

INFLUENCE OF EDUCATIONAL YOUTUBE VIDEOS ON IMPROVING PROFICIENCY IN SCIENCE SUBJECTS OF GRADE 11 HUMANITIES AND SOCIAL SCIENCES STUDENTS

ABSTRACT

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DISCIPLINE

Education

KEYWORDS

*youtube educational videos;
multimedia learning; content
quality; learning outcomes;
digital learning tools; student
engagement*

ARTICLE ID

AASGBCPJMR-B23452

YouTube has become a leading platform for educational videos, providing students with accessible and engaging learning materials. This study is anchored in Richard Mayer's Multimedia Learning Theory (1997), which posits that students learn more effectively through a combination of visual and auditory input rather than through text alone. The purpose of this study is to examine the effectiveness and impact of educational YouTube videos on students' learning experiences. The researchers utilized an evaluative research method combined with quota sampling to assess the effectiveness of YouTube as a learning tool. Data were collected through a survey questionnaire administered to 113 Humanities and Social Sciences students at Bestlink College of the Philippines. The responses were analyzed using statistical tools to quantify student feedback and evaluate the overall impact of educational YouTube videos on their learning. The findings reveal that students perceive YouTube educational videos as highly efficient, particularly in terms of accessibility (weighted mean = 3.29), content quality (3.36), and presentation style (3.33), all of which were rated as "Highly Efficient." In terms of influence, the students also expressed strong agreement regarding the videos' reliability (3.30), engagement level (3.29), and impact on learning outcomes (3.26), each classified as "Highly Influential." The most frequently reported challenge faced by students was slow internet connectivity, which affected their access to the content. YouTube educational videos were found to be highly efficient in terms of accessibility, content quality, and presentation style, and highly influential based on their reliability, impact on learning outcomes, and engagement level. In light of these results, it is recommended that students incorporate educational YouTube videos into their study routines, while teachers integrate them into classroom instruction to enhance learning experiences. Additionally, the school is encouraged to develop programs that promote the responsible and effective use of digital learning resources, including YouTube videos, to support academic success.

RECOMMENDED CITATION

Almanzor, R., Brita, J. A., Lacsamana, J., Pepito, J. R., & Tamayo, M. B. (2025). Influence of Educational YouTube Videos on Improving Proficiency in Science Subjects of Grade 11 Humanities and Social Sciences Students. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(4), 27.