

THE INFLUENCE OF YOUTUBE PLATFORM IN CULTIVATING THE COMMUNICATION SKILLS OF THE SELECTED STUDENTS AT MATER REDEMPTORIS COLLEGIUM

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Abstract

YouTube is one of humanity's greatest discoveries, especially for students looking to watch a video lesson that will help them improve their communication skills. Students browse the site every day to learn about new topics, and these video makers may be there to supply them with the information they prefer. The purpose of this research paper is to study the influence of YouTube on cultivating the communication skills of the selected students at Mater Redemptoris Collegium. It reveals if there is a significant relationship between the YouTube platform and the level of cultivating the communication skills of the selected students at Mater Redemptoris Collegium. Participants in the study were twelve (12) selected students from first year to fourth year at Mater Redemptoris Collegium. This study used a phenomenological survey, and participants were given survey questionnaires through Google Form to determine the influence of the YouTube platform on the communication skills of the selected students at Mater Redemptoris Collegium. Overall, it provides students with access to digital media, visual aids, interactive methods of learning, and self-paced learning. YouTube is a great tool for students to develop their communication skills, as it provides many learning techniques and adapts to different learning types. Consequently, this study is valuable and significant to the proponent, who has an interest in learning about the influence of the YouTube platform on communication skills development. Secondly, the Mater Redemptoris Collegium would help the institution examine the existing state of the school curriculum in terms of student performance. Thirdly, this study could be used as a reference to help students grasp more about the role of YouTube as an additional learning platform in developing their communication abilities. Lastly, the concepts offered may be utilized as reference data in future studies or to assess the validity of other relevant discoveries.

Keywords: YouTube Platform, Cultivating, Communication Skills, Video Lesson

INTRODUCTION

We are living in a digital era where technology and the internet are ubiquitous. As technology advanced and made everything available in one click, many people became so advanced that they relied more on human advancement. We also can't live without it because it has become such a crucial component of our lives. Additionally, the internet is a creation of cutting-edge science and contemporary technology. Tutoring or relying on another person is one of the solutions people think of; this is often the idea that parents have for their children, even when they are out of their presence. They can still be certain that their children are in the focus of study. But this method or solution was not 100 percent effective for most students out there, especially when they were adults like those in college. Today, most college students prefer to study alone most of the time. They prefer to be focused in a quiet and vivacious atmosphere for study. A typical college student holds one technology in their hand, like a mobile phone, as their partner in studying and in their daily lives. Most likely, teenagers are college students who are more

engaged in using the internet, specifically the YouTube platform. They often use it as a source of entertainment and knowledge. Since it's a free platform, they can access it anytime and anywhere by means of an internet connection. According to The Top 500 Sites on the Web (2019), YouTube is also the second-most visited site in the world, after only Google. Over 1.9 billion people access YouTube each month, making it the most popular video content platform in the world (YouTube for Press, 2019). In addition, we have constant access to the internet and one of humanity's greatest discoveries in a world where everything is changing quickly is YouTube, especially for students looking to view a video lesson that may aid in cultivating their communication skills. How-to videos and educational videos have long been available on YouTube. Eighty-seven percent (87%) of users said YouTube is useful in figuring out how to execute something they've never done before, according to a recent Pew Research poll conducted in 2018. Every day, viewers come to the site to learn about new subjects, and these YouTube users can provide them with the information they need. Spangler, 2019, as cited by Jurnal ASPIKOM (2021) It was described as numerous nations, including ASEAN, continuing to see growth in YouTube viewers. Susan Wojcicki, CEO of YouTube, stated that there are currently 2 billion users. 1.9 billion logged-in users would rise by 5% to monthly active users. In July 2018, users reported in the past, this was compared to 1.5 billion YouTube video users in June 2017. 500 hours of content are uploaded to YouTube every minute. This equates to 30,000 hours of uploaded content per hour, 360,000 hours per day, 2.5 million hours per week, 11 million hours per month, and 131 million hours per year (Iqbal, 2020). The viewers of these YouTube videos will be better able to retain information, understand challenging concepts, and pick up complex processes.

Mater Redemptoris Collegium is a seminary school based in Imok, Calauan, Laguna. In its adapting phase of turning every traditional learning method into contemporary learning methods, where they are introducing technology in their class. YouTube was also introduced to students to help them learn new and various skills. As mentioned in the study of Iftikhar et al. (2019), students can improve their gaining expertise and technical understanding through YouTube videos. Additionally, their data suggests that watching videos may be beneficial for students who want to improve their academic performance lectures. Although Mater Redemptoris Collegium limits the time spent on the internet connection in every facility as well as restricts some internet usage because they are protecting the purity of the students. According to Almobarraz (2018), several factors affect students' engagement. the use of YouTube in a school setting. Students are aware of the dangers of video-sharing websites, which are valuable in helping children with their educational goals and expanding their knowledge of school.

It has been revealed that the Youtube platform is mainly used for three purposes. These are determined as having fun, accessing information and academic learning. There are many educational videos that people come across as a result of their searches on that subject to learn (find information) how to do an action. These videos are made by different people, with different structures and qualities. This situation creates the content and richness of Youtube. With this richness and high access, it has been seen that YouTube can be used as a complementary tool for education systems and educational situations. The general reasons for this are; It contributes to the visual and auditory perception and comprehension of concrete objects that cannot be accessed in the physical environment, and to contribute to the learning of abstract concepts without physical form (Moghavvemi et al., 2018).

This research paper studies the influence of the YouTube platform on the communication skills of the selected students at Mater Redemptoris Collegium. It indicates if there is a significant relationship between the YouTube platform and the level of cultivating of communication skills of the selected students. This research study's main goal is to understand and determine how well the YouTube platform works in cultivating the communication skills of the selected students.

Research Objectives

The objectives below are specifically what it aims to address.

1. To determine how the YouTube platform helps students of Mater Redemptoris Collegium improve their communication skills.
2. To determine how students of Mater Redemptoris Collegium can utilize the YouTube platform remotely.
3. To determine why students of Mater Redemptoris Collegium prefer the YouTube platform as an additional learning resource that can help them relate to the topic easily.

LITERATURE REVIEW

Platform for improved learning

Today, as the internet and online social networks have converged in recent years, more and more smart devices are connecting to social media. An increasing number of online platforms that have gained thousands of users are developing. YouTube, one of the biggest social media platforms online, has 2.1 billion monthly active users from all over the world. One of the most popular websites in the world is YouTube (Alexa, 2022). According to Meinawati et al. (2021) YouTube, with hundreds of millions of videos from contributors all around the world, makes it easier than ever to learn English. People are increasingly accustomed to using YouTube as a multimedia source; pupils may efficiently study speaking. Students can observe how native speakers speak in the video by using YouTube. The research findings reported by Kurniawan (2019, p. 324) noted that students cling to YouTube on the notion that it is a useful instrument for strengthening their speaking skills. Similarly, Meinawati et al. (2020) discovered that watching YouTube videos helped students talk more clearly and confidently. Students may also learn proper impersonation, expression, intonation, and vocabulary while having fun and feeling secure in their performance.

YouTube provides a platform for learners to interact with other learners from different parts of the world, and this provides an opportunity for sharing knowledge and experiences that can further enhance the development of communication skills. As stated by Syafiq et al. (2021), Using YouTube videos as extra material in English classrooms will provide students with strong comprehension and knowledge of their topic. On the other hand, it has the potential to make the learning experience more harmonious and meaningful. Furthermore, it allows students to more easily memorize their lessons. As mentioned in the study of Iftikhar et al. (2019), students can improve their gaining expertise and technical understanding through YouTube videos. Additionally, their data suggests that watching videos may be beneficial for students who want to improve their academic performance lectures. Another study conducted by Kimberly R. Martinez and Margie A. Maes from the University of Houston, Texas, examined how YouTube can be used as an instructional tool to promote communication, collaboration, and critical thinking in an online course. The researchers found that YouTube videos could facilitate group discussions that promoted communication and collaboration among learners (Martinez & Maes, 2019).

Moreover, According to Alkathiri (2019), since YouTube is one of the most popular websites in the world, it could be used in EFL classrooms to improve students' English language proficiency, particularly their speaking and listening skills. This might open up a new option for a more engaging and successful teaching environment. Based on the data collected by Wahyuni and Utami (2021) in their study entitled "The Use of YouTube Videos in Encouraging Speaking Skills," students' perspectives on YouTube's influence on increasing students' speaking abilities, together with the average number of students polled, resulted in an increase in students' speaking skills through YouTube videos. As stated in a recent study conducted by Syafiq et al. (2021), YouTube videos have greatly improved not just students' speaking abilities but also other English language competency components such as grammatical structures, vocabulary, fluency, and substance.

Remote Access

YouTube is an easily accessible platform that an individual can access on numerous devices. With the increasing availability of different devices such as smartphones, tablets, laptops, and smart TVs, users can access YouTube content from anywhere at any time, be they online or offline. According to a survey conducted by Google and Ipsos, more than 70% of YouTube viewers in India access the platform via mobile devices (Google India, 2018). Similarly, a study conducted by IAB Europe found that 39% of internet users in Europe use YouTube on their smartphones (IAB Europe, 2019).

Accessing YouTube from mobile devices has made it easier for people to watch videos while on-the-go or in areas with limited access to internet-connected devices. YouTube on remote access is evident in the way it has enabled users to access various types of information on different devices, regardless of location. YouTube's vast repository of videos has revolutionized learning, with users accessing various lectures, tutorials, and informational videos in real-time. Moreover, YouTube's compatibility with different devices such as smartphones, tablets, laptops, and desktops has made it easy for users to enjoy the platform's benefits from different locations without the need for resource-intensive software. Another study conducted by GlobalWebIndex found that laptops were the most common device used to access YouTube, with 85% of respondents indicating that they use their laptops (GlobalWebIndex, 2019).

This suggests that laptops remain an important device for accessing YouTube content, particularly for activities that require typing or multitasking. An online user can browse desired videos and later save and download them to watch offline, whether on the same device or on a different device. Since the YouTube platform is a website with various uses, instructors can use it as a teaching device, especially for offline uses. They can download videos, save them to the device, and use them later, even without the use of the internet. Another study by Kasyanov et al. (2020) suggests that YouTube has become an essential tool for remote work.

YouTube has also influenced remote access by providing access to content that is not readily available through traditional media channels. A study by the Pew Research Center found that 36% of US adults use YouTube as a news source (Pew Research Center, 2020). This indicates that YouTube has become an important platform for accessing news content, particularly for younger audiences who may not watch traditional news channels. The researchers conducted interviews with remote workers and found that YouTube tutorials and videos were used as training resources for new employees. High user involvement and the emergence of new content providers have raised the platform's appeal even more. The increased number of content providers has broadened the platform's content, which now includes everything from entertainment and news to instructional films. Furthermore, YouTube's algorithm-driven recommendation feature has made it simple for users to find content that matches their preferences, enhancing the overall user experience. They also found that YouTube was a platform for remote workers to share ideas and connect with colleagues. As stated by Wang et al. (2019) found that YouTube has become a valuable source of information for remote learners. The researchers conducted a survey of online learners and found that YouTube was the most commonly used resource for learning, followed by online forums and e-books. The study shows that YouTube has significantly improved remote access to educational materials.

Sources of entertainment

YouTube videos are a reasonably easy technique for making instructional materials interesting and particular to learning English since it provides videos from notable scientists, writers, TV news broadcasts, politicians, and other TV shows. (Pratama et al., 2020).

Based on the findings of Wang and Chen (2019), it appears that multiple studies have discovered that YouTube helps foster intercultural learning. Example of Increasing cultural awareness was one of the top priorities, as seen in study the participants' motivations for watching YouTube L2 English teachers.

Being exposed to these films as students who couldn't study abroad are likely to find it very helpful. Furthermore, according to Kim and Kim (2021), the perspectives and experiences of foreign students at an American university toward YouTube being used for education. Three themes emerged as a result of their investigation, improving cross-cultural sensitivity, developing knowledge and abilities in communication and a better awareness of English's role as a global language.

As cited by Abbas and Qaissim's (2020) study, YouTube videos are essential because it attracts students' attention, cultivates their creative and intellectual faculties, and thinking. Classes are made more enjoyable by using YouTube, which reflects the interests of the students. These findings have a significant impact on learning because students believe that the environment is more motivating and engaging.

The results of the study of Aldukhayel (2021) showed that while teachers were hesitant about YouTube's impact on learner engagement, the student participants in his study found it significantly more engaging than textbook material and more interesting. Alobaid (2020) discovered that watching YouTube significantly improved writing accuracy and concept organization, yet there were no statistical differences with regard to the other factors (writing fluency, lexical complexity, and syntactic complexity) that were investigated. Karami (2019), Klein and Taylor (2017), and Pattier (2021) all claim that utilizing YouTube, students who watch videos in class learn the content being taught more effectively, which in turn enhances the student's academic performance overall and grades. Watching YouTube videos outside of class helps pupils improve their digital literacy and communication abilities, as well as their interest in learning and comprehension of the relationship. Involving theory and application.

METHODOLOGY

This study is based on the tradition of phenomenological research methodologies, which emphasize understanding and deriving meaning from constructs from the viewpoint of the subject or from research participants who are made clear by the essence of the subject's personal experience of the structure of different phenomena.

In this study, data will be gathered by completing self-administered questionnaires that were provided to them via Messenger along with a link to a Google form that was sent by the researcher. The questionnaires will then be transcribed and analyzed. Because it aims to understand and describe the fundamental nature of a phenomenon, a phenomenological survey is chosen. This methodology was adopted to achieve the study's objectives, which were to determine the influence of the YouTube platform in cultivating the communication skills of the selected students at Mater Redemptoris Collegium.

The study will be conducted at Mater Redemptoris Collegium, given that the chosen respondents are students of the school. The respondents to the research are the students at Mater Redemptoris Collegium, since these are within the researchers' reach. In this study, the selected students are well suited for this research because, most likely, they use the YouTube platform to cultivate their communication skills.

The researcher will provide the questionnaires to students who are enrolled in the AB Religious Education and AB Communication program at Mater Redemptoris Collegium from first year to fourth year. Since the Covid-19 pandemic danger continues to keep our country's guidelines and protocols rigid, making it unattainable for researchers to conduct in-person interviews, carry out physical observations, administer printed surveys, and use other methods of collecting personal data. For this reason, the researchers have chosen to construct questionnaires and hold interviews using online platforms.

The researcher will use Google Forms to develop the questionnaire, and the adviser will examine and give their approval. All AB Religious Education and AB Communication students will receive the link to the survey via Messenger. Additionally, the researchers will provide the questionnaires, which will be sent to the respondents over an online platform like Messenger during the allotted time. Rest assured that every piece of information that was gathered will be kept in a secure manner. This study was conducted from February to May 2023.

The researchers will use a questionnaire as the primary data collection tool. In order to gather the initial data for this study, the researchers will use Google forms to construct a survey questionnaire that relates based on the objectives of the study. The established Google form intends to learn the respondent's experiences on the influence of YouTube platform in cultivating the communication skills of the selected students.

The researcher requested the adviser's support and guidance in order to assess the relevance and integrity of the questionnaire. In order to guarantee the questions would be successful and efficient in gathering data. Pilot testing was also conducted.

FINDINGS/DISCUSSION

The data analysis revealed three themes about the influence of the YouTube platform in cultivating the communication skills of the selected students at Mater Redemptoris Collegium. These three themes are: (1) The Role of YouTube in Enhancing Communication Skills, (2) The Diversity and Accessibility of YouTube; and (3) The Power of Visual Learning on YouTube.

The Role of YouTube in Enhancing Communication Skills

YouTube can help Mater Redemptoris Collegium students improve their communication skills. Many people use YouTube frequently, with some using it every day for various purposes such as gathering information, improving their vocabulary, and accessing tutorials. The large variety of videos available on YouTube, particularly those containing substantial information, makes it easy for individuals to improve their communication skills through expert examples. Overall, the platform has proven to be an effective tool for improving both reading and listening skills, as well as providing access to a wealth of knowledge and learning opportunities.

Most of the participants have similar answers in terms of their usage of the YouTube platform in their everyday lives. They often used YouTube as a learning platform or resource to aid their study so that they could enhance their communication skills in different aspects. Mainly, the participants' answers are different, but in general, they use it every day for their own satisfaction. As one of the participants stated:

“Everyday. I used YouTube for my reports, sources, and information”

While the other participant said:

“At least twice a day. It depends upon my need to use YouTube.”

YouTube has been an increasingly popular source of knowledge for students in recent years. According to the research done by Hamood and Al-Shuaili (2018), 84% of students reported utilizing YouTube for learning purposes. This is not only a trend among students; according to Pew Research Center (2018) research, 51% of adults in the United States use YouTube for information and news. It is crucial to note, however, that there is some concern about the quality and dependability of the content provided on YouTube. According to a study conducted by Filippova and Orlova (2019), the trustworthiness of a video is frequently rated mainly on the production quality rather than the reliability of the information provided. Individuals must thus carefully assess the sources they utilize, including those accessible on YouTube, to ensure the information is true and dependable.

YouTube has grown in popularity among people looking to improve their communication skills. Users may obtain considerable knowledge and practical advice to help them enhance their skills through its significant collection of videos and lessons, including those provided by proficient and skilled experts. This is especially true for visual learners, who can quickly access videos to help them better absorb the significance and essence of what they are watching. Furthermore, by watching YouTube videos on a daily basis, users not only study and gain information, but they also improve their vocabulary, reading, and listening abilities. YouTube may help people become better communicators by gathering various communication skills and professional points of view. According to a participant:

“It provides videos that contain substantial information. It easy to access some tutorials that can help me somehow improve my skills”

The availability of videos which contain substantial information on various topics is perceived to be beneficial by many learners. This is particularly true for those who prefer visual learning over text-based instruction or who lack access to in-person training. The easy accessibility of tutorials also enables learners to develop and improve their skills at their own pace and convenience. This finding is consistent with the use of online learning platforms, which have become increasingly popular in recent years. In fact, Shang et al. (2020) observed that online learning enhances students' motivation and engagement, leading to improved academic performance and satisfaction. Moreover, it provides personalized learning and the ability to review and revisit the materials at any time. These benefits contribute to the effectiveness of using videos and tutorials as a supplement to traditional classroom instruction, especially in a digital age.

“Yes, when I watch YouTube every day, I've learned and enhance my vocabulary”

According to Milton and Meara (2019), watching subtitled videos on YouTube can also help with vocabulary learning. They discovered that learners might acquire new words from the subtitles and then integrate them into their own speech. Based on this research, YouTube can be a useful tool for enhancing one's vocabulary skills.

The Diversity and Accessibility of YouTube

YouTube is a platform that provides its users with an enormous amount of diversity and accessibility. YouTube can accommodate your demands whether you are using one or more devices; you can listen to music on your phone while exploring academic information on your laptop. The option to save and replay videos has also made YouTube a helpful resource for students. According to one of the participants:

“As you download the video that you want to and related to the lesson you can browse it over and over again until you understand. The power of YouTube nowadays is very intense. As I used it there you will find it easily and have a better understanding.”

YouTube is a strong tool that affects learning, attention, perception, and memory, from news to entertainment to documentaries and reporting. YouTube is a go-to resource for millions of people across the world, whether it's for learning or as a handy platform for satisfaction.

“I prefer it for convenient use like news, entertainment and many others”

“It provides many information-like documentaries, reports and ideas”

Most of the participants prefer to use only one device for many reasons, and one of the reasons is that they only own one device. They only possess a mobile phone, which they use when accessing the YouTube platform. In addition, all of them have access to the library's computers, which they can use for accessing the YouTube platform for academic purposes. While a few of them owned two devices: a mobile phone and a laptop. In line with one of the participants:

“Two devices, one phone and one laptop. I am using YouTube on my phone for music while on my laptop I am using it for academic endeavors.”

According to Pew Research Center (2017) research, young individuals commonly multitask with technology, such as using a phone and a laptop at the same time. However, young adults are more likely to regard multitasking as a need rather than a distraction since they feel pressure to always be connected and productive.

The use of multiple devices for different purposes has become increasingly common in today's society. According to Nielsen (2018), the majority of smartphone users in the United States spend their time on mobile devices. It should also be noted that smartphones have become the go-to device for on-the-go entertainment due to their simplicity of use, portability, and fast internet connection. As a result, it's not surprising that people use their gadgets to view YouTube videos.

Laptops, on the other hand, remain the favored device for academic endeavors such as research, study, and writing. According to an EDUCAUSE poll, 97% of college students own a laptop, and 85% utilize laptops for academic reasons (EDUCAUSE, 2021). According to the poll, laptops are vital for learning success because they give students the tools and resources, they need to accomplish their schoolwork efficiently. Younger generations are also accustomed to using a phone and a laptop at the same time. According to a poll conducted by Common Sense Media, 61% of teens use two or more screens at the same time (Common Sense Media, 2019). According to the report, the most popular multi-screen activities among teens are social media, music, schoolwork, and video games. As quoted by the participants:

“I think I prefer YouTube because of its impactful and influencing factors that enhance my way of learning, my attention and focus, my perception, and my memory.”

“Because there are a lot of videos that I can choose from. I find it easy to look for a substantial video whenever I need information about our lesson”

As a result, 91.6% of the participants agreed that the YouTube platform is accessible. When compared to traditional techniques such as textbooks or lectures, YouTube can be considered a more interesting learning tool. According to one study, students who watched YouTube videos as part of their curriculum showed better levels of engagement and results than those who did not (Ganimian & Ariana, 2018). This increased degree of involvement can be attributed to videos that include a variety of multimedia aspects, such as animations, sound, and visual cues, which make learning more dynamic and entertaining (Mayer, 2009).

The Power of Visual Learning on YouTube

YouTube has the ability to improve the cognitive skills of the participants, such as attention, focus, and memory retention. The visual and auditory cues in YouTube videos can help catch and hold learners' attention, making the learning experience more engaging. YouTube also has the additional benefit of influencing participants' opinions and attitudes regarding the things they are studying. Videos on YouTube help to improve verbal and nonverbal communication, perception, and memory, all of which are important components in better understanding a lesson.

“I think it helps me with the verbal and non-verbal communication being portrayed. Also, it has these factors that affect how I understand the lesson namely, attention, learning enthusiastically, perception, and memory.”

YouTube has the ability to improve cognitive functions such as attention, focus, and memory retention in learners. The visual and auditory stimuli in YouTube videos can help grab and hold learners' attention, making the learning experience more engaging (Boyle et al., 2018). Furthermore, the inclusion of auditory stimuli in videos can help with memory retention and retrieval by giving signals that stimulate recall (Hartman et al., 2017). Vosoughi et al. (2018) found that exposure to YouTube videos about science topics resulted in higher levels of accuracy in participants' beliefs and higher levels of desire to pursue further learning in these areas. This shows that YouTube videos have the ability to improve learners' attitudes toward certain topics and motivate them to study more. According also to the same participant:

“For me, I find it more engaging because of the factors I mentioned above that really helps me understand the topic. Without video lessons, I may not able to grasp totally what is being said of a text without further explanations using verbal and non-verbal communications.”

The video format makes learning more interesting and interactive for participants. Some videos can give specific ideas and examples that are simpler to comprehend, while others may not be as thorough. However, visual information has a huge influence since it helps the participants understand the topic and makes it more relevant. Participants may gain insights from academic professionals through YouTube, making it a credible source of significant knowledge. Watching such videos can often help participants

open their imaginations and absorb what they are listening to or watching. A participant notes that:

“It sometimes opens your imagination and helps you more grasp what you are listening or watching.”

Finally, YouTube may provide a more engaging learning environment, enhancing learners' cognitive processes and influencing their views and attitudes about certain topics. These findings show that YouTube videos might be used to enhance traditional learning approaches in a variety of educational contexts.

CONCLUSION

The study was conducted at Mater Redemptoris Collegium. The participants were first year to fourth year selected students from Bachelor of Arts in Communication and Bachelor of Arts in Religious Education. It employed qualitative research and utilized phenomenological method.

Following thorough reading, review, analysis, and reflection of the participant responses submitted via Google Form, the first themes were developed, explaining The Influence of YouTube Platform in Cultivating the Communication Skills of the Selected Students at Mater Redemptoris Collegium.

The significant findings of the study are as follows.

1. As to determine how the YouTube platform helps students of Mater Redemptoris Collegium improve their communication skills.

Most participants use YouTube as a learning platform or resource to enhance their communication skills. Their answers are different, but in general, they use it for their own satisfaction. YouTube is often used as a learning platform or resource to aid their studies.

Overall, the YouTube platform has proven to be an effective tool for improving both reading and listening skills, as well as providing access to a wealth of knowledge and learning opportunities.

2. As to determine how students of Mater Redemptoris Collegium can utilize the YouTube platform remotely.

Most participants prefer to use only one device, a mobile phone, for accessing the YouTube platform. They also have access to the library's computers, which they can use for academic purposes. A few had two devices: a mobile phone and a laptop.

Overall, YouTube Platform has grown to be a vital part of education because it gives students access to tools that help them develop their communication skills remotely. These resources include digital media, visual aids, interactive methods of learning, and self-paced learning.

3. As to determine why students of Mater Redemptoris Collegium prefer the YouTube platform as an additional learning resource that can help them relate to the topic easily.

Most participants considered that YouTube's visual and auditory features aid students in concentrating and focusing on the content at hand and learning passionately, which makes learning exciting and engaging as they can compare the examples and events in the video to real-life settings.

Overall, YouTube is a great tool for students to develop their communication skills since it provides many learning techniques and adapts to different learning types.

In the light of findings, the following conclusions were drawn.

1. The majority of participants used the platform as an educational material for their academic pursuits to improve their reading and listening abilities, have access to a variety of knowledge and learning opportunities, and communicate effectively.

2. The participants may access the YouTube platform remotely, with the majority opting to utilize their mobile phones as their primary device.

3. The participants consider the YouTube platform an additional learning resource because of its visual and auditory elements, which enhance attentiveness and focus on the subject matter at hand.

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