



IMPACT OF YOUTUBE SHORT FILMS AMONG YOUTH OF HYDERABAD

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Abstract

We live in a world where the technology is rapidly growing, opening doors for every individual to generate unlimited content out of their passion, interests, hobbies, and many more. Out of these interest came, the Short films from many young and aspiring minds making YouTube as a major platform. These short films are so well designed and captured exposing the reality or real life scenarios. They not only make a viewer to relate themselves but also enhances one's behaviour and character too. This format of Mass media has started effecting an individual psychologically and physically. Thus, the main aim of this paper is to study and analyse *the Impact of Short films among youth of Hyderabad*. The study is based on a survey among the youth from Hyderabad city between the age group of 15 - 30 years. Self-administered questionnaire is distributed to 100 youth and short film viewers to achieve the set aim of the study. Results of this study show that the Respondents are highly influenced by the YouTube short films.

Keywords:

Short Films, Youtube, Teenagers, Technology, Impact.

1. Introduction

A Short film is an original motion picture that has running time of 40 minutes or less, including all credits. In general terms, it is any motion picture not long enough to be considered as a feature film. Short films are often screened at local, national, or international film festivals and are made by independent film makers for non profit, either with low budget or no budget at all. They are usually funded by film grants, non-profit organizations, sponsor or personal funds. Short films are generally used by film makers to gain experience or prove their talent in order to gain funding for future films from private investors, entertainment companies, or film studios.

Ours is a country that's in love with the movies. Any genre is welcome as long as it entertains us. With the digital space growing at an exponential rate, YouTube has now become our go to destination for good content. Few of the popular short films are: Chutney by Tisca Chopra, Interior Cafe night by Adhiraj Bose, Oppressed majority by Pourriat, Thanatho nenu by Workybee Sai, The God must be crazy by Jaya shankarr, Upma tinesindi by Srinu Pandranki, English Pongal by A.R. Annapa reddy, Untouchable by Jay parupalli, Kriti by Shirish kunder , Selfie by Ramchandra Goankor, Rubber by Ramchandra Goankar, and many more. People who love any genre watch short films as they fit within their schedule and also there is a beauty in being able to tell a story in a short span of time, certainly a challenge that film makers seem

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to truly enjoy. The thrill of knowing that may be they have landed on a hidden gem is what makes it exciting for many of them to watch. ^(1,2,3)

Evolution of Short films

All films in the beginning were very short. It was until the 20th century where film started to get longer. The first set of films were presented in 1894 and it was through Thomas Edison's device called a kinetoscope. Longer and shorter films coexisted with similar popularity throughout the early days of film. However Comedy short films were produced in large number such as D.W.Griffith's The Birth of a Nation. By 1920's a ticket purchased a varied program including a feature and several supporting works from categories such as second feature, short comedy, 5-10 minute cartoon, travelogue, and news reel. Animated cartoons came principally as short subjects. Short films started to rely on film festival exhibition and also distributed through the internet. Certain websites which encourage the submission of short films such as YouTube, Snoovies, Cinema Clubby, and Vimeo have attracted large communities of artists and viewers. ^(4,5)

The Beginning of You Tube as the medium of Entertainment

You Tube was made by PayPal representatives as a video sharing site where clients could transfer, offer and view content. The Internet area name 'www.youtube.com' was initiated on 14 February 2005. You Tube was established by Chad Hurley, Steve Chen, and Jawed Karim, when they worked for PayPal. The first YouTube video, titled "Me at the zoo" was transferred on 23 April 2005. You Tube started as a blessed messenger financed endeavor and later Venture firm Sequoia Capital and Roel of Botha contributed and joined the You Tube top managerial staff, where there speculation had prompted a critical development in its initial couple of months. In 2006, You Tube was obtained by Google and encountered a tremendous benefit. Gradually, the news magazines, for example, Time, The divider road diary, The New York times, and so forth has begun auditing the substance posted. It is evaluated that in 2007, You Tube devoured as much band with as the whole web in 2000. The You Tube Awards are yearly honors given out in acknowledgment of the best You Tube recordings of the previous years casted a ballot by the You Tube people group.

In 2012, You Tube said that approximately 60 hours of new recordings are transferred to the site each moment. It has turned into the third most visited site on the web after Google and Facebook. In October 2012, surprisingly, You Tube offered a live stream of U.S. Presidential discussion. The interface of the site is made accessible with confined forms in 89 nations, one domain and an overall adaptation. Commercials were propelled on the site starting in 2006, which has progressed toward becoming You Tube's focal instrument for picking up income. ⁽⁶⁾

Market for YouTube Short Films

In rapid changing technology, the instant content is available on smart phones and the market share is increasing at a high speed. Short film makers has dominated the film making market as well as many of them are getting into this to explore by creating their own You Tube channels, producing and putting content on it. You Tube work on revenue sharing algorithm in many countries, many companies has taken this to a professional level. In India, this is an emerging market. You Tube definitely has a greater market reaching in excess of millions. You Tube offers monetization by placing ads on videos, which can generate few bucks if it yields thousands of views. Also, Youth are much likely to buy products that a You Tube uses than a TV or movie star tries out in a show or film. Without any surprise You Tube excels in searches and marketing mainly due to its wide reach to the audience. ^(7,8)

Impact of Short Films on Youth

Short films which were made as a hobby by most of the college students in the past and used as a means of entertainment after hectic study are now beginning to emerge as a possible career choice for some, intending to bring out serious social messages. The likes they receive on social networking sites and viral media encourages the first timers to go ahead with their films

and to play a big part. Youngsters from different backgrounds with directional aspirations are looking at short films as the perfect launch pad. Most of the youth watch short films for relaxations but the way they take in the message directly reflects in their attitude. For example: they might admire the character, their thoughts or ideas and reflect the same. With the help of these films youth come to know about different things happening around. Many incidents which youth are not aware of are brought to the limelight through short films. While few short films having adult content, provoking messages, bad behaviour, etc also show a great impact in changing their lifestyle and thinking. I believe, Most of the Short films are influencing youth to focus on life goals, career building up their creativity and knowledge. In fact, There are even many Short film competitions held in order to encourage youth and their talent. The real life incidents shown in short films help the youth not only to connect to it easily but also to bring out the necessary changes in their lives. For example: a short film conveying the message to not litter the garbage around and to not be cruel and violent to the stray dogs, to not bargain with the vegetable vendors has changed the thinking of youth and lead them towards humanity. As a quote said by Mahatma Gandhi, “ Be the change you wish to see in the world” youth are now showing the change through their short films which are in turn inspiring and changing many other lives. ^(9,10,11)

AIM OF THE STUDY

The main aim of this paper is to know ‘*The Impact of Short Films among the youth of Hyderabad*’.

OBJECTIVES OF THE STUDY

- To find out the viewing habits of Netizens in Hyderabad.
- To analyse the perceptions of Netizens about the YouTube Short films.
- To find out the impact of these YouTube short films among teenagers.

2. RESEARCH METHODOLOGY

This study includes Quantitative method of research. The Quantitative study is based on a survey among YouTube Short film viewers from Hyderabad city between the age group of 15-30 years. Self-administered questionnaire is circulated to 100 teenage Short film viewers in urban area to achieve the set aim of the study.

3. RESULTS & ANALYSIS

Figure 1 : Viewership of YouTube Short films

The participants in the survey included teens, youth and working men and women, between the age group of 15 to 30 years. All the respondents do watch Short films on You Tube.



FIGURE 2 : Frequency of watching Short films

The respondents between age group of 15 to 23 watch short films very often. where as the respondents between the age group of 24 to 27 years watch short films rarely. The respondents above 27 years watch short films as and when they get leisure time.

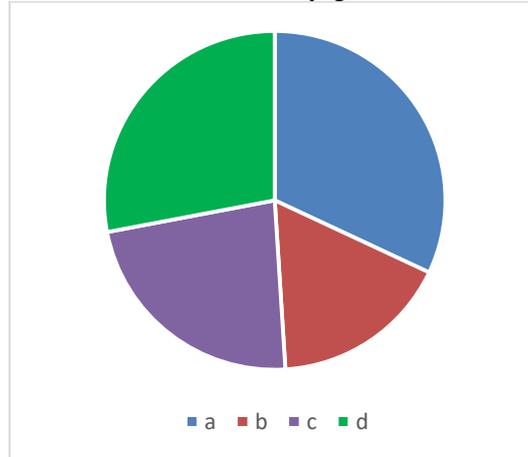


FIGURE 3 : Time spent on watching YouTube short films.

Most of the respondents including age group from 19 to 30 watch short films for 1 hour or half an hour. Respondents including age group from 15 - 20 watch short films for 2 hours or more than 2 hours.

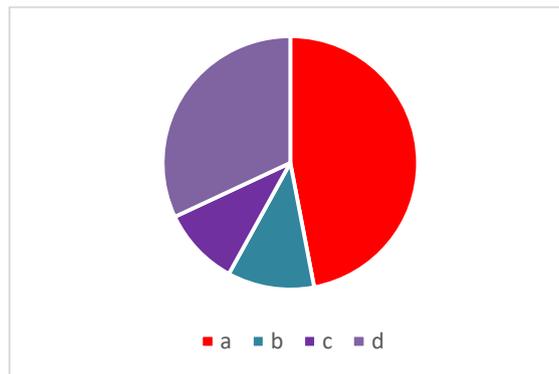


FIGURE 4 : Preferences of Respondents in choosing different Genres.

Teens including age group from 15 - 18 and working men/women including age group from 27- 30 preferred comedy genre where youth including age group from 19 - 25 preferred comedy and social messages genre. Mostly liked genre of Short films is “Comedy” and then “Social messages/ subject oriented” short films takes the second place.

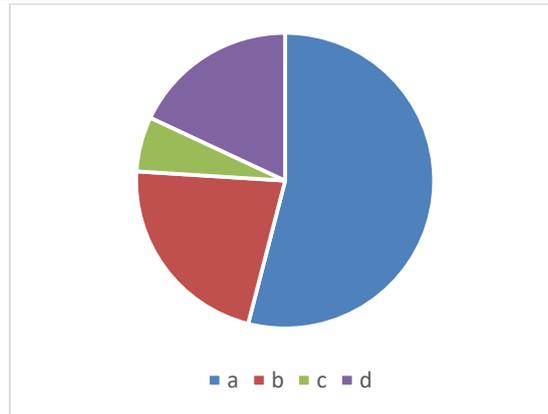
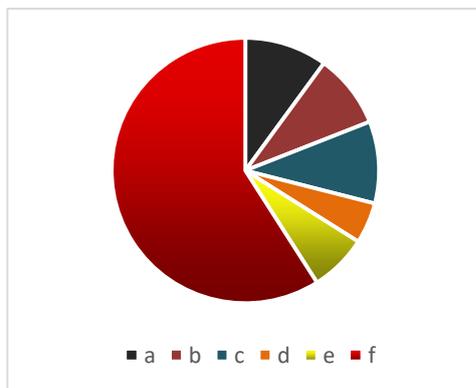


FIGURE 5 : Preferences of respondents in Short films

All the respondents had a wide variety of choices and favorites. The Majority of the respondents like a short film called ‘Madhuram’. Respondents who are working men/women did not have any favorite short films.



A (Kriti) = 10%
b (Anukokunda) = 9%
C (Chutney) = 10%
d (Tanatho Nenu) = 5%
e (No Smoking) = 7%
f (Others)= 59%

FIGURE 6 : Basis of Respondents in choosing Short films to watch

Respondents including age group from 15 - 27 watch short films based on Actors/Characters, viewership, to know the technical aspects. Respondents including age group from 27 - 30 watch short films based on recommended/ forwarded.

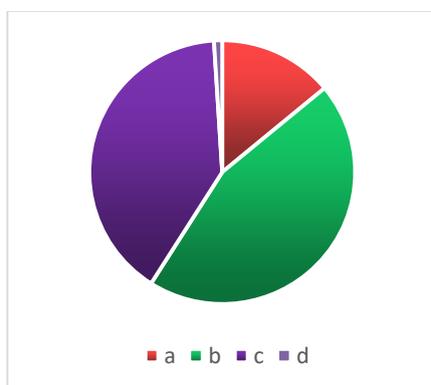
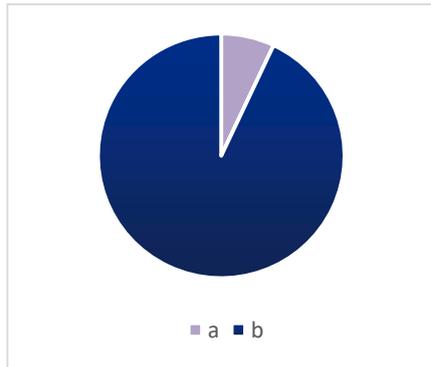


FIGURE 7 : Preferences of Respondents in choosing selected time to watch short films

Respondents including age group from 15 - 25 prefer watching short films when they get leisure/free time while respondents including age group from 26-30 watch short films when they are stressed.

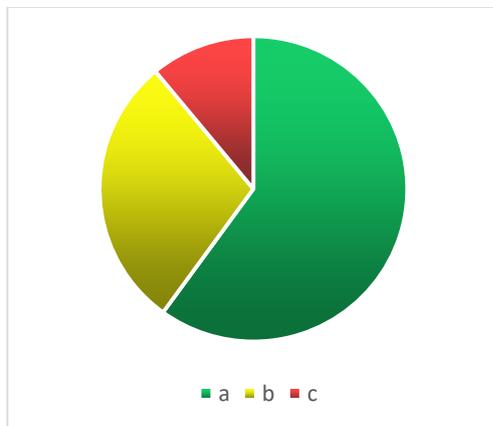


a (When you are stressed)= 07%

b (When you get bored / free time)= 93%

FIGURE 8 : Implementation of Short films content by the respondents

Most of the respondents including teens and youth do follow the messages given in short films where as the respondents including working men/women rarely put the messages into practice.



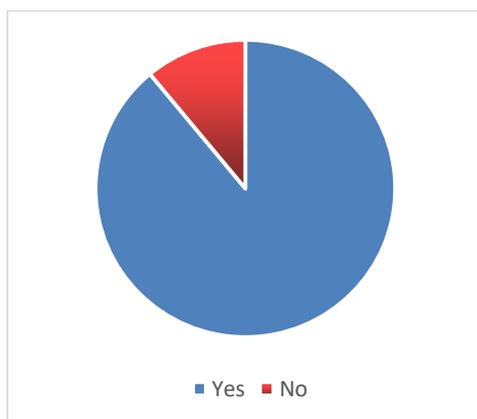
a (Yes)= 60

b (No) = 29

c (At times) = 11

Figure 9 : Choices of Respondents in watching short films which gives a social message

Most of the respondents like watching short films which give social messages. Respondents including age group from 15 - 17 do not like watching short films which give social messages.

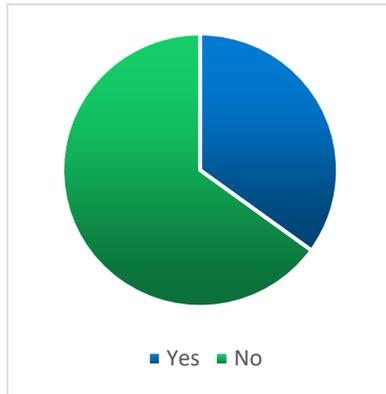


Yes = 89%

No = 11%

FIGURE 10 : Choices of respondents in short film characters/ actors

Respondents including age group from 19 - 30 do not have favorite actors/ characters in short films where as respondents including age group from 15 - 18 do have favorite actors/characters in short films.



Yes = 35%

No = 65%

FIGURE 11: Preference of respondents in imitating their favourite characters

Most of the respondents do not imitate their favorite actors while respondents including age group from 15 - 18 do imitate their favorite actors in their real life's.

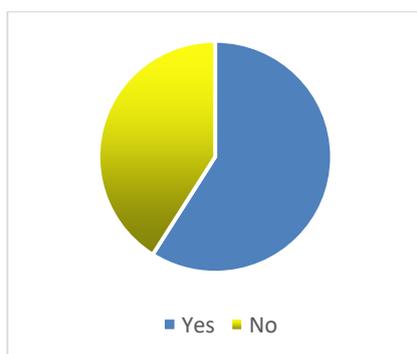


Yes = 13%

No = 87%

FIGURE 12: Preference of respondents in viewing the technical aspects of short films

More than half of the respondents do look into the technical aspects of short films. The respondents including age group from 15 - 18 do not look into the technical aspects of short films.

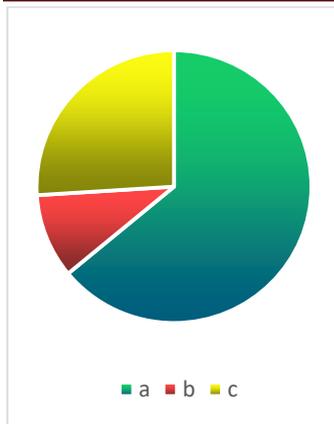


Yes = 59%

No = 41%

FIGURE 13: Different areas considered by the respondents in rating a short film

Most of the respondents including age group from 19 - 25 preferred content to rate any short film. Respondents including age group from 15 - 18 preferred acting and respondents including age group from 26 - 30 preferred elements such as humour.



a (Based on Content) = 64%

b (Based on acting) = 10%

c (Based on elements such as Humour) = 26%

FIGURE 14: Preferences of respondents in watching Ads

More than half of the respondents do not like watching ads coming up in between. Very Few of the respondents watch the ads rarely.

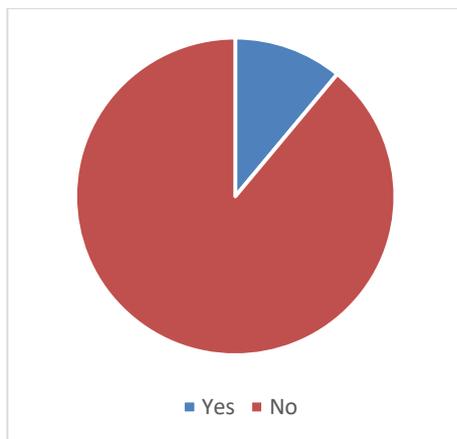


Yes = 5%

No = 95%

FIGURE 15: Choices of respondents in purchasing products shown in Ads

Similar to the above question, since most of the respondents do not watch ads they do not buy the products even, where as very rarely few of the respondents tend to buy the products based on their needs/requirement.

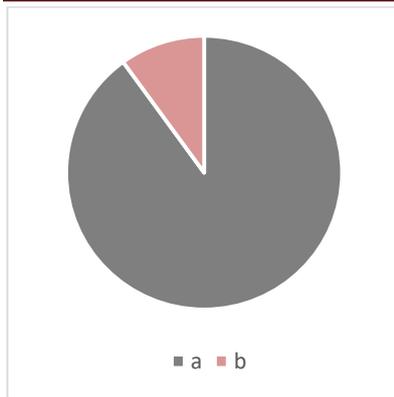


Yes = 11%

No = 89%

FIGURE 16: Preferences of the respondents in skipping the Ads

Most of the respondents skip the ad as soon as they get the skip button, only 10 out of 100 respondents watch the ad for a while.

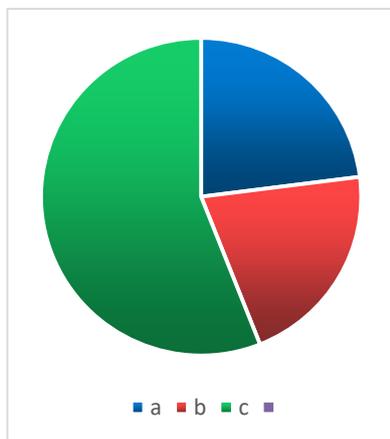


a (As soon as you get the skip button)= 90%

b (After watching the ad for a while) = 10%

FIGURE 17: Preferences of respondents in promoting different genres of short films

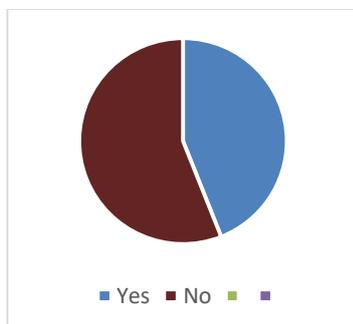
The respondents including age group from 15 - 25 have a wide variety of genres which they would like to encourage for the upcoming generation where as the respondents including age group from 26 - 30 preferred comedy and social messages genres.



a(Thrillers, Horror, Practical, Romantic, Love, etc) = 23% **b (Social messages) = 21%** **c (Comedy)= 56%**

FIGURE 18: Experiences of Respondents in relation with short films

Most of the respondents do not have any real life time experiences which match with the short films they have watched. Few of the respondents including age group from 20 - 25 could relate few of their life time experiences.

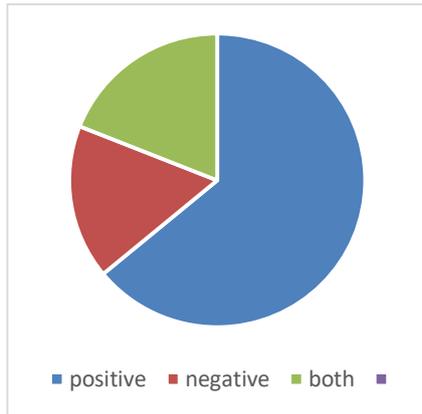


Yes = 44%

No = 56%

FIGURE 19: Impact of Short films

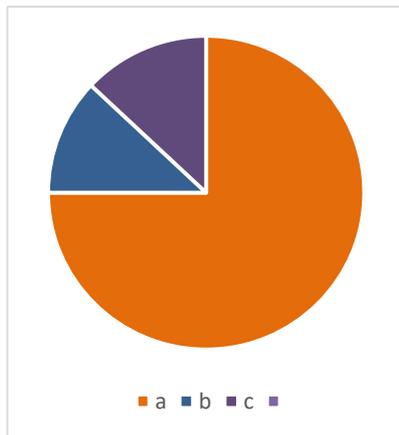
Most of the respondents say that there is a positive impact on present generation, 17 out of 100 respondents say that there is a negative impact and only 19 of them say that there are both positive and negative impacts on the present generation.



+ve = 64%
-ve = 17%
both = 19%

FIGURE 20: Choices of Respondents in watching Short films

Respondents including age group from 19 - 30 watch short films for entertainment and to gain knowledge while the respondents including the age group from 15 - 18 watch short films to keep themselves updated.



a (Entertainment)
=75%
b (To gain Knowledge)= 12%
c (To keep yourself updated) = 13%

ANALYSIS

- Participants who watch short films rarely are 32%, very often are 17%, often are 23%, very rare are 28%
- Short films are watched by 47% of them for 1 hour, 11% for 2 hours, 10% for more than two hours, 32% less than an hour.
- Comedy Genre of short films are liked by 54%, Social message genre of short films are liked by 22%, crime genre of short films are liked by 6%, Horror / thriller genre of short films are liked by 18%.
- The favourite short film for 10% of them is Kriti, 9% is Anukokunda, 10% is Chutney, 5% is Tanatho nenu, 7% is No smoking and 59% are for other short films like Men will be men, Kartha karma kreya, Prayanam, Bharamaina Beram, Emotions, Backspace, Madhuram, Pilla Pillagadu, Imagine a world where being Gay is a norm/Castello Cavaranti, Aasara, Numbers, Nakshatra, Ragam, Khane mein kya hai, Dumroo, Ahalya, Viva, little things (web series).
- 14% Participants watch short films based on Viewership, 45% based on actors/characters in short films, 40% based on Recommended/forwarded and 1% based on story and visuals
- 7% of them prefer to watch short films when they are stressed, while 93% of them prefer to watch short films when they are bored or as they get free time.

- 60% of them do follow/ practice the messages given in short films, 29% of them do not follow but 11% of them follow the messages at times.
- 89% of them like short films which give social messages, and 11% of them do not like short films which give social messages.
- 35% of them have favourite actors/characters of short films, while 65% of them do not have any favorite actors/characters.
- 13% of them do imitate their favourite characters in real life, but 87% of them do not imitate their favourite actors/characters.
- 59% of them look into the technical aspects of short films, and 41% of them do not look into the technical aspects of short films.
- 64% of them rate the short films based on content, 10% of them based on characters acting and 26% of them based on elements such as humour.
- 95% of them do not like ads coming up in between while 5% of them accept ads coming up in between.
- 11% of them do like to buy the products which advertises during the short film, while 89% of them do not go for those products.
- 90% of them skip the ad as soon as the skip option is made available, while 10% of them will watch the ad for a while.
- 23% of them encourage comedy genre of short films for the upcoming, 21% encourage short films which give social messages, and 56% of them encourage other genres like Thrillers, Crime, Horror, Practical, Romantic, Love, Family oriented, Psychological, Animation, Health, Awareness, Teen based short films, Rom-Com.
- 44% of them do have a real time life experiences which match to the scenes shown in few short films, while 56% of them do not have any such experiences.
- 64% of them say that there is a +ve impact on present generation because of the short films, while 17% of them feel that there is a -ve impact and 19% of them say that there are both kinds of impact.
- 75% of them watch short films for entertainment, 12% to gain knowledge and 13% to keep themselves updated.

4. CONCLUSION

From the research, there is a good viewership for short films. Most of the viewership is seen in teens and youth for entertainment, and to keep themselves updated. They are reluctant to leave the habit of watching short films because short films have become their source of entertainment in all their busy and stressed lives and they keep adding each short film one after the other to watch. Most of the short films are viewed based on the content and their favourite actors/characters in the short films. Most of the teenagers also do imitate their favourite actors/characters in their real lives. This indicates that viewers watch all short films whether good or bad but appreciates only short films with positive content.

This research study is conducted by the researcher to analyse the viewership of short films and their influence especially on youth. Keeping in view the objectives of the study the researcher analysed teenagers, youth, working men and women to know the viewership for short films, on which basis are the short films watched, how are these short films effecting, And are youth getting influenced by short films.

The content analysis indicates that it is youth that watches short films in majority. They are definitely influenced by the short films as they have favourite short films, actors, and genres. The data obtained through the survey also indicates that there are wide variety of genres which youth would want to suggest for the upcoming generations. In due course short films have become the source for their entertainment, to gain knowledge in technical aspects and also to

keep themselves updated in this fast developing world. It is seen that most of them also do practice or follow the messages that are portrayed in short films.

Finally, the following inferences can be drawn based on the data emerging from the quantitative data:

- The Audiences are not passive.
- They are critical about the content in every aspect.
- Respondents are influenced by the short films as there is a likelihood among many.

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