

Analysis of the YouTube Videos Related to Digital Library

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Abstract

YouTube plays an important role in today's life, as people search for different information, queries, or tutorial videos on the platform. YouTube is one of the most trending social media platforms among the people, which provides an open platform to the content creator to share their knowledge and ideas worldwide. The main purpose of this study is to analyse YouTube videos that are related to the digital library. Dataset for evaluating the videos related to the digital library was extracted using Webometric Analyst software, by creating YouTube API. The software retrieved a total of 518 videos. After completion of the extraction process from the software, a manual verification was carried out to filter out spam videos; after filtering, 507 videos were found relevant and were considered for the analysis.

Keywords: YouTube Videos, Analysis of YouTube Videos, Digital Library Videos, YouTube, Online Videos, Content Analysis

Introduction

With the enormous growth of technology, our lifestyle is also changing rapidly. Directly or indirectly, all of us are totally dependent on technology. It can be easily said that social networking platforms are one of the best gifts of technology. At present, social media is one of the most trending communication media among people, through which one can share their skills, knowledge, and thoughts with different people in different ways. YouTube is one such medium. YouTube plays a vital role in our present life as we search for different information, queries, or tutorial videos on YouTube. It is the largest video content provider in the world, which provides an open platform for sharing multimedia information. This

study has been carried out to analyse YouTube videos that are mainly related to the digital library. A digital library provides significant improvement to library services. It helps the library staff to solve problems that are related to the print-based collection of a traditional library. It improves information retrieval processes and enhances the document delivery capabilities. It can be mentioned that a digital library can be the best way to provide library services during a pandemic.

Previous Studies

Different researchers have carried out different studies, considering YouTube as the base. Among those, Parabhoi and Pareek (2019) examined the characteristics of YouTube videos related to the DSpace software, which is an open-source digital library software. He found a total of 270 videos related to DSpace; 214 videos had audio, whereas 56 had no audio output. Most of the videos were about an introduction to DSpace and the installation procedure of the software. From this study, they noticed that the videos having DSpace installation has a greater impact on people. Parabhoi and Chand (2018) analysed YouTube videos related to Drupal, Joomla, and WordPress, which are content management systems (CMS). In the study, they found a total of 1,785 videos related to three CMS. Out of this, 616 were related to Joomla, 586 videos were related to WordPress, and the remaining 583 videos were related to Drupal. The study also observed that a majority (93%) of videos had a YouTube license, whereas 7% of the videos were under the Creative Commons license. About 959 videos were shorter than 10 minutes. Kousha, Thelwall and Abdoli (2012) studied YouTube videos and discussed the impact of online videos in academic publications. Their study explored the extent to which YouTube videos are cited in

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academic publications. In the study, they found that a total of 1,808 Scopus publications cited at least one YouTube video, and there was a steady upwards growth in citing online videos in scholarly publications, from 2006 to 2011. Gayakwad, Patankar and Mane (2020) analysed YouTube data on trending videos. The analysis was done with user features such as views, comments, likes, and dislikes.

Objectives of the Study

The main objective of this study is to analyse the YouTube videos related to the digital library. The specific objectives are as follows:

- To find out the number of videos available on the YouTube platform that are related to the digital library.
- To analyse the year-wise growth of YouTube videos related to the digital library.
- To find out the video with the highest number of views.
- To find out the video with the highest number of likes and comments.
- To find out the longest video available on the YouTube platform, and so on.

Methodology Adopted

For conducting the study, data were extracted from the Webometrics Analyst software (<http://lexiurl.wlv.ac.uk/>). The search term 'Digital Library' was entered in the query or ID search option of the Webometrics Analyst software. The software retrieved a total of 518 videos; however, only 507 videos were found pertaining to information related to the digital library. A total of 11 videos were excluded, as those videos were not relevant to the present study.

Data Analysis and Results

Growth of YouTube Videos Related to the Digital Library

The year-wise distribution of YouTube videos related to the digital library during the year 2008 to 2020 is shown

in Fig. 1. Out of 507 videos, a majority (272) of the videos were uploaded in the last year, i.e., in 2020, whereas only four videos were uploaded in the year 2008. The growth of online videos related to the digital library was not stable; it fluctuated. The range of the videos published per year throughout the time of study was between four and 272. Though the growth of videos fluctuated, in the year 2017 it reached a peak; and from 2017-2020, the growth rate of YouTube videos was upwards.

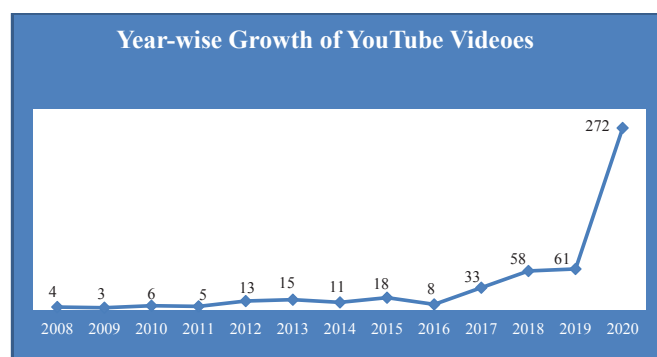


Fig. 1: Year-Wise Distribution of YouTube Videos

Video License

Fig. 2 illustrates the number of videos with a license. From the analysis, it is found that out of a total of 507 YouTube videos related to the digital library, a majority (480) or 95% of the videos have a YouTube license, whereas only 27 or 5% of the videos have a Creative Commons license.

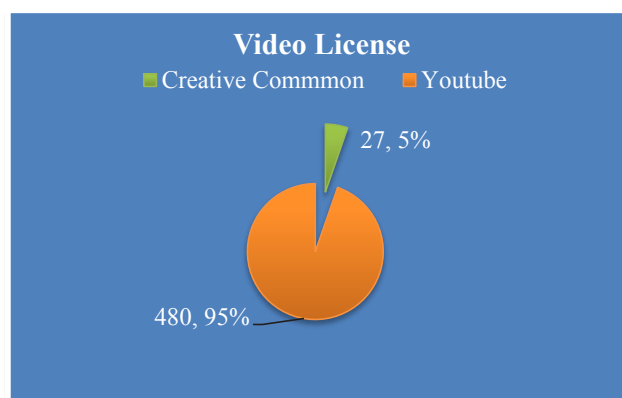


Fig. 2: Video License

Video Quality

Fig. 3 displays the different qualities of the YouTube

videos related to the digital library. Out of 507 videos, 429 or 85% of the videos were high definition (HD) videos, whereas 78 or 15% were standard definition (SD) videos.

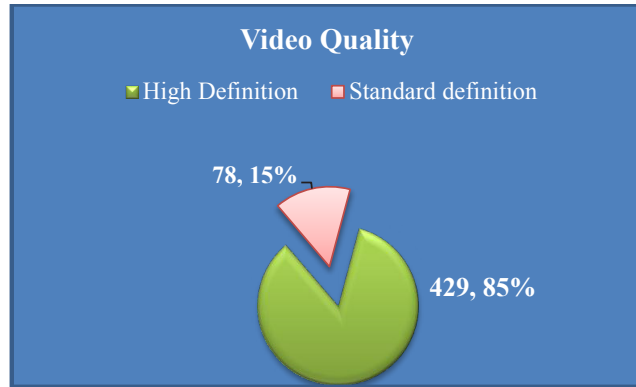


Fig. 3: Video Quality

Views

From Table 1, it can be stated that a majority (245) of videos have less than 500 views, followed by 218 videos with a view of more than 500 but less than 10,000, and only 44 videos with more than 10,000 views.

Table 1: Distribution of Views

Views	Total Number of Videos
> 500 views	245
500-10,000 views	218
10,000 views <	44

Top 10 Videos with Highest Views

Table 2 lists the top 10 most-viewed videos related to the digital library, which were extracted from YouTube. The most viewed video title is 'Digital Library | Puraniks City Neral', by the channel Puranik Builders, with 8,40,818 views. OverDrive's video title 'Library Digital Collection (Getting Started)' is in the 2nd position, followed by Lipun Odia TV's video title 'Kalia yojana 3rd phase money transfer final date | National Digital library of India For All Students', with 3,35,950 and 1,82,067 views,

respectively.

Table 2: Top 10 Videos with Highest Views

Rank	Title of the Videos	Name of the Channels	Total Views
1	Digital Library Puraniks City Neral	Puranik Builders	8,40,818
2	Library Digital Collection (Getting Started)	OverDrive	3,35,950
3	Kalia yojana 3 rd Phase money transfer final date National Digital Library of India For All Students	Lipun Odia TV	1,82,067
4	Kalia yojana 3 rd list final date Odisha 7 th June 2020 National Digital library of India For All Student	Odisha Choice	1,36,618
5	MDPLS: Online Library	MiamiDa-deTV	1,20,787
6	"I-EA-T e-Library"	Industrial Estate Authority of Thailand	1,00,888
7	Library Management System	Nevon Projects	98,315
8	National Digital Library of India – Read 6.5 Million Books For Free	Ajab Gajab	94,852
9	Check Out the World Digital Library	VOA Learning English	65,662
10	Nintendo Switch – Skylanders Imaginators: Digital Library – How it Works!	PortalPowerTV	64,134

Likes

Top 10 Liked Videos

Table 3 lists the top 10 most-liked YouTube videos related to the digital library. The data reveals that the video title 'Kalia yojana 3rd phase money transfer final date | National Digital Library of India For All Students', by the channel

Lipun Odia TV, has the highest (4,134) numbers of likes, followed by the titles ‘kalia yojana 3rd list final date Odisha | 7th June 2020 | National Digital Library of India

For All Students’ by Odisha Choice and ‘National Digital Library of India – Read 6.5 Million Books For Free’ by Ajab Gajab, with 1,325 and 1,273 likes, respectively.

Table 3: Top 10 Liked Videos

Rank	Title of the Video	Name of the Channel	Total Likes
1	Kalia yojana 3 rd Phase money transfer final date National Digital library of India For All Students	Lipun Odia TV	4,134
2	Kalia yojana 3 rd list final date Odisha 7 th June 2020 National Digital Library of India For All Students	Odisha Choice	1,325
3	National Digital Library of India – Read 6.5 Million Books For Free	Ajab Gajab	1,273
4	004 Class 5 introduce yourself to plz our digital library @www.digitale-school.in	Digital e-School Foundation	1,246
5	NARENDRA MODI: for students ONLINE facility AI Facility, National Digital Library, NEP 2020	EDUcare Karnataka	1,193
6	FREE Online Library to Learn German + GIVEAWAY	Bharat in Germany!	8,22
7	National Digital Library of India – NDLI – Explained – In Hindi	TECH BULU	7,97
8	National Digital Library of India in Telugu How to Read Free Telugu Books In Online Telugu NDL	I Learn Everyday	6,74
9	DNS: Traditional Knowledge Digital Library	Dhyeya IAS	6,25
10	My Failures My Journey My Experience My Story Why UPSC Digital Library UPSC Motivation	UPSC Digital Library	6,14

Comments

Top 10 Videos with Highest Comment

Table 4 lists the top 10 videos related to the digital library with the highest number of comments. From the table, it can be stated that the video titled ‘Future of UPSC

Digital Library is in your Hand now! Why I might stop and start teaching in Villages’ has the highest (211) number of comments and tops the list, followed by the video title ‘Digital Homicide Library Review’ and ‘Nintendo Switch – Skylanders Imaginators: Digital Library – How it Works!’, with 199 and 194 comments, respectively.

Table 4: Top 10 Videos with Highest Comment

Title of the Video	Name of the Channel	Total Comments
Future of UPSC Digital Library is in your Hand now! Why I might stop and start teaching in Villages	UPSC Digital Library	211
Digital Homicide Library Review	Darklordjadowl	199
Nintendo Switch – Skylanders Imaginators: Digital Library – How it Works!	PortalPowerTV	194
Skylanders Imaginators on Nintendo Switch – Digital Library Does NOT hold enough characters.	PortalPowerTV	193
My Failures My Journey My Experience My Story Why UPSC Digital Library UPSC Motivation	UPSC Digital Library	177
Kalia yojana 3 rd Phase money transfer final date National Digital Library of India For All Students	Lipun Odia TV	131
NARENDRA MODI: for students ONLINE facility AI Facility, National Digital Library, NEP 2020	EDUcare Karnataka	109
Kalia yojana 3 rd list final date Odisha 7 th June 2020 National Digital Library of India For All Students	Odisha Choice	103
National Digital Library of India – Read 6.5 Million Books For Free	Ajab Gajab	97
G.O.O.D. Digital Library	Step One Survival	72

Duration

Longest Videos

Table 5 lists the top 10 longest videos related to the digital library. The video titled ‘Creating Digital

Library by Using Open Source Software DSPACE: Basic to Advance’, by the channel ‘Rajarshi Chhatrapati Shahu College, Kolhapur’, is the longest video related to the digital library, which has been found on YouTube.

Table 5: Top 10 Longest Videos

<i>Title of the Video</i>	<i>Name of the Channel</i>	<i>Duration (Minutes)</i>
Creating Digital Library by Using Open Source Software DSPACE: Basic to Advance	Rajarshi Chhatrapati Shahu College, Kolhapur	175
Online Library Help: Best Practices in Digital Reference Services	REGALO Touching Lives	170.39
India Webinar Series: Role of Digital Library & Impact on Researchers in Covid-19 Period	McGraw Hill Pro	146.18
EXPLORING ONLINE DATABASES with special emphasis on NDLI (National Digital Library of India) For Col	MURALIDHAR GIRLS’ COLLEGE Video Channel	143.20
BLW ZONE J VIRTUAL CHURCH	none	135.47
Relevance of Online Teaching & Role of Digital Library in Present Scenario	information center	124.33
Shibabroto Banerjee	none	119.27
PASTOR CHRIS DIGITAL LIBRARY USERS AND SUBSCRIBERS CONFERENCE.	Christ Embassy Pretoria	119.17
National Level Webinar on N-List and National Digital Library	MKT Craft	119.12
Initiatives by National Digital Library of India: Boost for Academic Community in India MPLA Webinar	Madhya Pradesh Library Association	110.14

Findings and Conclusion

Webometrics Analyst software extracted a total of 518 videos related to the digital library uploaded on the YouTube platform. However, only 507 videos were found pertaining to information related to the digital library; these videos were taken for the analysis. The findings of the study indicate that the growth of online videos related to the digital library was not stable; it fluctuated. The range of the videos published per year throughout the time of study was between four and 272. Though the growth of videos fluctuated, in the year 2017 it reached a peak; and from 2017-2020 the growth rate of YouTube videos was upwards. The highest number of videos were posted in high definition (HD) with a standard YouTube license. The video title ‘Digital Library | Puraniks City Neral’, by the channel Puranik Builders, was found to be the most viewed video, with 8,40,818 number of total views. The video titled ‘Creating Digital Library by Using Open Source Software DSPACE: Basic to Advance’, by the channel Rajarshi Chhatrapati Shahu College, Kolhapur,

was found to be the longest video related to the digital library uploaded on the YouTube platform. From the analysis, we can expect more videos related to the digital library, as the growth rate is increasing year by year; in the last year, i.e., in the year 2020, the highest number of videos were uploaded.

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