

STUDY ON YOUTUBE INFLUENCE ON GENERATIONS Z AND ALPHA ONLINE BEHAVIOUR

Abstract

Gen Z (teenagers) and Gen alpha (pre-teens) are people who were born between 1995 and 2009 and 2009 to 2024. These youngsters and kids are raised with electronic gadgets and get exposure to smart phones from an early age. Recent pandemics have shifted offline leaning to online platforms, which has led to getting personal mobiles and tablets into the hands of young kids and teenagers since 2020. After attending an online school, these children and teenagers are constantly exposed to social media platforms such as Whatsapp, Facebook, Instagram, and YouTube. Working parents do not know about the online behaviour of their children, like what they watch, play and whom they get influenced by. The age of these teenagers and young kids is very sensitive as at this age the impact of role models and influencers is high on their behaviour. This descriptive research gives an overview of the current You Tube community and studies the good and bad influence of You Tubers on teenagers and young kids. The purpose of this chapter is to describe the world of youtubers, its pros and cons, and offer suggestions for parents whose kids and teenagers actively follow youtubers.

Keywords: Generation Z, youtubers, Electronic Gadgets, youngsters, online platforms.

Author

Dr. Priyadarshini Nidhan

Assistant Professor

Institute of Management Studies

DAVV

Indore, Madhya Pradesh, India.

priya_nidhan@rediffmail.com

I. INTRODUCTION

Gen Z (teenagers) and Gen alpha (pre-teens) are people who were born between 1995 and 2009 and 2009 to 2024. These youngsters and kids are raised with electronic gadgets and get exposure to smart phones from an early age. Recent pandemics have shifted offline leaning to online platforms, which has led to getting personal mobiles and tablets into the hands of young kids and teenagers since 2020. After attending an online school, these children and teenagers are constantly exposed to social media platforms such as Whatsapp, Facebook, Instagram, and YouTube. Working parents do not know about the online behaviour of their children, like what they watch, play and whom they get influenced by. The age of these teenagers and young kids is very sensitive as at this age the impact of role models and influencers is high on their behaviour. This descriptive research gives an overview of the current You Tube community and studies the good and bad influence of You Tubers on teenagers and young kids. The purpose of this chapter is to describe the world of youtubers, its pros and cons, and offer suggestions for parents whose kids and teenagers actively follow youtubers.

II. CONCEPTUAL FRAMEWORK

Nowadays, social media plays a critical role for the younger generation. Younger generations use social networking sites such as Facebook, YouTube, Instagram, Snapchat, and Pinterest, to browse and surf. They've even been addicted to internet game apps like Clash of Clans. People can use social media to find, create, share, collaborate, and organise content among themselves. Social media has a variety of effects on the lives of young people, both positive and negative. Gen Z spends an average of 163 minutes per day on social media and messaging platforms, according to the Global Web Index 2017 Q2 (Mander & Young, 2017). Facebook, YouTube, Instagram are few popular sites among teenagers and young kids. You tube is one of the most popular site among digital users due to vast number of videos available on it at free of cost and watching videos is one of the favourite online activity. YouTube is a video sharing and viewing platform that was created in 2005. YouTube allows users to upload their own films to their accounts, which is one of the main reasons why millions of people around the world are signing up for an account. Every minute, around 300 hours of video are posted to YouTube, with nearly 5 billion videos seen each day ("Youtube company statistics", 2016). Every month, about 1.5 billion people visit YouTube and log in to watch videos, according to YouTube's official blog (Matney, 2017). YouTube was created with the intention of allowing users to share user-generated videos on current and well-known events (Crick, 2016; Hopkins, 2006). Google eventually purchased YouTube in 2006. (Welbourne and Grant, 2016). By 2012, nearly two-thirds of people using the internet, 61 percent, had watched and shared a video on YouTube (Eckler and Bolls, 2011), and 70 percent of viewers were from outside the United States (Broderson et al., 2012). By 2019, YouTube will be the world's second most visited website (Alexa, 2019) and the web's largest video sharing platform (Alexa, 2019), with almost 100 hours of video content added every minute (Gaunt, 2015). YouTube has given viewers the flexibility to: Choose what and when to watch Comment on videos and rate them with likes and dislikes. Obtain on-demand access to similar and related videos and content; share and connect to specific content.

Gen Z and Gen Alpha Generation Z is a group of people who were born between 1995 and 2012 who grew up with the technologies, apps, and social media platforms that we

use today (Pringle, 2015). Generation Z is at ease with technology, and their preferred mode of social interaction is through social media (Pringle, 2015). Generation Z prefers to contact and interact with individuals they know through social media (Prakash Yadav&Rai, 2017). This generation has never known life without the Internet; they grew up in a technologically advanced society. They will own at least one social network since they need to stay in touch with their friends and family (Prakash Yadav&Rai, 2017). Generation Z noted it 42% of the time. Gen Alpha is next generation to gen Z, they are not on instagram, facebook and snapchat but they are very fond of watching videos and playing games dues to this they find youtube very entertaining and easily accessible. Generation alpha are unable to discriminate between ads and reality. As a result, children are frequently duped into believing misleading information (Moore & Lutz, 2000). YouTubers must be careful with their influence and material because their following are alpha kids which are prone to negatively influenced, according to a report published by the Dutch Ministry of Health and Consumers Association (2016). Teenagers' behaviour is influenced in different ways by YouTubers. Teenagers mimic the language, attire, and gestures of YouTube stars they observe in videos. YouTubers are typically older than the average viewer and are not afraid to curse and swear. This irritates parents whose children imitate the foul words. Videos about the popular game Minecraft are one example of where YouTubers swear a lot. Minecraft is a game in which players fight monsters and construct dwellings out of Lego-like pieces. Minecraft is extremely popular among primary school students, who turn to YouTube for assistance and game play methods. Many parents turn to the internet for help with their young children's television viewing habits.

III. LITERATURE REVIEW

Westenberg 2016 found in his research that teenagers are watching you tube videos daily and more of fan of you tubers rather than traditional celebrities, subconsciously they influence buying behaviour of teenagers, children copy their abusive language and bad behaviour. According to Anish 2020, YouTube as a platform is constantly growing, and popular youtubers influence the target audience to do brand promotion of specific products and companies. According to David 2020's research, when people decide to watch a video on YouTube, they are more likely to watch video content. Yasaroglu and Boylu 2020 found in their study that more than half of parents believe that the ideals of the programming their children see violate their own morals. The struggle between parents' and children's priorities, as well as parents' tendency to maintain their values, can explain this paradox. Prasad (2018) mentioned in his study that YouTube is a very popular and effective platform for both content creators and users. It lets anyone all around the world post and share any video. It has now become a popular tool for marketers to launch and promote their products and services.

IV. CONCLUSION

According to research study, YouTube has surpassed television as a favourite among pre-teens and teenagers. Every day, they watch videos and subscribe to the channels of their favourite YouTubers. The majority of people watch videos for enjoyment, with game reviews and educational films following closely behind. Many of them claim to never having created their own YouTube channel, but they do subscribe to the channels of their favourite youtubers. They admit to emulating their fashion and language because of their influence. Many parents are oblivious of the YouTube community and what their children do online,

despite the fact that it is such a significant part of their life. Parents of Gen Z and Gen Alpha are advised to keep an eye on the stuff their children consume.

REFERENCES

- [1] Westenberg Wilma, "The influence of you tubers on teenagers life", September 2016, Master thesis, university of twente.
- [2] Padhi Anish, "Impact of youtube influencers on consumer buying behaviour of the gadgets", European journal of molecular & clinical medicine, volume 08, issue 02, 2021, ISSN 25158260.
- [3] Foster David, 2020, "Factors influencing the popularity of you tube videos and users decisions to watch them", University of Wolverhampton.
- [4] YasarogluCihat, Boylu Mehmet, December 2020, "Youtubers effect on children values: Parents views", vol. 7 No. 4, ISSN: 1857-6036.
- [5] Daniel & Christian, Nov. 2020, "Influencers on youtube: a quantitative study on young people's use and perception of videos about political and societal topics, Springer, current psychology.
- [6] Mlodkowskbianka, June 2019, "Influencers on instagram and you tube and their impact on consumer behaviour", Journal of marketing and consumer behaviour in emerging markets.
- [7] Prasad Ramya, july 2018, "Youtube videos as an effective medium in branding- a study among urban women in Mysuru city", International journal of mechanical engineering and technology (IJMET), volume 9, issue 7, pp. 397-408, IISN P: 0976-6340, ISSN online: 0976-6359.
- [8] Shin, Yee, Wen Theng, Yen, Jan 2018, "The impact of social media (You Tube) towards the behavioural change of generation Z in subangjaya, University tunkuabdul Rahman
- [9] Holland Margaret, 2016, "How youtube developed into a successful platform for usergenerated content", Elon journal of undergraduate research in communications, vol. 7.
- [10] https://essay.utwente.nl/71094/1/Westenberg_MA_BMS.pdf
- [11] https://ejmcm.com/article_7381_fcf5a063755dd74d3efb7255b104aa90.pdf
- [12] <https://wlv.openrepository.com/bitstream/handle>
- [13] <https://files.eric.ed.gov/fulltext/EJ1284614.pdf>
- [14] www.mdpi.com/journal/sustainability
- [15] https://iaeme.com/MasterAdmin/Journal_uploads/IJMET/VOLUME_9_ISSUE_7/IJMET_09_07_044.pdf
- [16] http://eprints.utar.edu.my/3354/1/fyp_PR_HWS_2018.pdf
- [17] <https://www.elon.edu/u/academics/communications/journal>
- [18] <http://dx.doi.org/10.19044/ejes.v7no4a1>
- [19] <https://doi.org/10.1007/s12144-020-01164-7>