

## THE USAGE OF YOUTUBE IN SHARING INFORMATION

Siti Aisyah Zamri  
*Faculty of Information Management  
Universiti Teknologi MARA (UiTM)  
Puncak Perdana Campus  
UiTM Selangor, Malaysia*

### Abstract

YouTube is one of the sharing platform that provide a lot of information for the user. People can get the information they needed through their searching on YouTube. The aim of this study is to discuss regarding the information shared on YouTube and the usage itself. Three parts on the usage of YouTube are functional use, compulsive use and symptomatic use.

**Keywords:** YouTube, usage, information, functional, compulsive, symptomatic

### 1. Introduction

The usage of YouTube in sharing information can be divided into three parts that are in functional use (Emily, 2018), compulsive use (Khan, 2014) and symptomatic use (Krauss et.al., 2017). Functional use is the usage of YouTube that can be useful for other person in order to find information. Compulsive use is doing something a lot and unable to stop doing it or addiction to something. For symptomatic use, it can be defined as a cause for something to happen or exist due to the action or behavior.

### 2. Literature Review

#### 2.1 The Usage of YouTube in sharing information

##### 2.1.1 Functional Use

According to Dubey et.al. (2013), this article said about the use of YouTube to general public in providing information as a resource on West Nile Virus infection. However, Jung (2015) said YouTube can be used to examine the cultural and role differences of variance and a series of the multiple regression analysis among university students and educators. Almobarraz (2018) said YouTube can be used to explore the perceptions, attitudes and experiences of undergraduate students as an information to support their learning. YouTube can emphasize the need for an increase in evidence-based, peer reviewed videos addressing the treatment of psoriasis that are easily accessible to the patients ((Lenczowski,2018). Through our research, we found that YouTube can be very useful for some people to gain information about the particular fields that can be very useful for them.

##### 2.1.2 Compulsive Use

YouTube present life stories to learn about how extensive users experience use of YouTube and how they manage it (Klobas et.al., 2018). According Khan (2014), to seek reason for some videos that going viral over YouTube among users' social and non-social capital. However, Thapa et.al. (2018) said videos contained on YouTube had misleading information and only some had very useful information regarding the attention deficit hyperactivity disorder. Based on our research, we found that YouTube can be a very dangerous platform for users because it can lead them become addicted and user have to become well-managed person to prevent them from addiction on YouTube.

### 2.1.3 Symptomatic Use

According to Camm et.al. (2013), the usage of YouTube is to assess the quality of videos relating the heart sounds and murmurs contained on YouTube but the unregulated nature of the information contained on YouTube is dangerous for those seeking for online information, however no studies have examined the content and accessibility of YouTube videos about marijuana edibles for youth (Krauss et.al., 2017). YouTube can be used to identify the profile of toddler online viewers based on child, parent and family related characteristic and revealing predictors that might explain higher online exposure but it lacked of professional selection and display of commercial content, ignoring the well-established advertising safeguards (Elias, 2017). Based on the finding, YouTube can be very dangerous as users should be aware when using it because it may provide some information that is less accurate for the user

Table 1 show the analysis of review from the previous study about the usage of YouTube in sharing information. Based on the studies, most of the research discussed about functional use. Meanwhile, compulsive use and symptomatic use has similar number of discussed by researcher.

Table 1. Analysis of Review on Usage of YouTube in Sharing Information

Authors	Functional Use	Compulsive Use	Symptomatic Use
Dubey et.al., (2013)	✓		
Camm et.al., (2013)			✓
Krauss et.al., (2017)			✓
Klobas et.al., (2018)		✓	
Veletsianos et.al., (2018)			

Almobarraz, (2018)	✓		
Khan & Vong, (2014)		✓	
Jung & Lee, (2015)	✓		
Lenczowski & Dahiya, (2018)	✓		
Thapa et.al., (2018)		✓	
Elias & Sulkin, (2017)			✓
Sones et.al., (2016)			
Kataja et.al., (2018)			
Yang et.al., (2017)			
Wendt et.al., (2016)			

### 3. Conclusion

In conclusion, YouTube is one of the platforms that contains a significant amount of useful information for the user. User can use YouTube in searching the information needed. However, YouTube can give negative effect for the user. User should aware of the negative things in YouTube and know how to use and manage YouTube well.

### References

- Abdullah Almobarraz, (2018) "Utilization of YouTube as an information resource to support university courses", The Electronic Library, Vol. 36 Issue: 1, pp.71-81, <https://doi.org/10.1108/EL-04-2016-0087>
- Camm, C. F. et.al. (2013). Clinical Investigations A Quality Assessment of Cardiac Auscultation Material on YouTube, 81(Table 1), 77–81. <https://doi.org/10.1002/clc.22080>
- Dubey et.al. (2014). Analysis of YouTube as a Source of Information for West Nile Virus Infection., 12(3), 129–132. <https://doi.org/10.3121/cmr.2013.1194>

- Elias, N., & Sulkin, I. (2017). YouTube viewers in diapers: An exploration of factors associated with amount of toddlers' online viewing, <https://dx.doi.org/10.5817/CP2017-3-2>
- Gohar Feroz Khan, Sokha Vong, (2014) "Virality over YouTube: an empirical analysis", Internet Research, Vol. 24 Issue: 5, pp.629-647, <https://doi.org/10.1108/IntR-05-2013-0085>
- Jung, I., & Lee, Y. (2015). YouTube acceptance by university educators and students: a cross-cultural perspective, 52(3), 243–253. <http://dx.doi.org/10.1080/14703297.2013.805986>
- Kati Kataja, et.al.(2018) "Sharing risk experiences of polydrug use on YouTube", Drugs and Alcohol Today, Vol. 18 Issue: 3, pp.188-197, <https://doi.org/10.1108/DAT-03-2018-0013>
- Klobas, J. E. et.al. (2018). Problematic and extensive YouTube use: first hand reports. <https://doi.org/10.1108/OIR-01-2018-0032>
- Krauss et.al. (2015). "It Takes Longer, but When It Hits You It Hits You!": Videos About Marijuana Edibles on YouTube ABSTRACT.
- Lenczowski, Emily & Madhu Dahiya (2018). Psoriasis and the Digital Landscape: YouTube as an Information Source for Patients and Medical Professionals, 11(3), 36–39.
- Sones, Matthew et.al. (2016). Environmental Health Promotion on a Budget: Leveraging the power of YouTube to Reach Millions of People.
- Thapa, P., et.al. (2018). YouTube lens to attention deficit hyperactivity disorder: a social media analysis, 1–7. <https://doi.org/10.1186/s13104-018-3962-9>
- Veletsianos, G. et.al. (2018). Public comment sentiment on educational videos: Understanding the effects of presenter gender, video format, threading, and moderation on YouTube TED talk comments, 1–22. <https://doi.org/10.1371/journal.pone.0197331>
- Wendt, L. M., et.al. (2016). Product advertising and viral stealth marketing in online videos A description and comparison of comments on YouTube. <https://doi.org/10.1108/AJIM-11-2015-0174>
- Yang, Keng-Chieh (2017). Consumer attitudes toward online video advertisement: YouTube as a platform. <https://doi.org/10.1108/K-03-2016-0038>