# The Effectiveness of Using Streaming Videos as A Learning Medium

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## ABSTRACT

This is a study that examines on live-streaming videos for educational programs towards students. The trend that the researchers choose to examine is regarding the impact on live streaming video educational program towards students as well as teenagers. The creation and use of digital web-based video is now open to non-specialist educators and even learners themselves. It has the potential of becoming a routine component of online education and e-learning. Although conventional (analogue) film and video have a long history in tertiary education, their widespread use was always limited by production costs and delivery difficulties. However, production costs have now fallen with the emergence of high-quality, easy-to-use cameras and desktop video editing software aimed at the domestic market. Delivery has similarly been revolutionized by the growth of the web as an educational medium together with the rapid uptake of web-based video streaming technologies. From a learning and teaching perspective, the challenge for academics is how to use these new technologies in ways that are pedagogically appropriate and sensitive to their student's needs and learning context. The choices with video streaming are intrinsically different from those of earlier video technologies.

Keywords: streaming, video streaming, education, learning

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## INTRODUCTION

Streaming media is a technique for transferring data so that it can be processed as a steady and continuous stream. Streaming technologies rise to become essential in daily life along with the growth of the Internet because most users do not have sufficient access needed to download large files quickly. The client browser or plug-in can start displaying the data before the entire file has been transmitted. In order to make it work, the client side which is going to receive the data must be able to collect the data and send it as a steady stream to the application that is processing the data and converting it to sound or pictures. If the streaming client receives data quicker than required, the excess data will be saved in a buffer. If the data is not being sent quickly enough, the presentation of the data will not be smooth. Usually Malaysian experienced that kind of situation when it comes to the Internet. The young generation now are more tech-savvy and Internet-savvy. This has encouraged the use of streaming media in education.

The Internet and technological innovations has brought wonders to the education world. Everyone can have access to these streaming videos provided as long as they have Internet connection and a computer. The use of video in teaching is a common practice in education today. It is another alternative to make learning become more interesting for students rather than sticking with the conventional method. With the Internet, learning has become much easier. One-click and you will have access to almost everything. You will gain more knowledge and have better understanding on the subject. It is like one-on-one learning but virtually.

"Oh My English!" is becoming a phenomena in Malaysia. It is one of educational television programme that has gained popularity. It has made full use of the media to deliver knowledge in an interesting approach. A lot of educational television programmes has been produced in Malaysia but this kind of programme rarely gained such popularity.

## PROBLEM STATEMENT

The use of streaming videos has been widely spread, and it is now has been used in more ways than just pure entertainment. Spreading of news is a way to communicate and the one we are trying to find out as a medium of learning. Oh My English! has started a programme on television to educate Malaysians, especially students to learn better English. The thing is, they do not only use the television, they also used streaming videos to let their viewers catch up with the episodes. If they missed any through their website or Astro On The Go In using streaming videos, problems has arisen that we need to find solutions in order to make sure that this medium can be accepted in learning. As this is still considered a new way of learning, teachers and institutions alike have to find out ways to attract students to learn from streaming videos. When there are students who have accepted streaming videos as a method to study, another problem arises is the effectiveness of using streaming videos. This is because streaming video acts as a one-way teaching medium, where there is no Q&A session after each lesson. Thus, brought another issue to be attended to find out how to maximize the effectiveness of using streaming videos. All these questions will be answered as we progress further in the study.

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The researcher's main purpose of this research is to determine the implication of using streaming videos as a learning medium among students. From a nonparticipant observation, the researcher sees that the emergence of new media has affected parts of the learning process. Since the internet has become a relatively popular media compared to conventional ones, the researcher wanted to find ways to attract students to use streaming videos as a way to learn. As this may help students to utilize the new media completely instead of spending time on social networking sites alone. As the researcher sees potential in learning through streaming videos, it is necessary to find out the effectiveness of this learning method for students. This means not only whether the students can absorb the knowledge or not, but also whether it is convenient to use streaming videos as a learning medium.

## RESEARCH QUESTION
1. What are the implications of using streaming videos as a learning medium?
2. What are the ways to attract students to use streaming videos as a way to learn?
3. How effective is using streaming videos on conventional education?

## RESEARCH OBJECTIVES
1. To find out the implications of using streaming videos as a learning medium.
2. To determine the ways to attract students to use streaming videos as a way to learn.
3. To study the effectiveness of using streaming videos on conventional education.

## RESEARCH METHODOLOGY
Qualitative research is intended to penetrate to the deeper significance that the subject of the research ascribes to the topic being researched (Vithalrao, 2012). The outcome of the research will be more detailed and subjective. Qualitative research refers to the meanings, concepts, definitions, characteristics, metaphors, symbols and descriptions of things. According to Polkinghorne (2005), qualitative research is an inquiry aimed at describing and clarifying human experience as it appears in people's lives. Researchers using qualitative methods to gather data that serve as evidence for their research will usually work closely with their subject. Qualitative data are gathered primarily in the form of spoken or written language rather than in the form of numbers. Possible data sources are interviews with participants, observations, documents, and artifacts. The data are usually transformed into written text for analytic use.

This research using in-depth interview as a research method for data collection. In-depth interviews are a qualitative research technique that involves conducting intensive individual interviews with a small number of respondents to explore their perspectives on a particular idea, program, or situation (Boyce & Neale, 2006). Data that have been collected earlier will be in an organized manner if the thematic analysis is used. This will then lessen any confusion in data. The whole content of the research must be linked to each other so that there will be continuity from the beginning to the end. Understanding can easily be achieved although people who read the research may not be a researcher if the research is organized properly.

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## FINDINGS AND DISCUSSION
### RO1: To find out the implications of using streaming videos as a learning medium

Since today's students are using smartphones with an internet connection, they are able to access the internet anywhere and anytime. The use of streaming videos in learning requires an internet connection, and most smartphones are able to do so. There are times when the respondents have forgotten something that they learn, and doing a revision using streaming videos makes it easier for them to remember what they have learned because they can pause and repeat the video many times until they have understood the subject completely. According to Eemir, she said that streaming video makes learning easier due to the easiness of getting and watching the videos since it can be done through her phone. And since mobile phones today are connected to the internet, video can be watched anywhere and anytime, which means instant information is always in her hands. This statement is also agreed by another respondent, who said that whenever she forgot what she has learned, she can just find it on YouTube, due to the simplicity of typing what you are looking and clicking the word search.

### R02: To determine the ways to attract students to use streaming videos as a way to learn

The students said that since the streaming video offers moving visuals and sound, it helps in making streaming videos more interesting, thus attracting the students to use it as a way to learn. The videos also have unlimited colours, plus a detailed explanation is easier to be done with streaming videos, which makes it easier for them to remember what they are learning. Another respondent said that the streaming video can be repeated many times, can be fast forward or skipped a part altogether. According to our respondents, the visual aid provided by streaming videos is what is attractive in using this medium as a way to learn. They also said that since streaming videos have vibrant colors with attractive sound, made them think that streaming videos are attractive as a medium of learning.

### RO3: To study the effectiveness of using streaming videos on conventional education

From the research, most of our respondents think that streaming video is a good way to revise what they have learn in class, which means that streaming video works best as a tool in conventional learning. This is because streaming video usually do not provide the theory, but it helps the students in understanding the theory better. After the research, we find out that certain people still preferred the conventional method. They said this is because they think the class environment, together with the presence of an educator makes them think that it is easier to learn from the research. There are people who preferred streaming video than conventional learning methods due to its availability, ease of access and the presentation offered by the videos. They also think that the videos give faster result as it provides a hands-on experience.

## CONCLUSION
We can conclude that streaming video is an aid to learning something, as it helps students to understand what they have learned better. This is due to the visual aid provided by the videos, which it is not plain image, but moving animation, with a detailed explanation, plus with certain sounds to make learning more fun. Based on the research that was done, the researcher has

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found out that education through streaming videos give a positive impact, especially on Malaysia's young children. Streaming videos contain a lot of information that future generations can gain knowledge and information.

Sometimes, the students want to learn something but they don't know anyone nearby who can teach them. In this situation, streaming videos usually provided tutorials and how-to made by people who are already experts in what they shared on the streaming videos. There's no need to go look everywhere for someone who can teach them, instead, they can just type a few words in the search engine, and they can get a video tutorial. As explained earlier, streaming videos enable students to learn something from someone far away. It is different from reading the instructions, with streaming videos they can see how it has actually been done, and they can have a better understanding than by just reading it. Streaming videos also helped the students to get clearer views of what they have learned. When the students have learned the theories in class, they can only listen to the educators describing it, but with streaming videos, they will be able to see how it really is.

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