

## CHAPTER II

### LITERATURE REVIEW

In this chapter, the literature focuses on the discussion of YouTube and listening ability. The point of YouTube includes YouTube, The purpose of YouTube, YouTube as an educational tool, definition of listening and the problem, strategy of improving listening ability, review of related study the framework of the research and hypothesis.

#### **YouTube**

**YouTube.** YouTube is social network which is enable user to access and share many video content. In the very early, YouTube started as a content-sharing platform and it well-known around the world. As Burgess and Green (2009) said that in their book, *YouTube: Online Video and Participatory Culture,* " YouTube was the one of a number of competing services aiming to remove the technical barriers to the widespread sharing of video online. The website provided a very simple, integrated interface within user could upload, publish, and view streaming videos without high levels of technical knowledge" (p. 1). Therefore, most user refers to access YouTube as it has provide less barrier even offer the easiness of sharing video content.

There were others video-startups at the time competing along the way YouTube rises and success. Therefore, YouTube had progressively gained reputation since 2008 and it has been the most visited sites globally. Furthermore, YouTube is the most popular online of the third online destination and with the

availability in 61 languages and a million promoters (Luscombe, 2015). Since ever YouTube purchased by Google, YouTube had grown from amateur site which offer ad-free videos that is now being paid by commercialized and professional. Therefore, many user had shared their educational videos to promote their advertisement by paying YouTube as the most visited online social network. As Morrela (2014) wrote that, “Its tagline ‘Broadcast Yourself’ invites ordinary users to take part in creating the material they consume. At the same time, less obvious is that YouTube is business whose purpose is to generate the profit” (p. 114). There many student to be precise were visiting YouTube to look for tips and method in learning.

**The purpose of YouTube.** YouTube today's can be very specific to define its purposes. It has been as bank of video related to advertisement or branding, entertain, and learning. Many users utilize YouTube to broadcast their personal brand. As many consistent views from large number of audiences, YouTube has established an opportunity for people to build their personal brand. Kozinet and Cerone (2014) said, “Social branding has been creating grassroots ‘micro-celebrities’ with increasing frequency. For personal branders, being storytellers who are capable, yet fascinating and even fantastic is a sound strategy” (p.21). As it is said, it gives a good change for person to brand his or her service to sell by promoting its quality, efficiency, and authentication.

Furthermore, the other purpose of YouTube also includes entertaining. As it provides many like music, live streaming video, tutorial video, gaining and share information. There has already large number of user that relied on YouTube

to increase internet in accessing the information. Therefore, YouTube become the most visited social network as the people can see the first hand of current event. Most of user might have a fans like singer, actor and actress, comedian and reporters to be admired. People from around the world can access their favorite actress for example through YouTube in their rest time. Most people like elementary student and college school are often accessing YouTube to discover video about their hobbies and interest on their leisure time. User feels joyful when they find new video post from people that they admired.

**YouTube as an educational tool.** Technology today plays significant role in education and many aspect in our daily life. For instance, many English student are finishing their homework by visiting social network such like YouTube in attempt to gather the information related to their assignment. YouTube contains large number of online materials that can be integrated into English lesson. Therefore, this website can afford student L2 learner with videos and authentic situation that may help them to give details explanation about the material. Many researchers observed that learner can attain positive indicators when they watched authentic and real-life clips (Maness 2014). Even tough, the dominant content on YouTube is for entertainment purposes, there is considerable of educational content. Many suggestion that YouTube as a tool for education of medical field (Clifton & Mann, 2011; King, Greidanus, Carbonaro, Drummond, & Patterson, 2009), also the field of language learning (Terantino, 2011), as educator training (Hudock & Warden, 2001; Sun, 2014), and able to learn cross-cultural

understanding (Bloom & Johnston, 2010). As such broad applicability, YouTube is also as source of media that is integrated as educational system.

**Type of YouTube channel.** There are at least seven types of common English channels on YouTube as follow:

***Tutorial Channels.*** Video Tutorials are the most frequently searched and watched videos in YouTube and those consist of step-by-step guided videos. Tutorials can also be divided in different categories, such as guided tours, instructions on how to videos and trainings. The popularity of tutorials in YouTube is growing every day thanks to their simple format and the excellent way to learn by following the tutorial that explains things one by one. The number of tutorials produced in 2014 can be seen in Figure 5. According to Miller: “In this type of video, you create something truly useful for your target customer and then drive business by direct link from the instructional video.” Miller also mentions that “Each video exists unto itself, with the sole goal of providing practical information to the viewer.” (Miller 2009, 30)

***Gaming channels.*** YouTube has become a popular gathering place for video game enthusiasts, leading to the rise of the gaming YouTuber type. As their title suggests, gaming YouTubers are those that create content focused on video games. They help viewers improve their skills and provide entertainment to a gaming-focused audience. The video format most commonly produced by gaming YouTubers is the let’s play video. This is when a YouTuber records their screen while playing a video game and provides additional commentary.

***Vlogs channels.*** A vlog is a form of a blog recorded on a video format. According to Miller, a vlog is a type of blogging in which one communicates via video instead of text. Miller states that “for many companies, a video blog (a vlog) is an essential part of their online marketing mix” (Miller 2009, 185). A video blog does not need to be high quality, most of the vlogs can be recorded with a webcam or a cell phone, which does not mean that high quality videos are not possible. Nevertheless, the content is most important (Miller 2009, 185). The objective of a vlog is to create new content as frequently as possible for the followers. Miller states that “the goal of a video blog is to distribute your message on a regular basis to those interested parties who prefer to obtain their information visually”. (Miller 2009, 186)

***Cooking channels.*** For cooking connoisseurs and those just learning to cook, cooking YouTubers are an excellent source for new recipes. This type of YouTuber teaches viewers how to prepare meals through guided tutorials.

***Product reviews channels.*** There is a clear trend, nowadays, for people to turn to the internet when they are considering making a purchase. They want to discover what other people think about products that interest them. YouTube is no different from other social media channel in this sense. People flock to the channels of those they trust to see what they think about various products they have reviewed.

***Beauty Channels.*** Beauty YouTubers are well known for their expertise on the subjects of makeup and skincare. As trendsetters within the beauty industry, they often set a precedent for what brands and products will be most popular.

***Prank Channels.*** Creators that specialize in pranks and/or challenges shock and humor audiences. Prank YouTubers do so by tricking friends and bystanders. Prank/challenge videos are often the most watched and shared videos on YouTube. This kind of YouTuber publishes content that appeals to people of all ages and backgrounds.

## **Listening**

**Definition of listening.** Considerably, listening have defined as important skill in acquiring understandable input (Hamouda, 2013). The key of sustainable conversation is understanding the input of the language itself. Even more, listening is one critical aspect in transferring knowledge and maintain communication. Azmi Bingol, (2014) defined that listening ability as the skill to identify other through sense, aural organs and provide meaning to the message that need to understand. All of that definition of listening is not seamlessly acquired by L2 learner. Most L2 language learner realize that listening is one of the most important skill in English language. Student put their hard effort almost in everyday when they realize of having insufficient ability in listening skill.

**Difficulties in listening.** Student do have serious difficulties in listening comprehension because school and other universities refers to pay more attention to writing, reading, and vocabulary. Moreover, sometime is classes, teachers give some recorded material where the sound contain low quality (Mart, 2014). The sound quality may be hampered student when they learn to listen, so it make student difficult to understand the word. Other problem that could strain the L2 learner is cultural differences. The L2 learner must be familiar with cultural knowledge of the language which has progressive effect on the learners' understanding. If the task of listening is given contain completely different cultural material then the learners may encounter problems to understand (Celik, 2014). That should be responsibility of teachers to transfer background knowledge about listening.

**Strategy of improving listening ability.** Listening means understanding particular word sound that may come with very different way. Therefore, observation over the problem to what L2 learner most confronted should be the main research to find out the powerful strategy in enhancing listening ability. Goh (2000) said that, it is very essential to teach listening strategies and increase learners' knowledge over vocabulary, grammar, and pronunciation. These are very important aspects to be learnt and no doubt L2 learner would have difficulties in listening if they were not comprehend all of those language corpus. The strategy of improving listening ability comprises cognitive skills, metacognitive strategy and socio-affective strategy. Abdalhamid (2012) state that cognitive strategies involve the learning activities with direct utilization of learning material. This strategies are related to understanding of recalling and gathering old and new information. Then the comprehension received by examine group of information and continued by decoding process. This strategy divided two kind of cognitive strategies in learning: bottom-up and top-down. Bottom-up strategies are translation word-for-word, assembling the rate of speech and repeating the oral text. Top-down comprises forecasting, guessing, explaining and visualization. Advance learners apply top-down strategies than beginners (Abdalhamid, 2012). L2 learners who have mastery advance listening skill more comfort to use top-down as their strategy.

### **Review of related study: Correlation between watching English YouTube videos and student listening ability**

Related to this study, there are several research that have conducted by researcher to observe effect of watching English channels on YouTube to improve



students' listening ability. One of related study from Farid Medoukali (2015) with title "Developing EFL Learners' Listening Comprehension through YouTube Videos". The research design of this study was a case study of second year students at Mohamed Kheider University of Biskara. The methodology research is qualitative in order to achieve more satisfying answer. The researcher distributed questionnaire which was constructed 17 questions to both teachers and students with random selection. The population and samples of this research chose 50 participants randomly with variety age, gender, and social status. While other questionnaires is used by 7 teachers who have a good experience with oral expression to get some useful perception about utilize YouTube videos in promoting L2 learner' listening. The result of this research showed learners have positive attitude regarding to the use of video to enhance listening. It means that watching YouTube can improve L2 learners' listening ability.

Another researcher Huda Omar Alwehaibi (2015) with title "The Impact of Using YouTube in EFL Classroom on Enhancing EFL Students' Content Learning". The research is conducted at Princess Noura Bint Abdulrahman University, Saudi Arabia. The researcher use quasi-experimental design. Based on the design, the participant of this research divided into two groups. There were 45 students in the control group and 51 students in experimental groups. The researcher gave instruction to experimental group to use YouTube about observing the classroom, while at the same time also have discussion and presentation. Whereas, control group were instructed to the same content over the usual lecture-based method. The pre-test showed that 0.002, means that

experimental and control group exposed equivalent in their theoretical background knowledge before commence the treatment. While the post-test showed that 0.05 which mean the value is statistically significant. It concluded that YouTube has positive impact in enhancing student learning ability. This research lasted for 6 weeks, 2 hours per week.

Both research above addressed to the use of YouTube as a tool for enhancing L2 learner have been revealed positive answer. However, there are some differences between Farid Medoukali (2015) which the title “Developing EFL Learners’ Listening Comprehension through YouTube Videos” with the current research. The methodology research of Farid used qualitative method, while the current research applied quantitative method. Overall, the instrument of Farid and current research seems having the similarity. Both are distributed questionnaire to the participant of the study.

Based on the research above, it can be concluded that in several contexts, youtube has been proven as beneficial to improve students listening skills. Therefore, this research is hypothesized to be positive, while not ignoring the probability of acceptance of null hypothesis, that there is or there is no correlation between watching English YouTube videos and student listening ability.

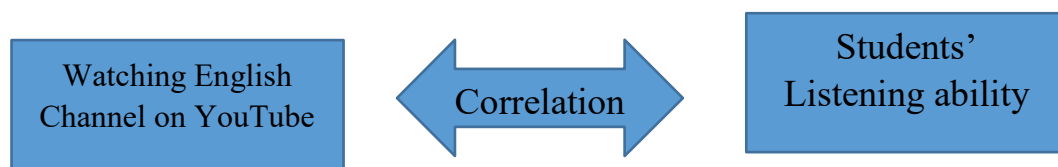
### **Conceptual framework**

YouTube has been very excellent tool in providing the need of L2 learner. By the concepts of sharing information and communication through online video is opportunity for L2 learner to improve their competency. Precisely, enhancing

listening skill through watching English Channels on YouTube that presented by the native speaker. By applying this way, it could be the way to keep the background knowledge of L2 learners' cultural knowledge.

As the first variable of this research, YouTube as network social media that provides around hundred English Channels video which online to share method, trick, tips, news, even music and movies.. The speaker of the shared video may presents several ascent and L2 learner just put the right keyword on the search bar and ready to listen the right ascent they want to listen. This could be as progressive way to increase L2 learners' listening ability in some reasons: The speaker is native, variety materials on the video, capable being accessed every time, and the most is the speech delivered in English. The sound of the word comes from native speaker on English Channels that could train students' recognition over the word slowly and repeatedly. Listening to word frequently will improve student recognition, clarity and be familiarly get used to the word.

**Table 1. The research correlation table**



## **Hypothesis**

The aim of this research is providing the answer of the question research. by that, the hypothesis are created whether there is correlation between watching English Channels on YouTube toward the improvement of students' listening ability at private Islamic University. The first is alternative ( $H_a$ ), means that the correlation between watching English Channels on YouTube toward the improvement of students' listening ability at private Islamic University. The second is null hypothesis ( $H_0$ ), which there is no correlation between watching English Channels on YouTube toward the improvement of students' listening ability at private Islamic University