

The Impact Of Youtube On E-Learning Among Employees Within Erp Companies In Jordan



Suzan kamel Shalan

Amman Arab University
 Faculty of Business/MIS Department
 swzankamel@hotmail.com

Abstract—the aim of this paper is to study if there is an impact of using YouTube as an e-learning tool among employees in ERP companies in Jordan, the researcher studied this issue as a part of information technology which related to social studies.

Researcher applied this paper in three ERP companies and got help from these company's employees throughout a helpful interview to answer study questions.

After collecting these answers, researcher use narrative and hermeneutic analysis methods to analyze the answers, as a result of this study the researcher found that there is an impact of YouTube and this impact is positive as an e-learning tool in ERP field.

Keywords—component; formatting; Youtub; ERP

I. INTRODUCTION

Through the previous years and researcher experiences in ERP filed, the main challenge anyone can face it in this field is the continuously learning needs, anyone who works in or around this field need to be up to date with every new update, it's not only a challenge but it's a fact, always it's an obsession for them to get the latest updates continuous knowledge.

In ERP Field, there is a new update every day, it's always a huge challenge to keep up with new technology trend, it's difficult and expensive to follow with this update by courses or formal training also, there is no enough time for these type of continuously training. I don't mean that companies should not make training for their employees at all from time to time, but I mean that the huge effort in collecting new knowledge is on employee itself and related to their ambition to grow and learn more.

There are many ways can help us in this, mostly related to new technology which can help to get information any time any place and from any sources all around world, we can use precord videos as an example.

One of the ways to collect knowledge is through using YouTube, we can't forget that Using YouTube like any new technology have advantages and disadvantages in use, but what we will discuss here in this paper is the impact of using YouTube as an e-learning tool among ERP employees. Also, we need to study this impact among all organization structure levels, may this impact will not be the same among all levels.

Through this Study in the following papers the researcher will see if YouTube is one of these ways to get new ERP Technology, what we can classify YouTube usage, how we can use this tool, and if we can use YOUTUBE as an e-learning tool among employees in ERP companies?

II. THE PROBLEM

This Paper will study the impact of YouTube on e-learning among employees in ERP companies in Jordan, it will discuss if there is an impact or not, determine the level of this impact, and the level of employees whom will affect with this impact.

III. METHODOLOGY AND SAMPLE

The context of this paper relies on social science in its nature. Bryman (2004) claimed that social research is the best way to use when discussing issues related to Information Technology.

In addition, BERNARD (2006) argued that important knowledge in these fields may successfully gained through qualitative studies, according to CRESWELL (1998), there are five main types of qualitative researches, these are: biography, phenomenology, grounded theory, ethnography and case study.

Boeije (2009), suggested that the starting point of qualitative research is to find out the meaning that people award to their social worlds and to understand the meaning of their social behavior. He added that the focus of qualitative studies relies on "What it all mean for the people involved" is always a main attraction for qualitative researchers.

As a result, the researcher will utilize qualitative methodology to achieve the goal of this paper. The author will adopt an observation and structured interviews for the data collection purposes.

According to Yin (2003) he said, "That interviews of this nature of research tend to reach a point of data saturation after interviews with about eight individuals". So, researcher in this paper will choose ten employees from different level in three private ERP companies in Jordan.

IV. LIMITATIONS

This study completed within the following limitations:

- Ten employees from different levels in three of private ERP companies In Jordan
- Between years 2014-2016
- The study variables: the Independent variable (Using YouTube), and the dependent Variable (E-LEARNING).

V. HISTORY OF YOUTUBE

YouTube is a Google company, established in May 2005, by Chad Hurley, Steve Chen, and Jawed Karim, YouTube's early headquarter were in San Mateo, California.

The domain name "YouTube.com" was activated on February 15, 2005 and the website was developed over the subsequent months. The video was uploaded on April 23, 2005. Throughout 2006 YouTube was one of the fastest growing sites on the web. In October 2006, YouTube has been purchased by Google for \$1.65 Billion in stock. YouTube growth year after year till now.

VI. YOUTUBE STATISTICS

According to (YouTube statistics, 2017) YouTube with over a billion users, daily people watch hundreds of millions of hours on YouTube, in US the range of years-old of YouTube users is around 18-34 and 18-49. In the last 2 years YouTube is the fastest growth years of Watching YouTube , number of hours people spend watching YouTube videos up to 60%, number of people watching YouTube per day up to 40%, and the number of people coming to YouTube who starts at YouTube homepage is up to more than 3x.

About the region of YouTube users more than 80% of them are from outside US, in addition YouTube launched local versions in more than 70 countries, while you can use YouTube in 76 different languages with covering 95% of the internet population. Also the average viewing videos on YouTube on mobile is now more than 40 minutes up more than 50%, which means that half of YouTube views come from mobile devices, while YouTube's mobile revenue up to 2X.

About YouTube advertising partner revenue is up to 50%, the number of channels is up to 50%, the number of advertisers running videos is up more than 40%, the top 100 brand use YouTube and 95% advertisers have run campaigns across screens, and 45% the growth of new advertisers in 2014. By the end of 2015 produced over 10,000 videos by video creators in YouTube which generated over 1 billion views and 70+ million hours of watching.

According to Clean Cut Media (2016), YouTube is the 4th largest site in the world, and the largest video site on the web, and there are 100 million visitors each month with 5 billion video streams every month, and 15 hours of videos uploaded every minute. In August 2008, YouTube became the number

two search engine over Yahoo on Web while number one was Google.

VII. USE YOUTUBE IN COMPANIES' STATISTICS REPORTS

Researcher Try to get a statistic report from all samples ERP companies about employees who use YouTube in companies through company connection. But we need to remember that employees can use YouTube in other places not necessary at work only. The summary of these three reports from the three companies:

The average of each employee usage of YouTube at office during work hours is about 1.4 hours.

VIII. RESULTS

Result for this paper analyze using two types of analysis:

- **Narrative analysis:** Narrative analysis focuses on speech and content, such as grammar, word usage, metaphors, story themes, meanings of situations, the social, cultural and political context of the narrative.
- **Hermeneutic Analysis:** Hermeneutic analysis focuses on the meaning of a written or oral text. Essentially, you are trying to make sense of the object of study and bring to light some sort of underlying coherence.

Through interviews with study sample, researcher asked them the following questions:

- How often you use YouTube or search something on YouTube? Explain or clarify?
- Do you think YouTube help you in your work (Your career path)? How?
- Do you consider YouTube as a useful tool in ERP Field? How?
- Do you consider YouTube as E-learning tool? Explain How?
- How YouTube will improve your career if any?
- How often you use YouTube or search something on YouTube? Explain or clarify?
- Do you think YouTube help you in your work (Your career path)? How?
- Do you consider YouTube as a useful tool in ERP Field? How?
- Do you consider YouTube as E-learning tool? Explain How?
- How YouTube will improve your career if any?

While this paper is part of my experience in ERP field for more than 15 years, through the latest years YouTube was my best tool for daily learn about new knowledge ERP field, it's a real actual evidence in this paper and the first one to assert the study relation between study variables.

The other important evidence in this paper is the real statistical data collected from System Administrators from the three companies in this study sample, which gave us statistical reports show employees usage of YouTube rate, and the average of using YouTube was 1.4 hours daily/employee. This rate considers high rate in usage YouTube, and it means that most employees are using YouTube mostly daily to get new knowledge or to get new learning in their work. This rate also mean that these employees give attention to the usage of YouTube from their employees.

The most important part in this paper is the Interviews with sample company's employees, researcher asked the questions for each employee in the sample and collect answers and analyzed them, to get the result as the following:

Researcher selected randomly ten employees from each company, two of them are managers, three are as team leaders, three are seniors and two are juniors.

After utilized the answers we can see that there is variance in employee's interest in using YouTube, depends on employee job title and employee experience, which means for researcher that using YouTube depends on employee management level in company,

Managers answers shows that they do not need YouTube as other employees, and not for the same use, they need YouTube not to learn new knowledge in ERP field, but maybe for other purposes such as managerial skills or other issues more than learning new knowledge about ERP new technologies.

Most answers from employees rather than managers shows the positive attitude according using YouTube, most employees mentioned YouTube as a daily tool usage to know or learn something.

All answers emphasizing on employee's point of view, showing that there is an impact for using YouTube in their ERP career path, which is consider as a positive impact and help to learn and collect new knowledge and technologies in this field, which can help them to improve themselves and their companies.

IX. DIFFICULTIES

Through researcher interviews with selected samples, most of them said that there may be difficulties when using YouTube in ERP companies, such as:

Sometime companies prevent YouTube site from using by employees through work hours because of bad use by some employees, which effect on other employees.

Bad internet services affected using YouTube and make it slowly, which make following videos very difficult and boring. Overload working covers all working hours make it difficult to get YouTube benefits because there is no time to learn using YouTube.

Sometimes bad managers and bad management rules deny employees from using YouTube through working time, they don't know how much employees can get useful knowledge by using YouTube, these types of managers are old and traditional people who resistant to use new technologies through modern tool like YouTube.

Sometimes they can't find the latest needed knowledge in YouTube, because there are some paid web sites provides these type of services, so can't find it by free in YouTube.

X. RECOMMENDATIONS

Through this study we can resulted to some recommendations to our study samples:

- Give flexible usage of YouTube to all levels of employees all the time, which can give them relaxation in learn.
- Try always to make challenges to learn new technologies and skills to your employees.
- Companies can determine limited time to their employees to use YouTube and learn something new, if work time can't make this option flexible to all.
- Also, companies can take this advantage for using YouTube to take the advantage of free and zero cost learning tool.

XI. DISCUSSION

In this paper researcher found something different from the previous papers related to the same topic idea, all previous collected papers studied YouTube as a teaching or education source among students, but this paper studied the impact of YouTube as E-learning source among employees. Some previous papers discussed this impact among employees in health care field but not among employees in any IT field.

The result of all previous papers was that YouTube is a teaching source in college or classroom –determined place-, but this paper will study the self-learning among employee's regardless places or company offices. Also, there is a different in the age of this paper sample and the age of previous papers samples.

XII. CONCLUSION

If you are an employee in ERP field you should be familiar with YouTube, friend with this useful tool to get the max benefit from it, and to be up to date with all new knowledge and technologies in this field using YouTube.

XIII. REFERENCES

- [1]. Bernard, H. Russell (2006). Science editing in the social sciences: Methods belong to all of us. *Bulletin de Méthodologie Sociologique*, 91(July), 20-24.
- [2]. Boeijs, R. Hennie. (2009). *Analysis in Qualitative Research*. SAGE Publications Ltd, London.
- [3]. Books.google.jo/books:
https://books.google.jo/books?hl=en&lr=&id=1gZZBAAAQBAJ&oi=fnd&pg=PA110&dq=Using+Language+Learning+Resources+on+Youtube&ots=PMvOy1B0kF&sig=GzK6rMPExnlWaO7RbAsQCp5T5NI&re_dir_esc=y#v=onepage&q=Using%20Language%20Le

- arning%20Resources%20on%20Youtube&f=false
Retrieved on :12-4-2017
- [4]. Bryman, A. (2004). *Social research methods* (2nd ed.). Oxford: Oxford University Press
- [5]. Clean Cut Media,2016. Retrieved on 3-May-2016, available on <http://www.cleancutmedia.com/video/youtube-statistics-the-ultimate-time-suck>
- [6]. Creswell, John W. (1998). *Qualitative inquiry and research design: Choosing among five traditions*. Thousand Oaks, CA: Sage.
- [7]. History of YouTube, Available on:http://www.wow.com/wiki/History_of_YouTube in 26-4-2016, retrieved on 26-4-2017
- [8]. Yin, R. K. (1994). *Case study research: Design and methods* (2nd ed.). Newbury Park, CA: Sage publications
- [9]. YouTube statistics. Retrieved on March 31-2017, available at <http://www.youtube.com/yt/press/statistics.htm>