

Content Analysis of YouTube Videos Related to Drupal, Joomla and WordPress

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Abstract

YouTube is a popular video sharing site used by many people in world wide. The current study is to examine the YouTube videos related to Drupal, Joomla and WordPress which are content management systems (CMS). The data was exported using Webometrics analyst software from YouTube via application programming interface (API). Total 1785 videos were found related to three CMSs. The study found that most of videos were related to Joomla CMS 616 (34%) followed by Drupal 583 (33%) and WordPress 586 (33%). Furthermore, study informthat majority of videos found having YouTube licence 93% and 7% videos found under creative common licence. About 959 of videos were shorter than 10 minutes duration. The study also informs top ten most liked, commented, and viewed videos.

Keywords: YouTube, Content Analysis, Drupal, Joomla, WordPress

1. Introduction

Social media provides a great platform for sharing of information worldwide. The popularity of social media tools has been increasing rapidly among the youth and old age people. This platform provides very convenient way to share information using various tools like Facebook, Twitter, and Instagram. According to (Rodrigues, Benevenuto, Almeida, Almeida, & Gonçalves, 2010) appearance of online video sharing sites like YouTube played a major role in everyday life. (Song, Jeong, & Kim, 2015) YouTube is effective SNSs where people do like, comment, watch and upload videos. YouTube was launched in the year 2005 to the public. In the year 2006, November YouTube was acquired by Google. Now, it has become a most visited website in the world. YouTube is online video sharing web tool that has millions of videos uploaded in a month

and commented by users. Various categories of videos such as instructional, educational, tutorial, advertisement and many have been uploaded over YouTube. According to (YouTube, 2018) almost one third of web users are watching YouTube videos with billion hours and producing billions of views.

Anyone can register on YouTube and can upload, share, comment, like and dislike on videos. YouTube is acting as second teacher that helps user to learn many tricks/tips by watching videos. YouTube is the third most frequently used website on the web which is behind Facebook and Google (Stellefson et al., 2014). YouTube is free video steaming website using which various category of people can watch videos as per their requirement. However, the current study is based on three popular content management software i.e. Drupal, Joomla and WordPress.

Drupal is an open source software (OSS) was launched about 18 year ago in 2000 (Drupal.org, 2018). Joomla is an OSS content management system



which was introduced in the year 2005 (Joomla.org, 2018). The most popular, WordPress was introduced in the year 2003 (WordPress.com). The Current study on base on YouTube data retrieved from YouTube-

2. Objectives

- ❖ To find out the growth of YouTube videos related to Drupal, Joomla and WordPress.
- ❖ To identify top ten views, like and comment videos.
- ❖ To find out the characteristics of YouTube videos related to Drupal, Joomla and WordPress.
- ❖ To examine different license of YouTube videos related to Drupal, Joomla and WordPress.

3. Review of Related Work

Several studies, for instance (Fusaro et al., 2014; Checchinato & Disegna, 2015) have been carried out on content analysis of YouTube videos. Inform that YouTube provide a platform that hold huge number of both unprofessional and professional videos and It has become most popular website in the World. (Tao et al., 2012) YouTube is a popular social media website which hosts largest number of user-generated videos on the web. (Ajumobi, Malakouti, Bullen, Ahaneku, & Lunsford, 2016) inform that YouTube has been regularly visited website on Web and found videos pertaining to bowel preparation. The study analysed the instructional videos on bowel preparation. Similarly (Basch, Hillyer, Reeves, & Basch, 2014) observed YouTube videos associated to bowel preparation for colonoscopy. However, an notable study conducted by (Basch, Hillyer, MacDonald, Reeves,

& Basch, 2015) on YouTube videos related to Mammography. The authors analysed 173 videos related to Mammography. Furthermore, author informs that professionally created videos significantly less received comments as compare to videos created by consumers. Professionals created videos more often represented general mammography information (97.1 vs. 88.7 %) with compared to those videos created by consumers. The authors found that most of the videos uploaded by the YouTuber related general information (93.6 %) associated to mammography noted that YouTube and other online video resources can play a vital for promotion of public health awareness. In recent study, (Basch et al., 2018) suggested that public health professionals should be aware of the variety of YouTube videos that are advocating a practice that is potentially harmful. (Kousha, Thelwall, & Abdoli, 2012) investigated role of online videos which are used in academic publications and analysed the content YouTube videos in their publications. The authors inform that online YouTube videos are rapidly used by the academicians in their informal academic communications and teaching. A study made by (Lena & Dindarođlu, 2017) an videos analysis on lingual orthodontic treatment. They observed 120 videos found related Lingual orthodontic treatment. The study found that 32 videos as high-content and 72 as low-content. (Yoo & Kim, 2012) examined 417 YouTube videos on obesity. More recently (Covolo et al., 2017) made an attempt to examine the content of the paediatric vaccinations related videos in Italian YouTube videos. The study examined how these videos impact on public awareness and

opinions. (Basch, Menafro, Mongiovi, Hillyer, & Basch, 2016) stated that YouTube is popular social media website which is used widely for sharing of videos. And found information related to health. They analysed the videos pertaining to prostate cancer. The study found that most of the videos about (45.0%) uploaded by consumers whereas (30%) of videos uploaded by medical or government professionals. (Nissan, Gupta, Carron, Rayess, & Carron, 2017) investigate online YouTube videos pertaining to rhytidectomy which are created by non-physicians and physicians. The study examines rhytidectomy videos on basic length of video, authorship, primary objective, and total views. The study found that 80 videos (81%) created by physicians, 14 (14%) by patients and only 5 (5%) were created by a third party.

4. Methodology

A search was conducted using the search term "Drupal, Joomla and WordPress" in Webometrics Analyst software and data was extracted via Application Programming Interface (API) from YouTube. Initially huge number of videos (n=1849) found. These videos were verified manually checking by titles, description of videos and also view on YouTube. In the later stage (n=64) videos were removed, which were irrelevant to the current study. The authors analysed 1785 videos, it comprises of Drupal (583), Joomla (616) and WordPress (586). Finally analysed these videos based on pre-defined objectives using MS-Excel.

5. Results

5.1 Contribution of Videos

From the data, it was observed that majority is with Joomla having videos 616 (34%) out of total 1785(100%) videos, followed by Drupal 583 (33%) videos and WordPress 586 (33%) videos. It was noticed that stable contribution of videos by these three content management systems. However, Joomla is slightly contributed a greater number of videos than Drupal and WordPress.

5.2 Growth of CMS YouTube Videos

In this analysis, most of the videos (274) uploaded during the year 2018. The growth of uploaded videos has been increasing from the year 2006-2016. However, in the year 2017, the rate of uploaded videos slightly down. It was noticed that in the year 2006 only one video was uploaded on WordPress. Prior to 2010, very few videos and not above 50 videos found pertaining to Drupal, Joomla and WordPress.

5.3 Likes, Views and Comments Count

According to collected data, it was found that total number of views, likes and commented on videos related to WordPress are 7,62,52,052, followed by Joomla's 1,85,91,968 and Drupal's 98,32,376. It can be said that peoples are mostly watching, likes and commented on videos related to WordPress. It can be said that WordPress is the popular CMS compared to Drupal and Joomla.

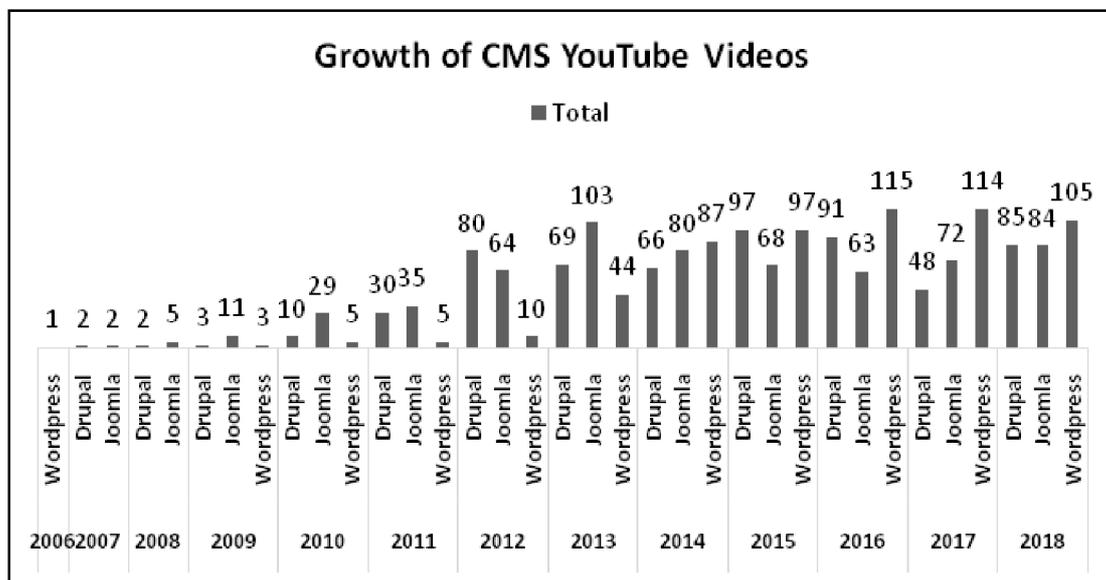


Figure 1

5.4 Licence

CMS videos were categorised into two different licenses such as YouTube and Creative Common Licence. Almost one third of videos 93% were found under YouTube licence out of total uploaded videos (100%). However, very few videos 7% found under Creative Common Licence i.e. CC BY (3.0 US).

5.5 Duration of Videos

While analysing data, it was observed that more than half of videos found fewer than 10 minutes and having more views 3,59,27,997 count. It was further noticed that peoples were watching higher length videos. Total 3,27,09,347 views count for the videos having greater than 1 hrs. duration. In addition to that total view count 2,78,52,157 for videos having duration between 10 min. to 30 min followed by 74,09,066 view count for videos with duration between 31 min. to 60 min.

5.6 Channel IDs

According to the channel analysis, total channel ids were 828 out of which 382 channel ids for WordPress followed by 282 channel ids for Joomla and 218 channel ids for Drupal. The study also investigated for average number of contribution of videos per channel id in which highest 2.67 videos per channel id is for Drupal followed by 2.18 for Joomla and 1.78 for WordPress.

5.7 Top Ten Most Views Videos

The data gives information about top ten views videos related to Drupal, Joomla and WordPress. The vast majority of videos presented in the data per taining information about WordPress CMS. WordPress has highest number for views. However, only one video listed in the top ten views videos list which was related to Joomla CMS about 15,34,531

views count. Furthermore, data informed that people were watching videos both shorter and higher length videos. The data also inform that there is no video found related to Drupal in the top ten views video list.

5.8 Top Ten Most Like Videos

It is surprising that only WordPress related videos placed in the top ten like videos list. Further, noticed that longer length videos like by the peoples as compare to short length videos. The data also inform that only three (3) videos got placed in top ten like videos list which has below one hour length.

5.9 Top Ten Most Comments Videos

This subsection offers broad summary of top ten most commented videos. It was found in the data that top ten commented videos related to WordPress CMS. When authors concerned with titles in the top ten commented videos, it was found that Hogan Chua and Tyler Moore have each contributed 3 videos. Furthermore, data informs that 2 third of the videos in the top ten most commented videos list having greater than 1 hour duration. When authors compared the data depicted that the channel title Tyler Moore and Fast Rupee have found in the top ten likes, views and commented videos list. The title "How to Create A Website - in 5 Mins - with WordPress" by Fast Rupee and title "How To Make a WordPress Website" by Tyler Moore.

6. Conclusion

YouTube is popular video sharing site used in worldwide. The popularity YouTube has been increasing rapidly in the world. YouTube site is freely accessible by every category of peoples and used this site for his/her own needs. In YouTube both

professional and unprofessional user are uploaded videos and also different professional organization due to gaining popularity. In spite of these advantages, YouTube has now quality controls; anyone can upload a video without any restrictions. The content must be evaluated by YouTube. YouTube is playing an important role for promoting videos related to CMS and other library software's. The current study is based on content analysis of YouTube videos related to three content management software's Drupal, Joomla and WordPress. A total 1785 videos were analysed for this study. Despite these limitations, the study analysed videos on likes, comments, views, duration of videos, licenses, growth and contribution videos of mentioned three CMSs. As the YouTube is popular videos steaming website view by large number of audience and rapidly changes its contents. The study performed on contents during specific period. It may get changed.

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