam. S. (2019, September 05). YouTube by the Numbers: Stats, Demographics & Fun Facts. Retrieved from [https://www. omnicoreagency.com](https://www.omnicoreagency.com)
2. Collins. A (2017, June 23). How to Create a YouTube Channel. Retrieved from <https://www.hubspot.com>
3. Balbay. S. & Kilis. S (2017). Students' Perceptions of the use of a YouTube channel specifically designed for an Academic Speaking Skills Course. Eurasian Journal of Applied Linguistics 3(2) (2017) 235–251.

4. Prabhakar S.V.R., & Manjula Rani S.V. (2017). Influence of Social networking sites on Library and Information Centers. *International Journal of Library and Information Science*, 6(1),83-87.
5. Chakrabarti. A. (2016). Social Media and Libraries: A Symbiotic Relationship for 21st Century Librarianship. *International Journal of Digital Library Services*, 6(2),32-43
6. Ahlquist.J. (2016, April 11).How YouTube is Impacting Current and Future College Students. Retrieved from <https://www.linkedin.com>
7. Idiegbeyan J., &Ifijeh G (2016). Library Professionals and Social Network Sites: Use, Relevance and Challenges from University Libraries in Ogun State, Nigeria. *DESIDOC Journal of Library & Information Technology*, 36(6), 417-423. DOI: 10.
8. Ternenge, T.S. (2019, July 07). Marketing Library and Information resources and services using social media platforms. *Library Philosophy and Practice*(2792). Retrieved from <https://digitalcommons.unl.edu/libphilprac/2792/>
9. Okuonghae, O.CLN. (2018). Librarians' Awareness of social media usage for informal scientific communication in university Libraries in South-south, Nigeria. *Library Philosophy and Practice*(1704). Retrieved from <https://digitalcommons.unl.edu/libphilprac/1704/>