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Assessing Selected Book-tube Videos to extract "fit for Video" Features

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Abstract

The revolution in the Information Technology sector was influencing the information industry at its peak and multimedia information technology had a wide acceptance by the global population. Considering which, multimedia libraries could take advantage of book-tube video features for a higher degree of user engagement, hence the study undergoes the analysis of 100 book-tube videos to extract features that could make a video more engaging. The study used "keyword searching" in the YouTube search bar and then sorted the content by 'view count" to analyze the most popular video, and the research resulted in the "fit for video" features as; moderate length of the video should be 10-15 minutes (32% videos under analysis). Also, the user likes to watch videos having a single speaker (78%). Adding to this, much availability of caption increases the view count, 64% of popular videos have English as a caption.

Keywords

Book-tube, YouTube, Multi-media, video.

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INTRODUCTION

With the advent of information and communication technology, the process of information dissemination became far easier. Starting with textual communication through computers, gradually reached multimedia information transfer.

These multimedia transfers are made possible with furthermore technical advancements like a supportive user interface. Including various applications among which YouTube has a larger audience. YouTubeis an easy and cheap source of multi-media information transfer, which is caught up by the bibliophilic society, alternatively known as the book-tube subculture on YouTube. where they disseminate book-related information to the seekers and earn a livelihood in return.

The significant sub-culture works collaboratively and disseminates book-related information through videos, the book-tube analysis in new media could help, provide "fit for video" features that are responsible for video popularity, among the patrons. The features could be proved as considerable specifications which can bring a higher view count. These features can be used to make videos for multi-media libraries as well as library website promotions and collection promotions.

LITERATURE REVIEW

Kousha, Thelwall, &Abdoli(2012) studied the frequency of multimedia URL citations to YouTube videos from academic publications in Scopus from 2011-201. They also analyzed the type and any significant broad disciplinary difference in citing online videos. Results showed an exponential growth for citing YouTube videos. 551 videos were chosen for study which shows 63% of the citations were for news, policies from 32% of the social science videos. 80% were from art, culture and, history out of 21% of humanities videos.

Pham, Farrell, Vu, Vuong&Napier (2013) says that the U.S, the U.K, and South Korea are the major countries with maximum university promotional videos. They analyzed 140 videos from 14 countries. The study describes YouTube's role in awakening cross-border potential students in the case of global education environment, and global universities based on varying cultures and global position ranking. Majhi, Chirgun, Maharana &Panda (2016) tried to find the popular tutorial videos on web 2.0

topicsonYouTube. Proving to be a major source of online learning. Results showed that 39% of the videos were general in nature i.e., application on web 2.0. also, the maximum number of videos are by O'Relly Media and the most productive year has 2012.

Albrecht (2017) explains the three major factors of the publishing world, which are publisher, author, and reviewer. Book-tube established a collaborative association with author and publisher, but a disregarding relationship between professional reviewers & book-tubers.Walker (2018) studies how children learning new skills &behaviorare affected by YouTube and how children are being socialized into consumers. The adopted methodology includes investigating the persuasion intent from video content on Rayn Toys Review YouTube channel. Ehret, Boegal, & Manuel-Nekouei(2018) find that effect and emotions are different yet similar concepts that affect young adult reading lives other than formal schooling in the information technology era. The methodology involves participatory observation by using two book-tube channels named "emmabooks" and "sarawithoutanH". Verdu (2019) conducted research about kinds of literacy expressions driven by book-tubers. Research states that view count is related to peer habits. The case study was conducted about two book-tubers named "Javier Ruescas" and "Fly like a butterfly".

OBJECTIVES

- To identify the likable content type.
- To describe the authority and channel to which the video belongs.
- To find the preferable time range for making a video.
- To find out the languages in which the video has been uploaded.
- To identify the aided caption language.
- To find out, whether the creator appears in the video or not.

SCOPE

The present research analyzes the 100 most popular book-tube videos in order to extract significant video features/ "fit for video" features from book-tube and brings out a possibility to apply the same in multimedia libraries and library websites for larger user engagement.

METHODOLOGY

The methodology involves keyword searching in the YouTube search bar by "*book-tube*", "*book-tubing*", "*book-tube learning*", "*popular book-tube videos*", "*about book-tubing*". YouTube also provided some sorting options which are used in the study. In "*search features*", the study sorted the videos by "*view count*" against "*relevance*", "*upload date*" and "*rating*" to find out the reasons for video popularity. And what are the latent reasons for the videos being widely watched? Content-type selected as "*video*" instead of "*channel*", "*playlist*", and "*movie*" to simplify the content as audio-visual. "*Upload date*" chosen as "*anytime*" among "*last hour*", "*today*", "*this week*", "*this month*", "*this year*" to cover all the popular videos existing on the platform till now. "*duration*" was also kept to "*any*" besides "*under 4 minutes*", "*4-20 minutes*", "*over 20 minutes*" to eliminate the time constraints. And then refining the search output by using an excel sheet and SPSS coding of data, for later inferences.

DATA ANALYSIS

Table 1: Type of Content

S. no.	Content	No	Percentage	Cumulative percentage
1	Tag	13	13%	13%
2	Reading	2	2%	15%
3	Guide	15	15%	30%
4	Viewpoint	18	18%	48%
5	q/a	3	3%	51%
6	Shelf tour	1	1%	52%
7	Haul	1	1%	53%
8	Review	20	20%	73%
9	Discussion	27	27%	100%

Table 1 divides the content into 9 major aspects (tag, reading, guide, viewpoint, question and answers, shelf tour, haul, reviews, discussion) each being the popular entity from book-tube themes. The major section is of discussion videos i.e., 27%, and reviews as 20% of the video themes. Whereas "shelf-tour" and "hauls" are the lowest, with only 1% each.

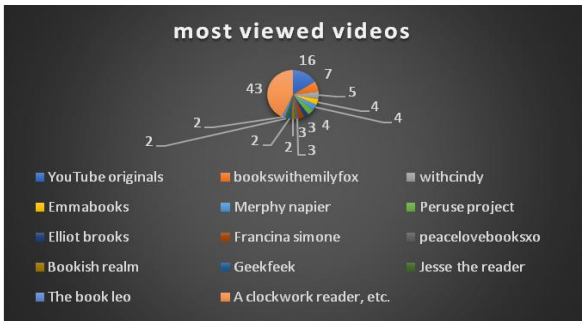


Figure 1. channels along with video counts

Depiction of the popular book-tube channels has been shown in figure 1. YouTube originals stand at rank 1 with 16 videos from the same channel having mass views, other 7 videos from books with emilyfox holding rank 2, and channel named withcindy at rank 3 has 5 videos. Whereas the channel having only 1 video with maximum reach is 43 in number.

Table 2: Duration of the video

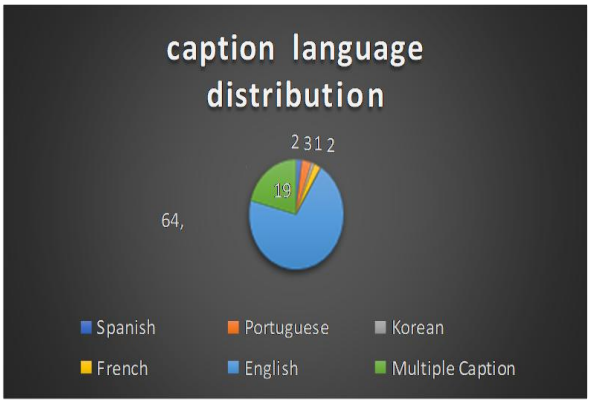
S. no.	Duration	Videos	Percentage	Cumulative percentage
1	0-5 Min	3	3%	3%
2	5-10 Min	16	16%	19%
3	10-15 Min	32	32%	51%
4	15-20 Min	28	28%	79%
5	20-25 Min	9	9%	88%
6	25-30 Min	3	3%	91%
7	30-35 Min	3	3%	94%
8	35-40 Min	2	2%	96%
9	40-45 Min	1	1%	97%
10	45-50 Min	0	0%	97%
11	50 Min above	3	3%	100%

Table 2 talks about the length of the video, i.e., user time to be spent on watching the video. The table depicts that 91% of the videos are watched which are in the range of 0-30 minutes and only 9% counts for videos above 30 minutes. The preferred length was 10-15 minutes because 32% of videos follow the trend and have earned maximum view count.

The table 3 shows the languages in which the videos are recorded. It is clear from the table that, English being an international language, dominates the communicability of the book-tube videos understudy with 89% videos in onlyEnglish language, whereas Hindi, Italian and Vietnamese being less popular accounts for a video count of 1 from each.

Table 3: Language distribution

S. no.	Language	No	Percentage	Cumulative percentage
1	English	89	89%	89%
2	French	2	2%	91%
3	Hindi	1	1%	92%
4	Italian	1	1%	93%
5	Portuguese	3	3%	96%
6	Spanish	3	3%	99%
7	Vietnamese	1	1%	100%



The above figure examines various captions available for communication convenience. English again being the most popular among a major section of users, accounts for 64% of videos, whereas 19% of the videos have multiple captions. The cumulative percentage is 91% as the other 9% of the videos have multiple captions.

Table 4: Speakers/authorship

S. no.	No of Speakers/ Authors	Videos	Percentage	Cumulative percentage
1	1	78	78%	78%
2	2	02	2%	80%
3	Multiple Author	20	20%	100%

The number of speakers appearing in the video has been described by the above-mentioned table number 4. Where 20% of videos have multiple authors/speakers appearing in the video.

FINDINGS

- Usually, book-tuber endeavor results in intellect disposal. Hence, discussion videos account for a major share(27%) of all videos, where book-tube viewers listen to authors and other book-tubers for diverse plot analysis. Also, efforts have been made since the origin of book-tube in making it a sub-culture and a healthy book network, which results in various tags being followed by all active members. Hence 13% of the most viewed videos are titled "tag" videos.
- The reason why "YouTube originals" holds maximum viewed videos, is because the video includes the real-time discussion with the authors of the book, and the video discussion by the author itself, provides an element of trust and authenticity about the video, the video's by "books with Emilyfox" and "withcindy" are frequently uploaded on the channel with an element of persuasive communication style.
- As 85% of the most viewed videos ranges from a period of 5 minutes to 25 minutes, the recommended video length for user satisfaction, and persuasion to be seen, is 5-25 minutes. Either too (below 5 minutes) short or too long (above 25 minutes) will lack in attracting viewers.
- Out of 7.9 billion, 840 million people among the world's population speak English i.e., dominating all other global languages. Hence, being an efficient option for the creators to attract a large viewership, noticing the advantage, maximum book tubers with non-English backgrounds are also providing the videos in English. Hence, 87% of videos are in the English language.
- Captions are aids for people who have a different language and people with hearing impairment. It also limits the linguistic barriers and video having captions will have extended reach eam more views i.e., 91% of videos have a caption in one or another language out of which English (64%) takes the maximum shares.
- A normal book-tube video is a product by the channel creator where he/she speaks about and on the book hence making a fanbase or subscriber base by advertising voice modulators, facial expressions, and linguistics i.e., adopting celebrity engrossment culture. Hence, 78% of videos are with only 1 author. Only 20% of the videos are collaborative i.e., discussing the book, with the author or other book-tubers.

CONCLUSION

The study provided perspective results as book-tube being an optimum use of multimedia and following the trend of quick information dissemination through audio-video format, on internet, reaching mass viewers at their doorstep, is an easy, cheap and better quality, accessible service for all bringing the idea of book-tube culture to the library and information science. One could extensively use the elements of book-tube culture for library and information science user guides and user awareness services, through multimedia. Meanwhile, the study reveals some important video features which could be applied to any bibliophilic video, either prepared for a multimedia library or any library website. The features include the presence of a librarian as a speaker in the video, which in turn will increase the video's reliability and accountability. Whereas dominancy of the English language is there in the audio facilities and the preferable length of the video could be 5-20 minutes, hence some specifications are extracted to engross more patrons through video facility.

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