

## APPENDIX I

### The YouTube Companion to Film Education Questionnaire

1. Where did you complete your High School Certification? (*State & City*)
2. What is the name of your educational institution/college/university?
3. Where is your educational institution/college/university located? (*State & City*)
4. What type of Mass Communication/Media Studies course are you pursuing? *Response Options: Undergraduate Degree, Post-Graduate Diploma/Professional Certificate, Post-Graduate Degree, Other \_\_\_\_\_*
5. The Mass Communication/Media Studies course you are pursuing is \_\_\_\_\_ (*Course Name*)
6. Specify the duration of your Mass Communication/Media Studies course:  
*Response Options: 6 months, 1 year, 2 years, 3 years, Other \_\_\_\_\_*
7. Specify the specialisation (if any) you are pursuing during your Mass Communication/Media Studies course
8. Is video/filmmaking part of your media studies curriculum?  
*Response Options: Yes, No*
9. Have you used learning resources apart from institutional resources?  
*Response Options: Daily, Frequently, Occasionally, Rarely, Never*
10. Specify External Learning Resources:  
*Response Options: Books/Videos from Friends/Family, External Library Resources, Google Scholar, YouTube, Vimeo, Digital Library, Peer-to-Peer Content Sharing Platform, Other \_\_\_\_\_*
11. How often do you watch YouTube videos?  
*Response Options: Daily, Once or twice a week, 5-10 times a week, More than 10 times a week, Rarely, Never*
12. What do you use most often to access YouTube?  
*Response Options: Personal Device, Institutional Device*
13. What type of YouTube videos do you watch?  
*Response Options: General News, Movies (inc. Short Films), Song Videos/Playlist, Comedy Shows/Sketches, Tutorials/Video Essays, Other \_\_\_\_\_*
14. Do you use YouTube for Film-Related Learning?  
*Response Options: Daily, Frequently, Occasionally, Rarely, Never*
15. (*excluding never to Question 14 which takes respondent to next section*) What type of film-related YouTube videos do you watch for learning purposes?  
*Response Options: Behind-the-Scenes videos, Film Production tutorials, Film Equipment reviews, Film Aesthetic/Cinematic Style videos, Video Editing tutorials, Photography/Cinematography tutorials, Visual Effects tutorials, Sound Effects tutorials, Software tutorials, DIY solutions for filmmaking, Other \_\_\_\_\_*
16. How often do you use YouTube content for learning about audiovisual production/filmmaking?  
*Response Options: Daily, Once or twice a week, 5-10 times a week, More than 10 times a week, Rarely, Never*
17. Generally, how often do you use YouTube as a learning platform?  
*Response Options: Daily, Once or twice a week, 5-10 times a week, More than 10 times a week, Rarely, Never*
18. What do you find most useful about YouTube as a learning platform. Please elaborate.
19. Additional comments/suggestions about YouTube Content

APPENDIX II

**Chi-Square Test: Geographic Background & Film-related Learning**

TIER	FILM-RELATED LEARNING				
	Daily	Frequently	Never	Occasionally	Rarely
Tier I	1.20409392	0.2312899	0.30817341	0.60812128	0.00787369
Tier II	0.24081878	0.56110777	6.76663468	0.70680313	1.03753628
Tier III	0.10378176	0.04043624	0.31063135	0.63861709	2.009198
Tier IV	2.25912302	1.02988982	0.34677905	0.59201643	1.12703191
Tier V	3.8326332	0.10619169	1.2632	0.21369052	1.34222049
Tier VI	1.19959442	0.41381832	0.5261449	1.2385019	0.07062081
Tier VII	3.59564678	1.15581575	0.90482035	0.06589356	0.14427982
Tier VIII	0.05122572	0.00646571	0.46965642	0.51493327	0.27164243
Tier IX	0.94763547	2.54076855	0.10193762	4.51908525	3.70300748
Tier X	9.92875944	0.3620564	0.05024716	4.8199594	0.13775661

Chi-square      64.6281669      p-value      0.00236689

<b>Relationship between type of cities and film related learning</b>	In tier 4 cities there are higher film related learning as compare to other cities and in Tier 2 cities it is the least
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APPENDIX III

**Chi-Square Test: Academic Experience and Access Frequency**

**Do you use YouTube for Film-Related Learning?**

	Column Labels						Not use	High use
	Daily	Frequently	Never	Occasionall	Rarely			
Bachelors	152	416	67	532	256	4.71%	39.92%	
Diploma	13	14	8	15	20	11.43%	38.57%	
Masters	23	32	16	35	28	11.94%	41.04%	
PhD	2	6	1	1	3	7.69%	61.54%	

	Column Labels				
	Daily	Frequently	Never	Occasionall	Rarely
Bachelors	164.8598	406.0756	79.82683	505.8591	266.3787
Diploma	8.109756	19.97561	3.926829	24.88415	13.10366
Masters	15.52439	38.23902	7.517073	47.63537	25.08415
PhD	1.506098	3.709756	0.729268	4.621341	2.433537

1.46E-05 p-value

There are significant differences in use of Film Related Learning through Youtube by qualification

It increases with qualification

APPENDIX IV

**Chi-Square Test: Academic Experience & YouTube Content Consumption**

**What type of YouTube videos do you watch?**

	Comedy Shows/Sketches	General News	Movies (inc. Short Films)	Other	Song Videos/Playlist	Tutorials/Video Essays	Tutorial	Short Movies
Certificate	1	4	7	3	4	9	32.14%	25.00%
Diploma	11	19	5	4	13	18	25.71%	7.14%
Bachelors	159	70	144	95	276	681	47.79%	10.11%
Masters	16	40	17	11	17	33	24.63%	12.69%
PhD	2	2	2		3	4	30.77%	15.38%

	Comedy Shows/Sketches	General News	Movies (inc. Short Films)	Other	Song Videos/Playlist	Tutorials/Video Essays	% Tutorial
Certificate	3.168862	2.263473	2.93413174	1.894611	5.247904	12.49102	
Diploma	7.922156	5.658683	7.33532934	4.736527	13.11976	31.22754	
Bachelors	161.2725	115.1946	149.326347	96.42216	267.0808	635.7036	
Masters	15.16527	10.83234	14.0419162	9.067066	25.11497	59.77844	
PhD	1.471257	1.050898	1.36227545	0.879641	2.436527	5.799401	

**2.9636E-25**

Significant differences between types of videos watched by qualification  
As compared to other Bachelors use Youtube for Tutorials