

STUDENTS' AND TEACHERS' PERCEPTION ON USING VIDEO STREAMING PLATFORM TO ENHANCE LISTENING SKILLS

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Received: September 1, 2024 | Accepted: October 20, 2024 | Published: November 12, 2024

DOI: <https://doi.org/10.51200/ijelp.v7i1.5358>

ABSTRACT

This study investigated the influence of video streaming platforms on listening proficiency at a public school in Sabah, Malaysia. The research utilized a qualitative approach, interviewing five English teachers and five students from Form 3 to Form 5. The research focuses on the theories of cognitivism and content-based learning (CBL) to explore cognitive and instructional merits of using video streaming platforms. Based on the findings, the content of video streaming platforms significantly sustains students' engagement and motivation. At the same time, teachers commented on the content being interesting, relevant, and in multimedia format. It combines visual and auditory sense for their engagement. Among the challenges for the students was that they rely on subtitles on the video. The teachers suggested that the platform content is authentic similar to that on social media, and students can receive other messages beside the expected ones. For effective teaching, the use of some features could be of help considering that buffering poses a major challenge, and some students rely on subtitles. Nevertheless, they could make the process simpler and with motivation by their utilization on the students' part. The medium is significantly used in distance learning where it is effective since students rely on the authentic content and are engaged. Thus, the platform should be used for effective proficiency in listening with assistance from its video features.

Keyword(s): *Listening Skills, Content Based Learning (CBL), Video Streaming Platform, Cognitivism*

INTRODUCTION

This study examines the role of Information and Communications Technology (ICT), particularly video streaming platforms such as YouTube and Netflix, in enhancing listening skills in English education. ICT, encompassing modern gadgets and software applications, facilitates easier access to information and communication. The study highlights the educational application of these platforms, noting their widespread use in both government and non-government educational institutes. Video streaming platforms, with their diverse English language content, are valuable tools for improving listening skills, crucial for students' oral tests and overall learning progress. By investigating the perceptions of both teachers and students, the study aims to assess the

effectiveness of these platforms in enhancing listening skills and improving English language learning environments.

LITERATURE REVIEW

Theoretical / Model Approach

This study employs a Cognitivism approach to explore the impact of video streaming platforms on enhancing listening skills. Cognitivism focuses on the internal cognitive processes involved in learning, such as memory, attention, and problem-solving (Kurt, 2023; Mcleod, 2023). By examining how video content engages mental processes, the study aims to assess how features like pause, rewind, and interactive elements contribute to cognitive processing and language acquisition. The study will analyze whether repeated exposure to video content aids memory consolidation and if problem-solving opportunities within videos enhance comprehension and retention. Additionally, it will explore the effectiveness of feedback mechanisms and collaborative features in supporting learning and metacognitive awareness (tutor2u, 2022).

In conjunction with Cognitivism, the study will utilize Content-Based Instruction (CBI) to integrate subject matter with language learning (Peachey, n.d.). CBI emphasizes using content-rich materials to improve both language proficiency and subject knowledge, which has shown to increase student engagement and motivation (Marcu, 2022). This approach will be applied by selecting video content relevant to the curriculum and assessing its impact on vocabulary development and comprehension. The research aims to evaluate how integrating academic topics into video content affects students' listening skills, motivation, and overall language acquisition, offering insights into effective strategies for utilizing video streaming platforms in educational settings.

Listening Skills

Listening skills are crucial in learning English as a second language, with Ahmed (2015) highlighting that adults spend approximately 45% of their time listening, more than speaking, reading, or writing. Despite its importance, many students find listening to be one of the most challenging aspects of language acquisition, encompassing both comprehension and acquisition (Learning English Curriculum, n.d.). Factors such as rapid speech, background noise, and limited vocabulary can complicate understanding, while strategies like content prediction, summarization, and keyword identification can aid comprehension (Ahmed, 2015).

Recent studies have examined the effectiveness of different multimedia tools in improving listening skills. Tilwani et al. (2022) investigated the use of TED Talks among Indonesian EFL learners, finding that participants who used TED Talks showed superior listening performance compared to those using traditional DVDs and CDs. Similarly, Istiqomah (2019) reported significant improvements in listening ability among students who used YouTube videos, with participants enjoying the enhanced engagement and motivation provided by the audiovisual medium. Damronglaohapan et al. (2013) observed positive student attitudes towards using English movie clips on YouTube, which improved listening skills and vocabulary understanding compared to textbook CDs. Furthermore, Saban Kara (2023) demonstrated that integrating Google Trends to select trending, authentic materials for English classes significantly enhanced students' listening and speaking skills, as well as their motivation. These studies collectively underscore the potential of multimedia tools in enriching language learning experiences.

METHODOLOGY

The study involved five teachers and five students from a public school using purposive sampling to ensure a range of proficiency levels (Nikolopoulou, 2022; Hassan, 2022). The participants were informed about the study's purpose and their rights, including voluntary participation and the option to withdraw at any time. The primary data collection tool was structured interviews with open-ended questions, aimed at capturing detailed insights into the experiences and perceptions of both students and teachers regarding the use of video streaming platforms for listening skills improvement. The interviews were conducted privately, recorded, and transcribed for accuracy and comprehensive analysis.

Data analysis employed thematic analysis to identify recurring themes and patterns in the interview transcripts, facilitating a deeper understanding of the impact of video streaming on listening skills development. The research adhered to strict ethical standards, ensuring participant anonymity and voluntary consent. The study aims to provide valuable insights into how video streaming platforms, such as YouTube, can be leveraged to enhance listening abilities, contributing to more effective educational strategies in this area.

FINDINGS

The study investigated the impact of video streaming platforms on enhancing listening skills among English teachers and secondary school students. The research involved five teachers and five students, selected for their diverse experiences and perspectives, and utilized the school's modern technological facilities to integrate video content into the learning environment. Teachers employed a variety of multimedia tools, including documentaries and interactive videos, to engage students and improve their listening comprehension. Students from different academic levels provided insights into how visual and auditory elements of videos facilitated their listening skills development.

The study adopted content-based learning (CBL) and cognitivism as theoretical frameworks, ensuring the validity and reliability of the research. CBL integrates subject matter with language acquisition, while cognitivism focuses on cognitive processes involved in information processing. To ensure robust data collection, the study implemented pilot testing, expert reviews, triangulation, member checking, and intercoder reliability. Semi-structured interviews with participants were transcribed and analyzed thematically to uncover key patterns and themes related to engagement, comprehension, and challenges faced in using video streaming platforms.

Findings indicated that video streaming platforms significantly enhance student engagement and motivation, improve comprehension and retention through multimedia elements, and offer exposure to diverse accents. Challenges such as potential distractions, over-reliance on subtitles, and technical issues were identified. However, effective use of features like playback controls and interactive elements mitigated some of these issues. Overall, the study highlights the positive impact of video streaming on listening skills and provides valuable insights into optimizing the integration of digital tools in educational settings.

Teachers' Perception on Using Video Streaming Platform to Enhance Students' Listening Skills

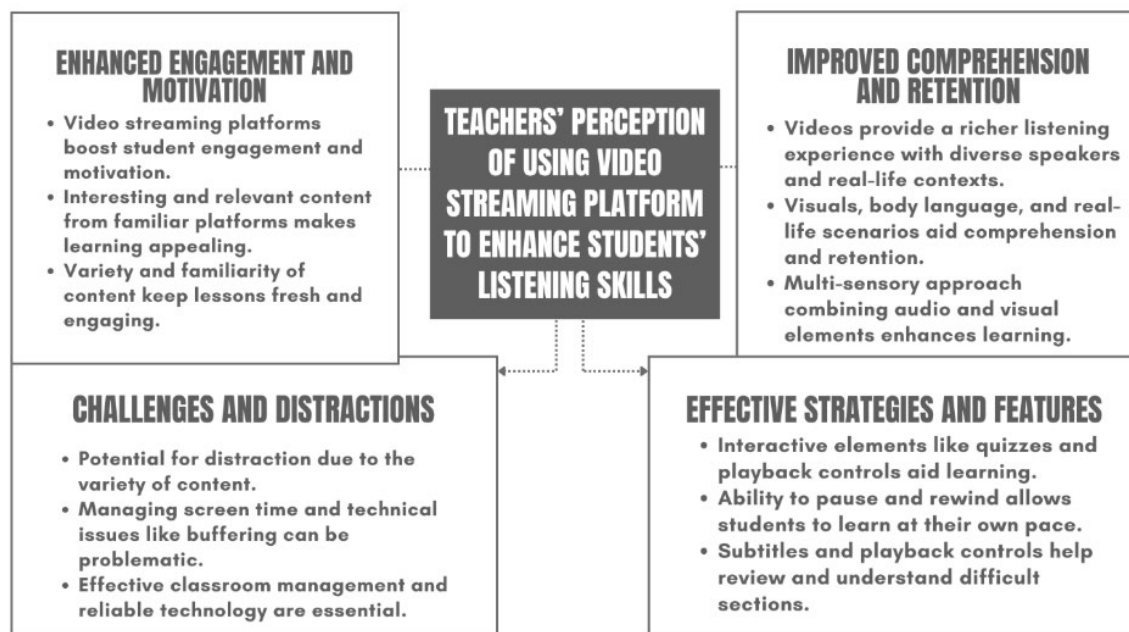


Figure 1: *Main Theme for Teachers' Perception on Using Video Streaming Platform to Enhance Students' Listening Skills*

Enhanced Engagement and Motivation

Analysis of the interviews indicates that for the students, the use of video streaming platform during the lessons significantly boosts the level of engagement and motivation. Teacher A explains "students react positively to the listening exercises if they are based on some interesting context taken from the video streaming platforms". This observation was also mentioned by Teachers B, D, E, who also indicated that the variety of the content and familiarity of the platforms create the entertaining context during the lessons, which help students to stay engaged. Thus, it is beneficial to utilise multimedia contents that are not new but familiar and enjoyable for the students in the classroom and at the same time, help them to improve.

Improved Comprehension and Retention

Teachers also reported that video streaming platforms help students understand and remember information clearly. Teacher A reported that "a greater amount of speakers, accents and real-life context provide a much richer listening experience." Teachers B, C, D, and E also reported that the visual aspect, body language and real-life scenario shots produces a better understanding of the videos and thus improved comprehension and retention. The implication here is that combining audio with the visual improves students' information retention in that two or more of the bodily organs take part in analyzing or synthesizing the information.

Challenges and Distractions

While there are numerous benefits of this exercise, a few challenges have been identified. Teacher A said that "one challenge is the potential for distraction. With so much content available, it's easy for students to lose focus or stray off-topic". Teachers B, C, D, and E voiced their agreement

and added that balancing screen time and combating buffering levels were concerns. These challenges underscore the importance of classroom management and the provision of good technology in ensuring that students stay focused and on topic.

Effective Strategies and Features

In order to address this issue, teachers proposed some solutions. For example, teacher A mentioned that the prevailing technologies allowed including “interactive elements, like quizzes or the ability to pause and rewind, allowing students to engage with the material at their own pace”. In addition, playback controls and subtitles emphasized by teachers B, C, D, and E also provide students with an opportunity to view difficult sections several times. As a result, some problems related to learning speed are solved as these features are useful for low proficiency students.

Students’ Perception on Using Video Streaming Platform To Enhance Their Listening Skills

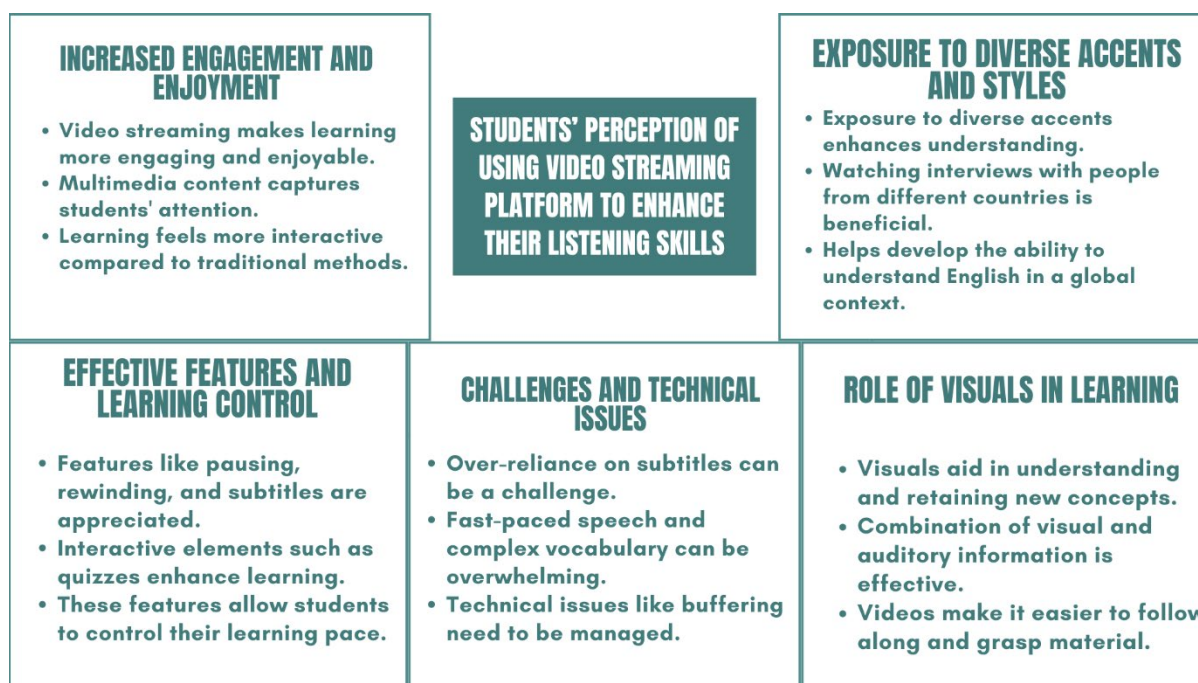


Figure 2: *Main Theme for Students’ Perception of Using Video Streaming Platform to Enhance Their Listening Skills*

Increased Engagement and Enjoyment

Reportedly, students mentioned that learning with video streaming platform is more engaging and fun. According to student B, “it’s more fun than just listening to audio”. In a similar way, student E reported that “videos, with their dynamic content and engaging formats, make learning feel more interactive.” Probably, these descriptive modes of video content naturally help it hold a person’s attention compared to exposure to only dry theoretical material.

Role of Visuals in Learning

It was found that the significance of the visual was expressed in the majority of comments. Thus, commenting on the video, Student A identifies that “the visuals are definitely a big help.” Similarly, Student C also agrees that “the visuals make it easier to follow along.” Accordingly, it can be suggested that combining visual and auditory information, students better perceive new concepts and can remember them. In such a way, video streaming may be regarded as a tool that can boost the effectiveness of developing listening skills.

Exposure to Diverse Accents and Styles

The findings stated that two students – A and E, mentioned exposure to a variety of accents and speaking styles among their learning strengths. For example, Student A stated, “I feel like I can understand many types of accents now”. In turn, Student E reported watching interviews of professionals from many different countries. This piece of the learning process is highly valuable as it ensures a more comprehensive understanding of the English language spoken by people of various backgrounds. Over recent years, when globalization keeps expanding, this skill has become especially relevant.

Challenges and Technical Issues

The use of video streaming platform may be beneficial for the students. However, there are also challenges faced by the students. Student A said, “One challenge I face is relying too much on subtitles.” Fast speakers or advanced vocabulary was also pertinent to Student B, Student C, and student D who said, “Fast-speaking and investment in new vocabularies are somehow overwhelming.” Buffering which can be attributed to the slow internet connection is also a challenge that was brought to light by Student B and Student C. From these positives and challenges, it is possible to devise ways of striking a balance.

Effective Features and Learning Control

Both students and teachers found that “something that was the most appealing was the pause, playing, going back again and the subtitle”. Student A mentioned “interactive elements, like quizzes or the ability to pause and rewind”, and student B appreciated that “if I don’t get a word, I can read it”. Therefore, video streaming platforms enable students to control the pace of learning and consolidate their understanding, which makes them a flexible tool for improving listening skills.

To sum up, it can be concluded that the analysis shows that video streaming is generally positively perceived by both teachers and students as an activity that attracts learners and provides valuable visual accompaniment, motivating learners to hone their listening skills while presenting them with various accents and ways of talking. Nevertheless, addressing some of the identified issues with the use of subtitles and fast speech, and some technical aspects would be necessary. In addition, it is suggested that the use of tools and capabilities provided by the platform, along with the control of management aspects, helped to enrich the learning experience. In this way, video streaming can be used as an effective way to improve listening skills in English, with motivational advantages for this multimedia discipline and learning, with the practical applications of modern technology.

DISCUSSION

The interviews with teachers revealed that video streaming platforms significantly enhance student engagement and motivation. Teachers observed that students show increased

enthusiasm when lessons incorporate multimedia content from familiar platforms, which often includes dynamic visuals and relatable contexts. This aligns with findings from a previous study by Sembiring and Katemba (2023), which similarly highlighted the motivational benefits of using multimedia content like YouTube videos. Both studies emphasize that incorporating engaging and familiar video content can transform traditional learning into a more interactive experience, thereby fostering greater participation and interest in listening exercises.

Teachers also noted that video streaming platforms improve comprehension and retention of material. The multi-sensory approach provided by combining audio with visual elements, such as body language and real-life scenarios, enhances students' understanding and memory of the content. This observation is consistent with Sembiring and Katemba's (2023) study, which found that YouTube educational videos improved listening comprehension through a similar multi-sensory engagement. The diverse range of speakers and accents in videos contributes to a more comprehensive listening experience, helping students become accustomed to various speaking styles and pronunciations.

Despite these benefits, teachers identified challenges such as potential distractions and technical issues. The vast amount of content available online can lead to loss of focus, while buffering and unreliable internet connections can disrupt the learning process. This is in line with Sembiring and Katemba's (2023) findings, which also noted the need for further research to address these challenges. Effective classroom management and reliable technology are crucial to minimizing these drawbacks and maximizing the educational benefits of video streaming platforms.

Students similarly reported increased engagement and enjoyment with video streaming platforms, noting that the dynamic and interactive nature of videos makes learning more appealing compared to traditional methods. They emphasized the importance of visual context in aiding comprehension and retention, which is corroborated by Sembiring and Katemba (2023). Additionally, students valued exposure to diverse accents and speaking styles, which helps improve their listening skills. However, they also faced challenges such as over-reliance on subtitles and technical issues. Both studies suggest that while video streaming platforms offer significant advantages, ongoing research is needed to refine their use and address associated challenges effectively (Sembiring & Katemba, 2023).

Implications and Recommendation for Future Research

The study suggests several implications for integrating video streaming platforms into educational practices. Incorporating multimedia content that students find enjoyable and relevant can significantly enhance engagement, motivation, comprehension, and retention. Educators should focus on using video content with diverse accents and real-life contexts to provide a richer listening experience. Additionally, ongoing teacher training is essential to effectively integrate video content, manage potential distractions, and utilize interactive elements. Professional development programs should equip teachers with the skills to select appropriate videos and create engaging lessons while sharing best practices to enhance overall teaching effectiveness.

Addressing challenges associated with video streaming platforms is also crucial. Effective classroom management strategies are needed to minimize distractions and manage screen time. Solutions to mitigate technical issues, such as buffering and unreliable internet connections, should be explored to ensure a smooth learning experience. Future research should focus on developing strategies to overcome these challenges and testing their effectiveness in real classroom settings. This approach will help maximize the educational benefits of video streaming platforms while minimizing potential drawbacks.

Future research directions should include investigating the long-term effects of video streaming on student learning outcomes and examining how various types of video content impact different student demographics and learning styles. Additionally, studies should explore effective classroom management strategies, the role of interactive features in enhancing engagement, and solutions for addressing technical limitations. By focusing on these areas, future research can build on current findings to optimize the use of video streaming platforms, improving listening skills and overall student engagement in educational settings (Sembiring & Katemba, 2023).

CONCLUSION

This study highlighted the significant potential of video streaming platforms in enhancing listening skills among secondary school students. The findings show that integrating multimedia content into the educational process can greatly increase student engagement and motivation. Video content, which combines visual and auditory information, aids in comprehension and retention, providing a richer and more engaging learning experience than traditional methods. However, it is essential to address challenges such as potential distractions, technical issues, and the over-reliance on subtitles to ensure that these platforms are used effectively in the classroom.

The implications of these findings suggest that educators should regularly incorporate dynamic and relevant multimedia content into their lesson plans to make learning more appealing and effective. Professional development for teachers is crucial to equip them with the skills necessary to select appropriate videos, create interactive elements, and manage potential distractions. Furthermore, sharing best practices among teachers can foster a collaborative environment that enhances overall teaching effectiveness. Future research should continue to explore the long-term effects of video streaming on student learning outcomes, focusing on diverse content, classroom management strategies, interactive features, and technical limitations.

By addressing these areas, future studies can provide deeper insights and practical solutions for optimizing the use of video streaming platforms in educational settings. The goal is to enhance the effectiveness and accessibility of these tools, ultimately improving listening skills and overall student engagement. This research underscores the importance of a balanced and well-managed approach to integrating video streaming into the curriculum, ensuring that the benefits are maximized while minimizing any potential drawbacks.

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