

EFFECTIVENESS OF YOUTUBE IN PROMOTING EDUCATION

DURING COVID-19

(- PHASE-1)



Checked
Dr. Amita

Academic Session : 2022-23

A Dissertation Report for the partial fulfillment of Paper IV of

M.A.(J.M.C.) IV Semester

Research Supervisor :

Dr. Amita

Assistant Professor

Dept. : J.M.C. (G.G.U)

Submitted by :

Piyali Mahato

M.A.(J.M.C) IV Semester

Roll No. 21008115

Enrollment No. GGV/17/0174

Department of Journalism and Mass Communication

Guru Ghasidas University, Bilaspur (C.G)

विभागाध्यक्ष

H.O.D

पत्रकारिता एवं जनसंचार विभाग
Dept. of Journalism & Mass Communication

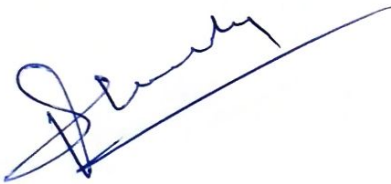
गुरु घासीदास विश्वविद्यालय,
Guru Ghasidas Vishwavidyalaya
बिलासपुर (छ.ग.)

CERTIFICATE OF COMPLETION WORK

Department of Journalism and Mass Communication

Guru Ghasidas University, Bilaspur, ((C.G.).

This is to certify that PIYALI MAHATO is a student in the IV Semester of Master of Arts (M.A.) Journalism and Mass Communication at the Department of Journalism and Mass Communication, Guru Ghasidas University, Bilaspur, (C.G.), has Successfully completed her Dissertation on "EFFECTIVENESS OF YOUTUBE IN PROMOTING EDUCATION DURING COVID-19 PANDEMIC PHASE: 1".



Dr. Dhiraj Shukla

Associate Professor, (H.O.D).

Journalism and Mass Communication

Guru Ghasidas University



Dr. Amita

Assistant Professor

Research Supervisor

Dept. J.M.C, G.G.V, Bilaspur

TABLE OF CONTENTS

S.No	Contents	Page No.
1. Chapter-1	INTRODUCTION	01
2. Chapter-1	Research Questions	02
3. Chapter-1	Research Objectives	2-3
4. Chapter-1	Research Importance	03
5. Chapter-1	Research Methodology	04
6. Chapter-1	Research Area	05
7. Chapter-1	Research Limitations	06
8. Chapter-1	Review of Literature	7-9
9. Chapter-2	2.1. COVID-19	10
10. Chapter-2	2.2. YouTube	11-12
11. Chapter-2	2.3. Educational/Learning channels on YouTube	13-17
12. Chapter-3	History of YouTube	18-22
13. Chapter-4	4.1. Data Collection	23-35
14. Chapter-4	4.2. Data Analysis	36-39
15.	Conclusions and Suggestions	40
16.	Bibliography	41-42
17.	Appendices/ Annexure	43-48
18.		

CHAPTER:1

INTRODUCTION

This dissertation investigates the effectiveness of YouTube as an educational tool during the COVID-19 pandemic. The outbreak of the pandemic in 2020 led to the closure of educational institutions worldwide, compelling educators to quickly transition to online teaching platforms. YouTube emerged as a prominent resource for delivering educational content due to its widespread accessibility, diverse content offerings, and user-friendly interface. This study aims to critically evaluate the impact of YouTube on educational practices during the COVID-19 crisis and assess its efficacy in facilitating remote learning.