



IMC MANUU
YOUTUBE CHANNEL

ANALYTICS

JANUARY 2018 - AUGUST 2019



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Preface

The concept of teaching and learning has entered into a new domain of knowledge with digital technology all around. The Open Distance Learning (ODL) has engaged educational technology like TV and Radio and has brought *education at your door steps*. Further when the information communication technology flourished, it is now said that the education is at your finger tips. Keeping this technological scenario in mind, the Instructional Media Centre (IMC), Maulana Azad National Urdu University (MANUU) launched its own YouTube channel on 4th July, 2013 to provide the supplementary materials in the forms of video lessons for the distance mode as well as the conventional students spread all across country. After the launch of the YouTube channel, it was more important to know how the students and general audience perceived these educational and the enrichment programmes. In this connection, an assessment through YouTube Analytics has been conducted to assess and evaluate the viewers viewing habits etc. This study would not have been possible without complete institutional support base.

On behalf of IMC, it's my privilege to acknowledge and show deep gratitude to the Honourable Vice-Chancellor Dr. Mohammad Aslam Parvaiz for launching the IMC, MANUU YouTube channel with great zeal that keeps our entire IMC team to work harder and choose smarter ways in imparting education. His continuous support and guidance for this centre is enormous. I also acknowledge the moral support provided by Prof. Ayyub Khan, Pro Vice Chancellor in various activities IMC that has taken up. I also sincerely thank Dr. M. A Sikandar, Ex-Registrar MANUU, for his all administrative support in launching this channel and keeping the IMC efforts alive.

My thanks are also due to Mr. Rizwan Ahmad, Director, Instructional Media Centre (IMC), for his suggestions and persuasion in carrying this study.

My special thanks to Mr. Obaidullah Raihan, Cameraperson, and Mr. Mohammad Ghayasuddin for continuously uploading videos on YouTube channel and keeping the programming alive.

I feel pleasure to express my happiness towards to IMC's Social Media team for propagating and promoting the MANUU's Youtube channel at different platforms lead by Mr. Md. Shakeel Ahmad, Engineer Gr-I, supported by very energetic team members Mr. Aamir Badr, Producer-I, handling Facebook, Mr. Omar Azmi, producer-I, handling Twitter account and Mr. Shaik Rahimuddin, cameraman for handling Instagram. I also appreciate the efforts of Mr. Mohd. Ghulam Ahmad, graphic Artist and acknowledge the hard work of entire team of IMC.

Last but not least, I wish to thank all the viewers and subscribers who took interest in watching IMC's video lessons and sharing these on different platforms; without their academic pursuit and interest, the channel's noble purpose would have not been achieved.

IMC, MANUU YouTube channel's Analytics

Introduction

To provide the wider access of Higher Education, Instructional Media Centre created IMC MANUU YouTube channel which has a repository of curriculum based audio-visual programmes of various streams namely Natural Sciences, Social Science, Life Science, Education and Training, Arts and Languages etc. and these are available to masses free of cost all across the globe. These audio-visual programmes can be accessed by the students and teachers as per their convenience at home, during travel or live in classrooms. Every programme has scope for discussion with teachers and other such groups even beyond national boundaries.

Besides providing curriculum based programmes, IMC MANUU YouTube Channel also caters to the general audience with wide array of Enrichment programmes, documentaries of general interest and on Urdu Language and Culture as well, and hugely popular MANUU Knowledge Series which consist the famous personalities from the different walks of life as well as programme on health issues for which affect human beings on daily basis. Students can also access important University Events, Seminars, Workshops, Symposiums etc. at Youtube Channel. Programmes are uploaded on the channel daily basis with free access. Furthermore, several important event of the university are live streamed through IMC's YouTube channel. The prime aim is to serve and build a Knowledge Society.

It is noteworthy to mention that the channel was created in 2013, but was formally launched in the month of December 2017 after proper designing of its' cover page and content. The channel's logo was created, categories were created for different departments/ centres so that surfing becomes easy for students. This categorization was developed on the basis of research, subjects and genre & nature of programmes.

The channel was launched with a proper programming for a week so that audience are retained and added over a period of time for uploading of the programmes (programming) the viewing habits of the general viewers and the target audience was considered. On every Tuesday and Saturday, the Curriculum Based video lessons are being uploaded, while every Monday, Wednesday and Friday seminars, symposium, workshops and other special programmes would be uploaded. On every last Sunday of the month the most appreciated programmes under MANUU Knowledge series is uploaded on IMC Youtube channel.

Need and rationale of the Study

It was the need of the hour to check the efficacy of uploads on IMC YouTube channel, whether the web-casts are being optimally utilized and how programming could be further strengthened. It was also important to know the responses of the target audiences through Open Distance Learners (ODL) spread out across the country and include the responses of the conventional learners of the campus to get the best comparison and usefulness of the programmes. The syllabus of the ODL is almost similar to the regular courses as per the recent guidelines of the university, this makes the webcasting of the lessons wider and more useful to the distance and regular mode of learners.

In order to assess the centre's efforts and usefulness of the programmes, one study was planned after the thorough discussion with the concerned officials and academia in order to check various aspects and dimensions of the Video lessons webcast on YouTube channel.

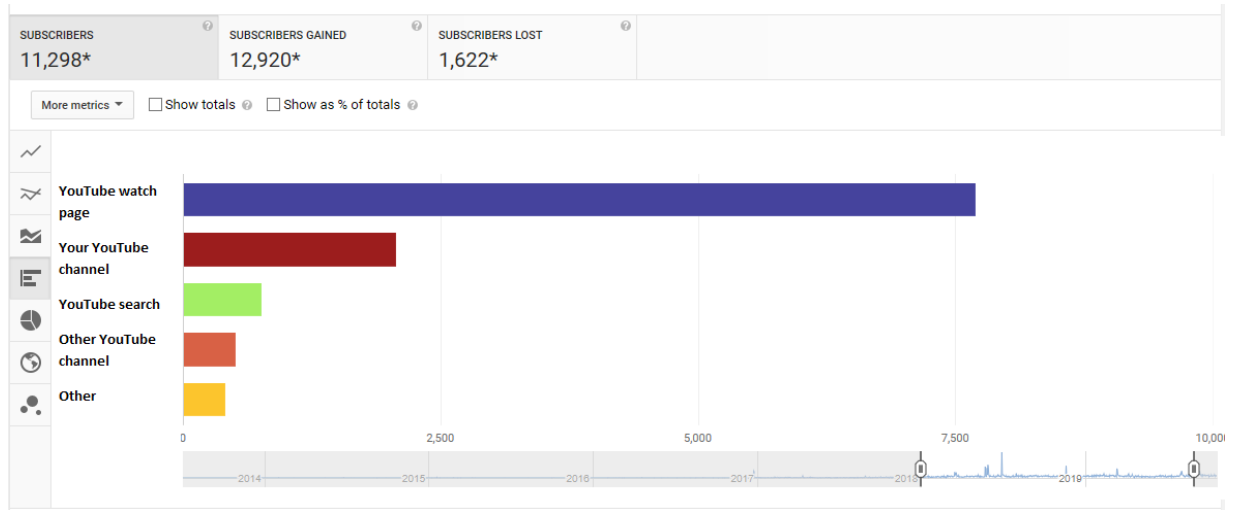
The study is based on the online analytical data available on our YouTube channel, which presents various aspects of uploaded videos, consisting the audience retention, demographics, the male and female ratio, playback locations, devices being used during log in of the channel, interaction report, likes and dislikes, subscription sources and the comments of the viewers which is considered as feedback. Needless to mention that the omissions and inclusion of feedback/comments have it's own limitation in doing any such study. The analysis has been done for the period of last one and half year i.e. during 1st January 2018 to 31st August-2019.

Analytics from January-2018 to August-2019

Subscribers: Subscribers are viewers who tend to interact with IMC's content and watch these videos on a regular basis. The analytics of YouTube explains how IMC, MANUU's channel have gained the subscribers across different continents, locations, and dates. On the mentioned date, there were 11,298 subscribers, while the channel gained the 12920 subscribers, but it also lost 1622 during this particular period. This provides scope to examine the reasons and how to sustain the interest of the viewers for much longer period of time.

The subscription source, means where viewers subscribe to the channel by clicking the Source tab, which may be YouTube watch page or other sources. The most of the subscribers (7699) have clicked the subscription button on video of YouTube watch. The second source is MANUU YouTube channel's page where 2068 viewers have subscribed. While 762 viewers also subscribed IMC's channel during their YouTube content search, while 510 individuals have subscribed when they were watching other YouTube channels. The channel also gained 414 subscribers from unspecified source.

01 Bar Chart indicates the top five sources of Subscriptions



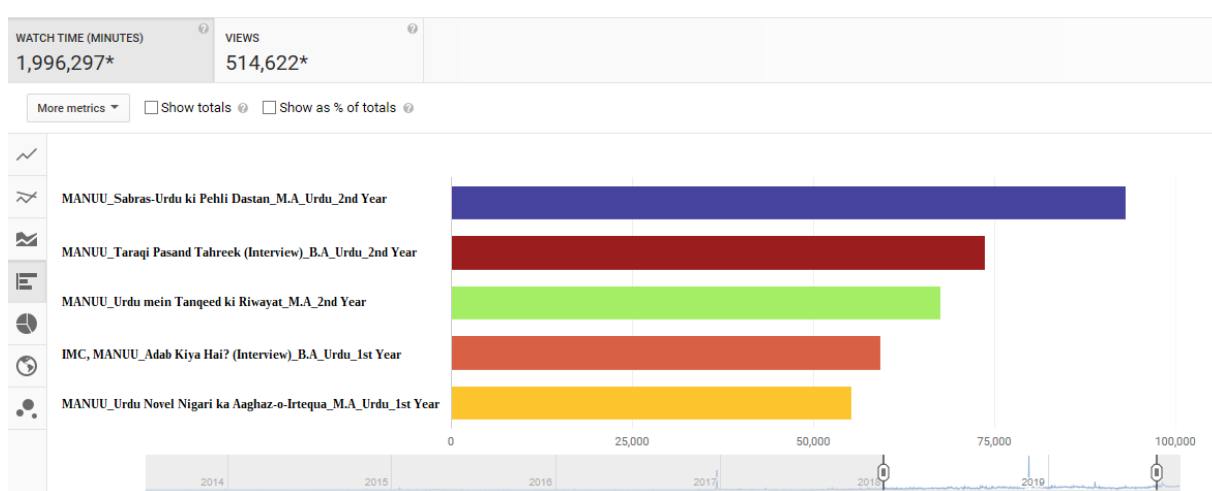
01. Table presents the details of subscription from different sources

Subscription source	Subscribers	Sub. gained	Subscribers lost
YouTube watch page	7,699	8,509	810
Your YouTube channel	2,068	2,400	332
YouTube search	762	790	28
Other YouTube channel	510	517	7
Other	414	598	184
YouTube home	66	73	7
Interactive features	13	15	2
Closed accounts	-49	8	57
Subscriptions feed	-76	5	81
Subscriptions channel list	-109	5	114

Watch time: The amount of time that a viewer has watched a video in terms of minutes is called watch time. The total estimated minutes of viewing time of the content from audience is 1,996,297 while the total views are 514,622 during this period of time. Below is the chart which presents the details of top five video's watch times in terms of minutes. On top, the most viewed programme titled "Sabras Urdu ki Pahli Dastan" written and presented by Prof. Naseemuddin farees, Department of Urdu, MANUU that was produced for the students of M.A. Urdu final year. The programme was viewed 93,100 minutes with 21,050 views. While average viewing duration of the said programme is 4 minutes 25 second. The average percentage of this video is that the audience watched per view is 16%. The second most viewed programme is "Taraqqi Pasand Tahreek" an interview based video lesson produced for the students of B. A Urdu Second year. The interviewee was Prof. Anwer Pasha, from Jawaharlal Nehru University, and interviewer Dr. Firoz Alam, Assistant Professor of DDE, MANUU. This programme was viewed 73,697 minutes with 15,929 views. The bar chart number 02 indicates that third most viewed program is "Urdu Mein Tanqeed ki Rewayaat" a discussion based video lesson moderated by Dr. Shujath Ali Rashid, while the resource persons were Prof. Suleman Athar Jaweed and Prof. Ashraf Rafi, from Osmania University, Hyderabad. This was watched 67,601 minutes with 17,740 views. The fourth programme again from Urdu language and literature is "Adab Kya hai" an interview based video lesson was viewed 59,303 minutes with 14876 views. The fifth programme again from the curriculum based titled "Urdu Novel Negari ka Aghaz-o-Irteqa" written and presented by Dr. Firoz Alam viewed 55,316 minutes with 16080 views. The Average percentage of this programme, as an audience watches per view 14 %.

The sixth most viewed program is not from the curriculum but it was live webcast of fifth University Convocation-2018 viewed 54,442 with 6,297 views.

02. Bar chart shows the most five viewed programmes



02. Table presents the details of watch times and views on various video lessons

Video	Watch time (minutes)	Views	Average view duration	Average percentage viewed
MANUU_Sabras-Urdu ki Pehli Dastan_M.A_Urdu_2nd Year	93,100 (4.7%)	21,050 (4.1%)	4:25	16%
MANUU_Taraqi Pasand Tahreek (Interview)_B.A_Urdu_2nd Year	73,697 (3.7%)	15,929 (3.1%)	4:37	17%
MANUU_Urdu mein Tanqeed ki Riwayat_M.A_2nd Year	67,601 (3.4%)	17,740 (3.4%)	3:48	14%
IMC, MANUU_Adab Kiya Hai? (Interview)_B.A_Urdu_1st Year	59,303 (3.0%)	14,876 (2.9%)	3:59	14%
MANUU_Urdu Novel Nigari ka Aaghaz-o-Irtequa_M.A_Urdu_1st Year	55,316 (2.8%)	16,080 (3.1%)	3:26	14%
Webcast of Seventh Convocation - 2018	54,442 (2.7%)	6,297 (1.2%)	8:38	6.1%
IMC, MANUU_Basic Elements of Curriculum Development_B.Ed_1st Year	48,934 (2.5%)	11,712 (2.3%)	4:10	16%
MANUU_Urdu Afsane Ka Fun aur Aaghaz-o-Irtiqua_B.A_Urdu_1st Year	47,965 (2.4%)	9,745 (1.9%)	4:55	17%
MANUU_Dholak ke Geet	43,249 (2.2%)	17,073 (3.3%)	2:31	17%
MANUU_Khwaja Haidar Ali Aatish Ki Ghazal Goi_M.A_Urdu_1st Year	40,807 (2.0%)	10,876 (2.1%)	3:45	14%
MANUU_Fort William College Ki Adabi Khidmaat_M.A_Urdu_1st Year	35,585 (1.8%)	7,030 (1.4%)	5:03	19%
MANUU_Ghalib Ki Ghazal Goi_M.A_Urdu_1st Year	34,197 (1.7%)	7,047 (1.4%)	4:51	16%
IMC, MANUU_Masih-ul-Mulk Hakim Ajmal Khan_A Documentary on Hakim Ajmal Khan	33,558 (1.7%)	8,300 (1.6%)	4:02	14%
MANUU_Mashriqi Tanqeed_M A_Urdu_2nd Year	28,144 (1.4%)	6,128 (1.2%)	4:35	17%
IMC, MANUU_Types of Curriculum and Curriculum Reforms_B. Ed. First Year	27,615 (1.4%)	7,612 (1.5%)	3:37	11%
MANUU_Muzakirah: Tasavuraati, Jamaliyati aur Rumani Tanqeed_M.A_Urdu_2nd Year	26,895 (1.3%)	4,628 (0.9%)	5:48	20%
MANUU_Mir Anees - Hayat Aur Marsiya Nigari_M.A_1st Year	23,736 (1.2%)	4,883 (0.9%)	4:51	19%
IMC, MANUU_Masnavi Ka Fun_M A_Urdu_1st Year	23,264 (1.2%)	5,272 (1.0%)	4:24	16%
MANUU_Urdu Nazm ka Irteqa_M A _Urdu_1st Year	23,230 (1.2%)	5,568 (1.1%)	4:10	15%
MANUU_Bahmani Daur mein Urdu Adab_M.A_Urdu_1st Year	22,712 (1.1%)	4,475 (0.9%)	5:04	17%
Ghazal, Sinf aur Fanni Khususiyaat_M.A_Urdu_1st Year	22,559 (1.1%)	4,199 (0.8%)	5:22	20%
IMC, MANUU_Importance of Political Science _B.A_Political Science_1st Year	21,410 (1.1%)	9,856 (1.9%)	2:10	12%
MANUU_Waadi-e- Sindh ki Tehzeeb_B.A_History_2nd Year	21,210 (1.1%)	4,635 (0.9%)	4:34	18%
MANUU_Nazism Adolf Hitler,Life & Achivements_M.A _1st Year	19,219 (1.0%)	2,773 (0.5%)	6:55	27%
MANUU_Ghalib ki Maktoob Nigari_B.A_Urdu_1st Year	19,042 (1.0%)	3,662 (0.7%)	5:11	22%

Geography and watch location of the viewers : It's quite interesting to know that where exactly our programmes are being watched globally. The YouTube data indicates that MANUU IMC's video lessons are not only viewed in India but these educational programmes are being watched across the world. As the data reflect that 69 % views are from the host country-India and while 26 % views are from our neighbouring country Pakistan, 0.4 % views are from Saudi Arabia. IMC's video also being watched 0.2 % in United States of America as well as in United Arab Emirates. In United kingdom a small percentage of of views also noticed. The data also shows that apart from these countries, university's video programmes also have views from other 17 different countries which include United Kingdom, Qatar and Mauritius.

03. Table showing the geographical and location status of the viewers.

Geography	Watch time (minutes)	Average view duration	Average percentage viewed
India	1,359,696	3:51	11%
Pakistan	515,394	3:51	14%
Saudi Arabia	6,708	3:37	11%
United States	4,947	6:18	23%
United Arab Emirates	3,633	4:35	19%
United Kingdom	1,248	7:59	16%
Qatar	969	6:22	23%
Mauritius	826	7:18	28%
Kuwait	623	5:08	14%
Belgium	334	17:35	52%
Canada	320	5:04	24%
Oman	211	3:06	4.9%
Bangladesh	172	1:57	5.0%
Singapore	38	2:22	11%
Afghanistan	36	1:12	4.7%
Australia	10	0:59	74%
Netherlands	7	0:35	2.1%

Audience Retention: The overall audience retention duration for all the program is 3:52 minutes and average percentage watches per view of a video by the audience is 12 percent. The bar chart 03. presents details of five videos which have gave audience attention in terms of minutes in over all views.

The table number 04 indicates average percentage of a video our audience watches per view. The programme “Nazism Adolf Hitler: Life and Achievements” produced for the students of M.A History acquired highest 27% audience retention per view, while the average percentage of an audience per view for “Ghalib Ki Maktoob Nigari” is 22%. Two more programmes “Ghazal, Sinf aur fanni khususiyaat” and “Tasavvaraati, Jamaliyaati aur Rumani Tanqeed” succeeded to keep the audience retention by 20% per watch.

03. Bar Chart shows details of the five most audience retention programmes

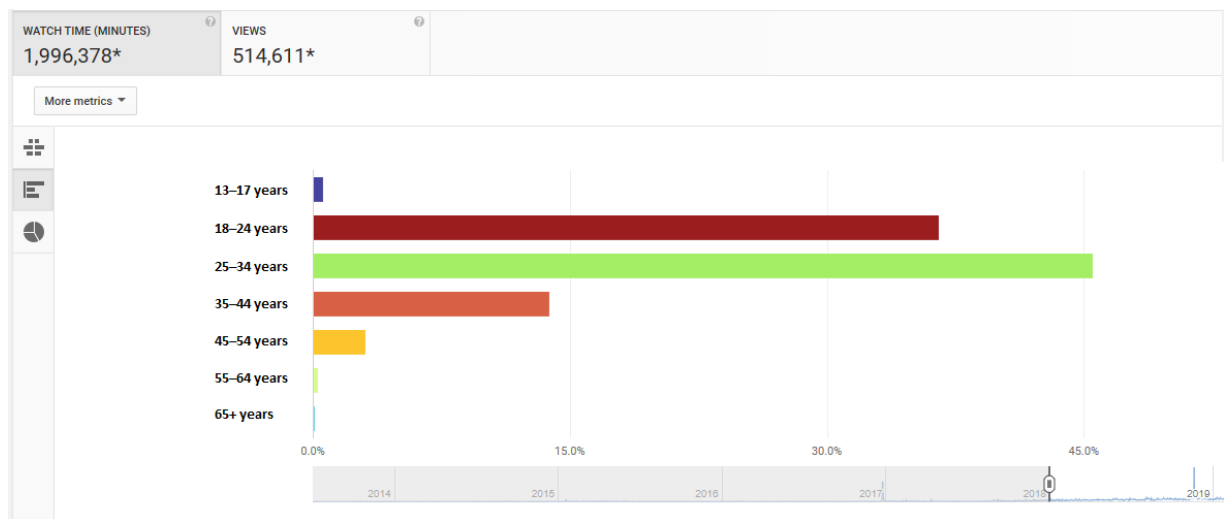


04. Table presents the detail of the audience retention programmes

Video	Watch time (minutes)	Average view duration	Average percentage viewed
MANUU_Sabras-Urdu ki Pehli Dastan_M.A_Urdu_2nd Year	93,100	4:25	16%
MANUU_Taraqi Pasand Tahreek (Interview)_B.A_Urdu_2nd Year	73,697	4:37	17%
MANUU_Urdu mein Tanqeed ki Riwayat_M.A_2nd Year	67,601	3:48	14%
IMC, MANUU_Adab Kiya Hai? (Interview)_B.A_Urdu_1st Year	59,303	3:59	14%
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IMC, MANUU_Nazism Adolf Hitler,Life & Achivements_M.A _1st Year	19,219	6:55	27%
MANUU_Ghalib ki Maktoob Nigari_B.A._Urdu_1st Year	19,042	5:11	22%

Viewers' Demography: The channel is being watched by all age groups. The demographic details of the viewers of the channel belongs from the age range between 13 -17 year old are 0.5%, among them 81% are male viewers and 19% are female viewers. Thirty six (36%) of our viewers are from the age between 18 – 24 years, among them 76 % are male and 24 % are female. The viewers from the age group of 25 -34 years are having highest percentage of 46 %, among them 77 % are male while 23% are female across the country. Fourteen percent (14%) viewers from the groups of viewers belong to the age group of 35 – 44 years which is the third largest group, among them 82% are male and 18 % are female viewers. The demographic data shows that 3.1% viewers are from between 45-54 years of age which indicates the wider acceptability of our programmes. Among this group 81% are male and 19 % are female viewers. Although 0.3% of our viewers are from age 55- 65 years age as well, among them 95% are male and only 5 % are female.

04. Bar chart presents the viewers demographic details of the channel

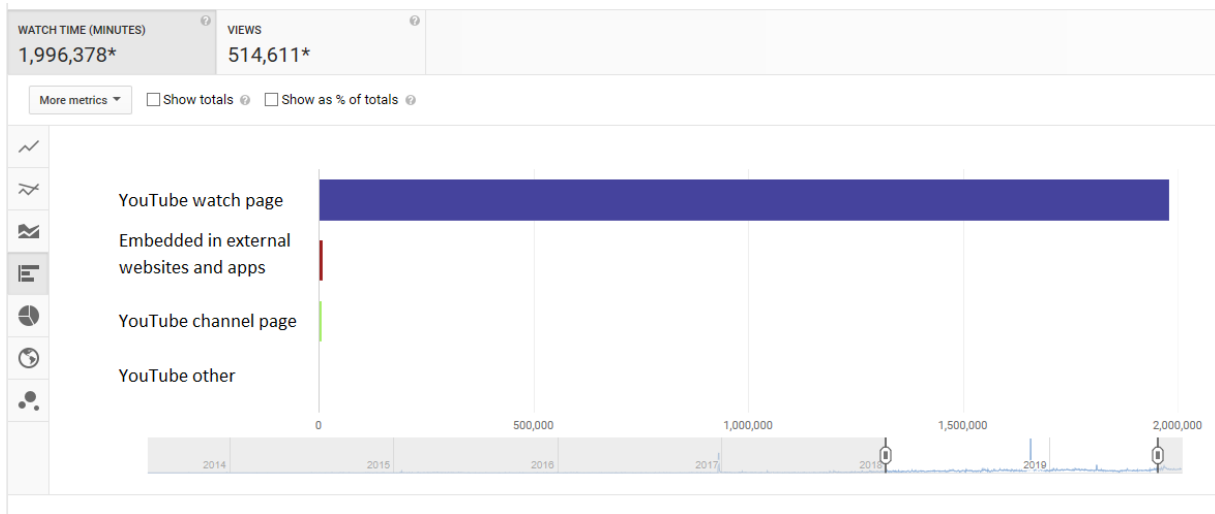


05. Table presents the viewers demographic details of the channel

Viewer age	Watch time (minutes)	Male	Female
13-17 years	0.6%	84%	16%
18-24 years	37%	76%	24%
25-34 years	46%	77%	23%
35-44 years	14%	82%	18%
45-54 years	3.1%	82%	18%
55-64 years	0.3%	95%	4.8%
65+ years	0.1%	96%	4.4%

Playback Location: The playback location means that the videos were watched on YouTube from the video's specific page. The Playback locations report shows the pages or sites that channel's videos were viewed on. The bar chart number 05 as well as table shows that 99 % programmes were watched on YouTube watch page. It's the precise URL which were shared or showed on YouTube page. While 0.8% of channel's videos were being watched directly on IMC MANUU channel's page. Further 0.4% views are from enclosed in external websites and apps as well.

05. Bar chart reflects the details of the playback location of the viewers.

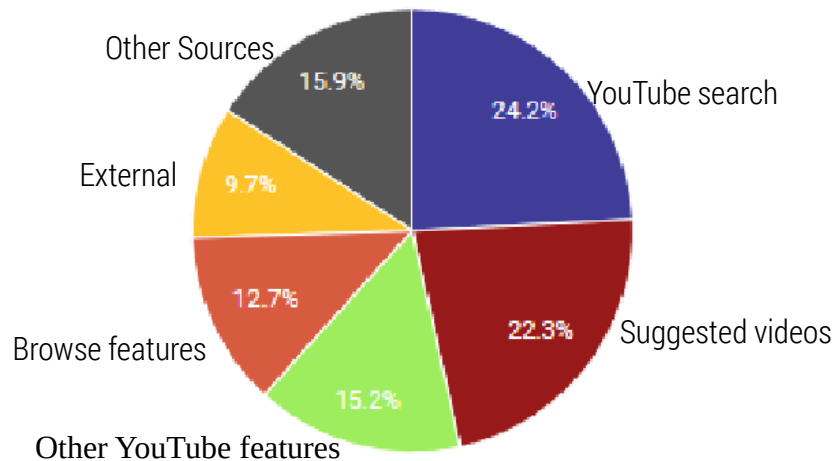


06. Table presets the details of the playback location of the viewers.

Playback location	Watch time (minutes)	Views	Average view duration	Average percentage viewed
YouTube watch page	1,980,833 (99%)	508,821 (99%)	3:53	12%
Embedded in external websites and apps	8,933 (0.4%)	2,119 (0.4%)	1:40	6.5%
YouTube channel page	6,104 (0.3%)	3,649 (0.7%)	4:12	14%
YouTube other	(0.0%)	33 (0.0%)	12:57	32%

Traffic Source: Traffic source means, the various means through which the viewers found our videos. The various Traffic Sources for views report shows the sites and YouTube features that viewers use to find IMC's content. The bar chart indicates that 24% Search terms used by viewers on YouTube main page to find IMC's content, 22% Views from suggestions appearing alongside of a video or after other videos watch, **while 4.9% views from IMC's own YouTube channel's page.** 3.5 % views from automatic notifications and emails sent to channel's subscribers form our programming staff. There are other traffic sources also mentioned in the chart for other details it can be seen. 2% views are from any other play-list that included IMC's video (this may be our own playlist or another user's playlist).

01. Pie chart presents the five prominent traffic sources of the viewers.

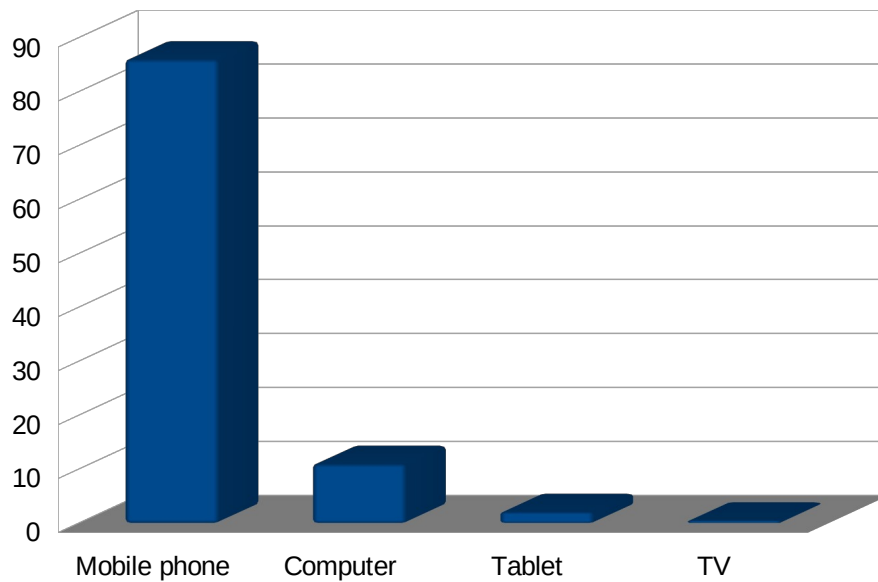


07. Table presents the details traffic sources of the viewers with watch time and views.

Traffic source	Watch time (minutes)	Views	Average view duration	Average percentage viewed
YouTube search	483,192 (24%)	128,702 (25%)	3:45	12%
Suggested videos	445,973 (22%)	108,027 (21%)	4:07	15%
Other YouTube features	303,397 (15%)	62,049 (12%)	4:53	17%
Browse features	254,444 (13%)	62,842 (12%)	4:02	12%
External	192,765 (9.7%)	54,335 (11%)	3:32	8.4%
Playlist page	107,718 (5.4%)	29,187 (5.7%)	3:41	12%
Direct or unknown	70,037 (3.5%)	16,389 (3.2%)	4:16	13%
Channel pages	64,056 (3.2%)	24,907 (4.8%)	2:34	6.7%
Notifications	38,955 (2.0%)	17,918 (3.5%)	2:10	5.7%
Playlists	35,148 (1.8%)	10,070 (2.0%)	3:29	12%
End screens	490 (0.0%)	151 (0.0%)	3:14	14%
Video cards and annotations	122 (0.0%)	45 (0.0%)	2:42	7.7%

Device being used during watch of IMC's Videos : The physical form factor of the device on which the viewers have watched IMC's video programmes. As the data indicates that 87% of all views occurred on smart phone which is quite obvious now a days. Ten percent (10%) of them have watched in on desktop computer or laptop, while 2.0% of them have viewed on tablet. 03% of them have watched on Smart TVs and set top boxes for TVs.

01. Column chart presents the details of the device used during the watch of IMC's videos

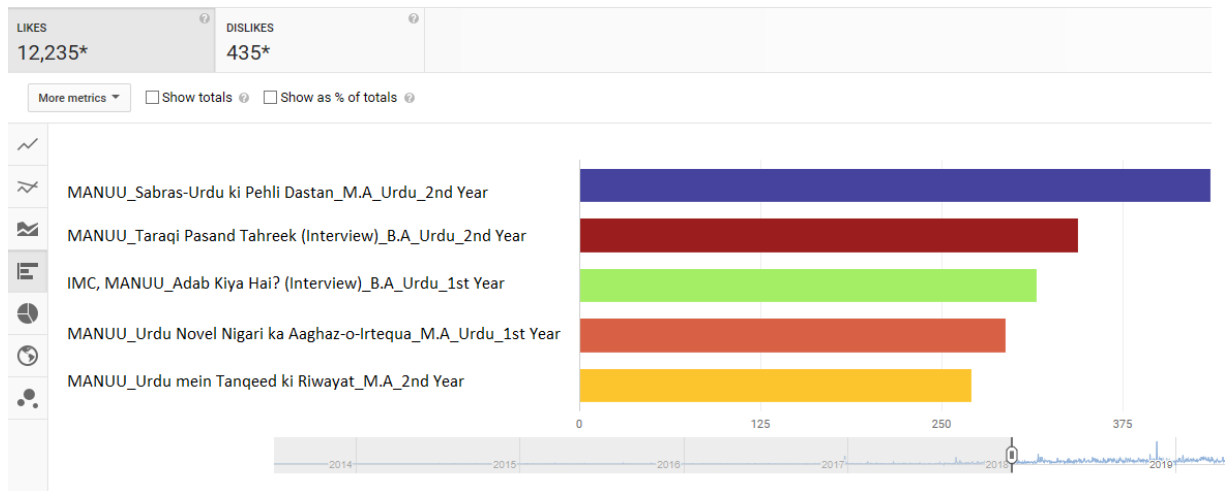


08. Table presents the details of the device used during the watch of IMC's videos

Device type	Watch time (minutes)	Views	Average view duration	Average percentage viewed
Mobile phone	1,710,864 (86%)	447,346 (87%)	3:49	12%
Computer	221,534 (11%)	52,954 (10%)	4:11	12%
Tablet	41,808 (2.1%)	10,149 (2.0%)	4:07	14%
TV	10,771 (0.5%)	1,386 (0.3%)	7:46	23%
Game console	232 (0.0%)	38 (0.0%)	6:07	16%

Likes and Dislikes : From the specific date, there were 12,235 likes which are quite encouraging, while there were 435 dislikes as well for some programmes. If we analyse the top five programmes 'likes and dislikes we will find that the programme "Sabras Urdu ki Pahli Dastaan" written and presented by Prof. Naseemuddin Faress, Department of Urdu, MANUU has the 436 highest likes and only 09 dislikes, while "Taraqqi Pasand Tahreek" has the 344 likes and 13 dislikes. The third programme titled "Adab Kiya hai" has got 316 likes and 15 dislikes, both the programmes are interview based. The chart shows that "Urdu Navel Nigari ka Aghaz-o- Irteqa" written and presented by Dr. Firoz Alam from DDE got 294 likes and 09 dislikes, while the fifth programme "Urdu mein Tanqeed Ki Rewayat" received 271 likes and 12 dislikes. All the five programmes are from the Urdu language and literature and are curriculum based.

06. Bar chart presents the top five videos likes and dislikes



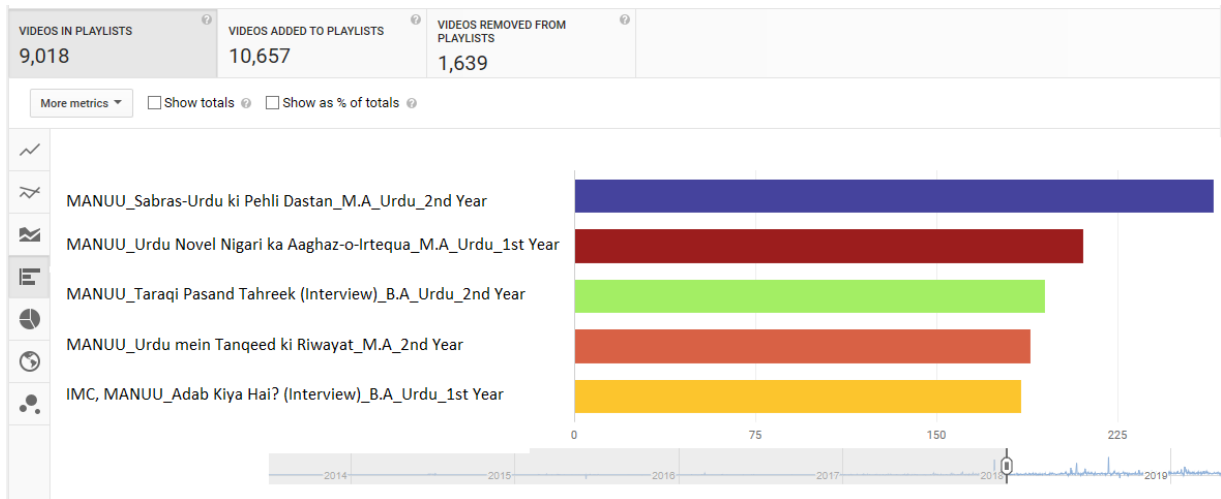
09. Table showing the details of the likes and dislikes of more IMC's videos

Video	Likes	Dislikes
MANUU_Sabras-Urdu ki Pehli Dastan_M.A_Urdu_2nd Year	436	9
MANUU_Taraqi Pasand Tahreek (Interview)_B.A_Urdu_2nd Year	344	13
IMC, MANUU_Adab Kiya Hai? (Interview)_B.A_Urdu_1st Year	316	15
MANUU_Urdu Novel Nigari ka Aaghaz-o-Irtequa_M.A_Urdu_1st Year	294	9
MANUU_Urdu mein Tanqeed ki Riwayat_M.A_2nd Year	271	12
MANUU_Urdu Afsane Ka Fun aur Aaghaz-o-Irtiqua_B.A.Urdu_1st Year	197	4
IMC, MANUU_Types of Curriculum and Curriculum Reforms_B. Ed. First Year	196	9
IMC, MANUU_Basic Elements of Curriculum Development_B.Ed_1st Year	169	12
IMC, MANUU_Importance of Political Science _B.A_Political Science_1st Year	167	6
IMC, MANUU_Nayee Nasal Ke Farogh Mein Hamara Kirdaar	164	7
Webcast of Seventh Convocation - 2018	162	5
MANUU_Ghalib Ki Ghazal Goi_M.A._Urdu_1st Year	152	3
MANUU_Fort William College Ki Adabi Khidmaat_M.A_Urdu_1st Year	132	5
MANUU_Khwaja Haidar Ali Aatish Ki Ghazal Goi_M.A._Urdu_1st Year	116	12
MANUU_Muzakirah: Tasavuraati, Jamaliyati aur Rumani Tanqeed_M.A_Urdu_2nd Year	110	7
IMC, MANUU_Masih-ul-Mulk Hakim Ajmal Khan_A Documentary on Hakim Ajmal Khan	107	11
MANUU_Bahmani Daur mein Urdu Adab_M.A_Urdu_1st Year	96	3
MANUU_Ghazal, Sinf aur Fanni Khususiyaat_M.A_Urdu_1st Year	95	5
MANUU_Urdu Nazm ka Irteqa_M A _Urdu_1st Year	93	3
MANUU_Mir Anees - Hayat Aur Marsiya Nigari_M.A._1st Year	93	4
MANUU_Mashriqi Tanqeed_M A_Urdu_2nd Year	92	3
IMC, MANUU_Waadi-e- Sindh ki Tehzeeb_B.A_History_2nd Year	91	4
MANUU_A Tribute to Agha Hashar Kashmiri_ The "Shakespeare of Urdu"	90	3
IMC, MANUU_Introduction of Biological Science_B.Ed_1st Year	90	0
MANUU_Ghalib ki Maktoob Nigari_B.A._Urdu_1st Year	89	3

IMC Videos in Viewers Playlist: Its very interesting to know that how many times channel's videos were included in viewers playlist, which further proves the acceptability of the videos produced by the centre. Total of 10,657 times channel's videos were included in viewers' playlists, including favourites, for the selected date range, region and other filters. While 1,639 times channel's videos were removed from playlist as well.

It would also be interesting to know about top five videos mostly added in playlist of the viewers. On top like other features/ points once again the same programme “Subras Urdu ki Pahlī Dastaan” included 326 times in the playlist by the different viewers. The programme titled “Urdu Navel Nigari ka Aghaz-o- Irteqa” included 263 times in the playlist. The third educational video “Traqqi Pasand Tahreek” added 249 times in favourite playlist of the viewers, while the program “Urdu mein Tanqeed Ki Rewayat” included 238 times in playlist of the viewers. The fifth programme again from the same subject as the trend shows is “Adab kiya Hai” added 224 times in playlist of the viewers.

07. Bar Chart showing the playlists of the top five video lessons.



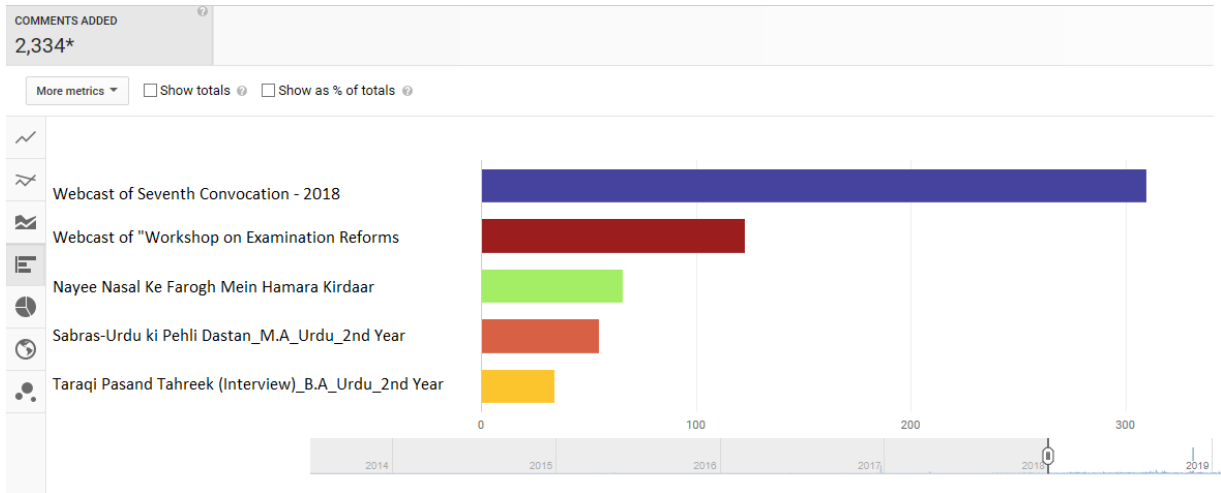
10. Table presents the details of the playlists of channel's 20 videos

Video	Videos in playlists.	Videos added to playlists	Videos removed from playlists
MANUU_Sabras-Urdu ki Pehli Dastan_M.A_Urdu_2nd Year	265	326	61
MANUU_Urdu Novel Nigari ka Aaghaz-o-Irtequa_M.A_Urdu_1st Year	211	263	52
MANUU_Taraqi Pasand Tahreek (Interview)_B.A_Urdu_2nd Year	195	249	54
MANUU_Urdu mein Tanqeed ki Riwayat_M.A_2nd Year	189	238	49
IMC, MANUU_Adab Kiya Hai? (Interview)_B.A_Urdu_1st Year	185	224	39
MANUU_Urdu Afsane Ka Fun aur Aaghaz-o-Irtiqua_B.A.Urdu_1st Year	130	155	25
IMC, MANUU_Basic Elements of Curriculum Development_B.Ed_1st Year	121	162	41
IMC, MANUU_Importance of Political Science _B.A.Political Science_1st Year	106	128	22
MANUU_Ghalib Ki Ghazal Goi_M.A._Urdu_1st Year	103	127	24
MANUU_Khwaja Haidar Ali Aatish Ki Ghazal Goi_M.A._Urdu_1st Year	96	117	21
IMC, MANUU_Masih-ul-Mulk Hakim Ajmal Khan_A Documentary on Hakim Ajmal Khan	94	109	15
MANUU_Muzakirah: Tasavuraati, Jamaliyati aur Rumani Tanqeed_M.A_Urdu_2nd Year	93	109	16
IMC, MANUU_Saadat Hasan Manto ki Afsana Nigari_M.A_Urdu_2nd Year	91	113	22
MANUU_Ghazal, Sinf aur Fanni Khususiyaat_M.A_Urdu_1st Year	91	113	22
MANUU_Bahmani Daur mein Urdu Adab_M.A_Urdu_1st Year	83	93	10
MANUU_A Tribute to Agha Hashar Kashmiri_ The "Shakespeare of Urdu"	79	87	8
MANUU_Fort William College Ki Adabi Khidmaat_M.A._Urdu_1st Year	76	91	15
MANUU_Mashriqi Tanqeed_M A_Urdu_2nd Year	72	92	20
MANUU_1857 ke Baad Urdu Adab_M.A._Urdu_1st Year	71	84	13
IMC, MANUU_Zaban Aur Boli Ke Imtiazaat_B.A_Urdu_1st Year	69	86	17
MANUU_Ghalib ki Maktoob Nigari_B.A._Urdu_1st Year	67	78	11
MANUU_Urdu Nazm ka Irteqa_M A _Urdu_1st Year	64	80	16
MANUU_Types of Curriculum and Curriculum Reforms_B. Ed. First Year	62	78	16
MANUU_Tanz-o-Mizah (Part – 2)_M.A_Urdu_2nd Year	61	75	14
MANUU_Haali ki Tanqeed_M.A_Urdu_1st Year	59	70	11

The Comments given by the viewers on different videos: As the data shows that there are total 2224 comments which are given on our different programmes, among them 310 comments have been given on the live webcast programme in the seventh Convocation (2018) of MANUU, while the live webcast of Workshop on “Examination Reforms” received the 123 comments. The live webcast has great potential of attracting the viewers comments.

The enrichment programmes titled “Nayee Nasal ke Farogh Mein Hamara Kirdar” presented by Prof. Siddiqui Mohd. Mahmood, Department of Education and Training, MANUU got 66 positive comments. The two curriculum based video lessons “Sabras Urdu Ki Pahli Dastaan” and “Taraqqi Pasand Tahreek” which are among the top five most viewed programmes have received good comments 55 and 34 respectively. A few of the comments are also placed to show the reliability of the data

08. Bar chart reflects comments given on the top five programmes.



Some of the Comments made on the programme “Sabras Urdu Ki Pahli Dastaan”

[Zoobiya.mirza 9696716296 5 months ago](#)

Assalamo alikum app se guzarish h ki app zubaan aur tahzerb bare me kuch banye

[Saniya Naaz 6 months ago](#)

Salam , good effort Net k notes bhi share Karen plz taki issee un logo ko bhi fayeda ho Jo ugc Net ki tyari kr rhe hain

[Sumaiya Seraj 11 months ago](#)

Ser hm logo ko maulna azad univrsity k notes provide krwye q k hm logo ias m optinal paper urdu lye hai ..bhot ummid hai apse

[Mohd. Shahnawaz Alam 10 months ago](#)

شکریہ سر آپکا پروگرام تعریف کا حقدار ہے۔ ماشاء

Some of the comments made on the programme "Nayee Nasal Kr farogh Mein Humara Kirdar"

[Hasmat Malik](#) 1 year ago

Such great thoughts with great explanation sir. May Allah bless u lot of energy and enthusiasm for these efforts for our social upliftment. Dr Hashmat Malik (IIT Delhi)

[Rafeequllah Kashfi Mohammadi](#) 1 year ago (edited)

🌍🕊️🕌🕌🕌🕌🕌🕌🕌 May Allah Accept ur all Efforts & Enlarge ur Great Life May Allah make these series Helpful for all Humans..... Proud to B ur student.... Rafeeqe Translator... Vestige Distributor +919765165041

[Tahir Khan](#) 1 year ago

ماشاء اللہ بہت خوب اللہ رب العزت آپ کو دونوں جہان کی تمام تر بھلائیاں اور کامیابیاں اور بلندیاں عطاء فرمائے آمین

[md nasiruddin quraishi](#) 1 year ago

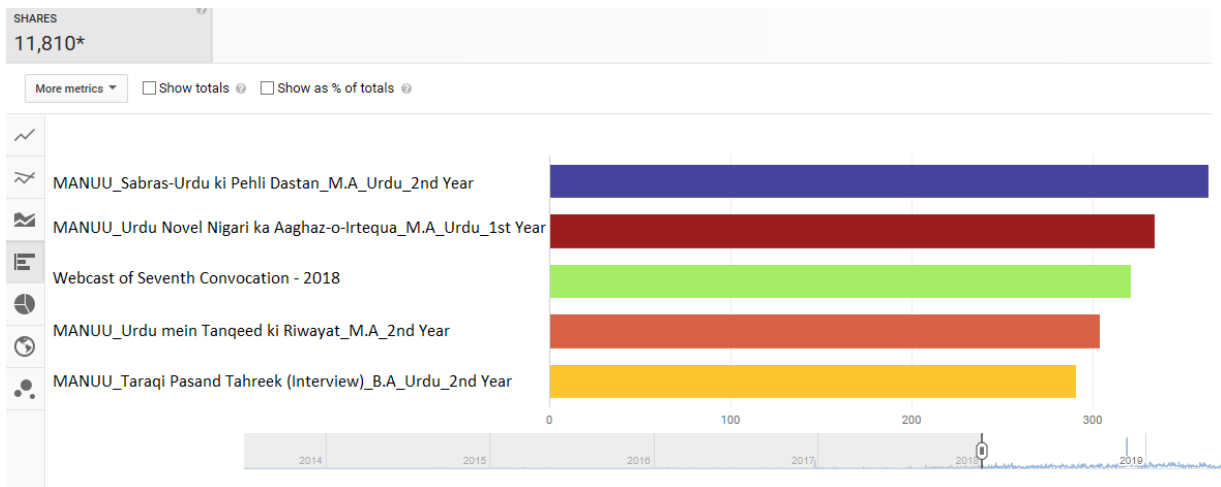
It's a very informative and inspiring lecture given in a most excellent manner. The quotations being very appropriate make this lecture thought provoking for parents as well as teachers. The role of parents and teachers in shaping the future of children and ultimately the future of nation is presented in an invigorating demeanor. The point of coordination between parents and teachers in developing an integrated personality of a child is very important.

11. Table showcasing the details of comments given on different IMC's Videos

Video	Comments added
Webcast of Seventh Convocation - 2018	310
Webcast of "Workshop on Examination Reforms	123
IMC, MANUU_Nayee Nasal Ke Farogh Mein Hamara Kirdaar	66
MANUU_Sabras-Urdu ki Pehli Dastan_M.A_Urdu_2nd Year	55
MANUU_Taraqi Pasand Tahreek (Interview)_B.A_Urdu_2nd Year	34
IMC, MANUU_Types of Curriculum and Curriculum Reforms_B. Ed. First Year	33
Live Streaming of 2nd National Urdu Social Science Congress 2018 - Special Lectures	32
Webcast of Workshop on Production, Adoption & Promotion of MOOC's on SWAYAM	31
IMC, MANUU_Adab Kiya Hai? (Interview)_B.A_Urdu_1st Year	30
IMC, MANUU_Bentham and Hooker's System of Classification_B. Sc_2nd Year	26
MANUU_Urdu mein Tanqeed ki Riwayat_M.A_2nd Year	25
MANUU_Khwaja Haidar Ali Aatish Ki Ghazal Goi_M.A._Urdu_1st Year	22
IMC, MANUU_Introduction of Biological Science_B.Ed_1st Year	21
Webcast of National Urdu Science Congress 2019_Inaugural Session	21
MANUU_Ghalib Ki Ghazal Goi_M.A._Urdu_1st Year	20
MANUU_Urdu Novel Nigari ka Aaghaz-o-Irtequa_M.A_Urdu_1st Year	20
IMC, MANUU_Masnavi Ka Fun_M A_Urdu_1st Year	20
MANUU_Ghalib ki Maktoob Nigari_B.A._Urdu_1st Year	19
MANUU_Urdu Afsane Ka Fun aur Aaghaz-o-Irtiqua_B.A.Urdu_1st Year	19
MANUU_Mashriqi Tanqeed_M A_Urdu_2nd Year	19
IMC, MANUU_Sources of Ancient Indian History - A Survey_M.A_History_1st Year	18
MANUU_Bahmani Daur mein Urdu Adab_M.A_Urdu_1st Year	18
IMC, MANUU_Basic Elements of Curriculum Development_B.Ed_1st Year	16
IMC, MANUU_Importance of Political Science _B.A_Political Science_1st Year	14
Webcast of National Urdu Science Congress 2019_Special Session.	14

IMC's videos Shared on YouTube page: The overall 11002 times IMC's videos have been shared using the Share button on YouTube. Among them the Urdu programme Subras Urdu Ki Pahli Dastaan has been shared 364 times, while Urdu Mein Novel Nigari Ka Aghaz-o- Irteqa have been shared 334 times by the various viewers and the live webcast of MANUU Seventh Convocation has been shared 321 times on YouTube for other viewers by using the share button on YouTube page. The programmes from the Urdu critic genre "Urdu Mein Tanqeed Ki Rewayat" has been shared 304 times for view and the top fifth programme "Urdu Mein Taraqqi Pasand Tahreek" shared 291 times by using the share button on YouTube page.

09. Bar chart presents details of the IMC's videos Shared on YouTube page



12. table presents details of the IMC's videos Shared on YouTube page

Video	Shares
MANUU_Sabras-Urdu ki Pehli Dastan_M.A_Urdu_2nd Year	364 (3.1%)
MANUU_Urdu Novel Nigari ka Aaghaz-o-Irtequa_M.A_Urdu_1st Year	334 (2.8%)
Webcast of Seventh Convocation - 2018	321 (2.7%)
MANUU_Urdu mein Tanqeed ki Riwayat_M.A_2nd Year	304 (2.6%)
MANUU_Taraqi Pasand Tahreek (Interview)_B.A_Urdu_2nd Year	291 (2.5%)
IMC, MANUU_Adab Kiya Hai? (Interview)_B.A_Urdu_1st Year	247 (2.1%)
IMC, MANUU_Types of Curriculum and Curriculum Reforms_B. Ed. First Year	228 (1.9%)
IMC, MANUU_Basic Elements of Curriculum Development_B.Ed_1st Year	214 (1.8%)
MANUU_Urdu Afsane Ka Fun aur Aaghaz-o-Irtiqua_B.A.Urdu_1st Year	205 (1.7%)
IMC, MANUU_Importance of Political Science _B.A_Political Science_1st Year	148 (1.3%)
MANUU_Khwaja Haidar Ali Aatish Ki Ghazal Goi_M.A._Urdu_1st Year	143 (1.2%)
MANUU_Fort William College Ki Adabi Khidmaat_M.A._Urdu_1st Year	142 (1.2%)
IMC, MANUU_Introduction of Biological Science_B.Ed_1st Year	127 (1.1%)
IMC, MANUU_Masih-UI-Mulk Hakim Ajmal Khan_A Documentary on Hakim Ajmal Khan	123 (1.0%)
IMC, MANUU_Nayee Nasal Ke Farogh Mein Hamara Kirdaar	122 (1.0%)
MANUU_Ghalib Ki Ghazal Goi_M.A._Urdu_1st Year	119 (1.0%)
IMC, MANUU_Saadat Hasan Manto ki Afsana Nigari_M.A_Urdu_2nd Year	117 (1.0%)
MANUU_Ghazal, Sinf aur Fanni Khususiyaat_M.A_Urdu_1st Year	114 (1.0%)
IMC, MANUU_Waadi-e- Sindh ki Tehzeeb_B.A_History_2nd Year	110 (0.9%)
IMC, MANUU_Zaban Aur Boli Ke Imtiazat_B.A_Urdu_1st Year	104 (0.9%)
MANUU_Urdu Nazm ka Irteqa_M A _Urdu_1st Year	102 (0.9%)
MANUU_Muzakirah: Tasavuraati, Jamaliyati aur Rumani Tanqeed_M.A_Urdu_2nd Year	101 (0.9%)
MANUU_Mir Anees - Hayat Aur Marsiya Nigari_M.A._1st Year	101 (0.9%)
MANUU_Mashriqi Tanqeed_M A_Urdu_2nd Year	99 (0.8%)
MANUU_Dholak ke Geet	97 (0.8%)

Problem Areas and Recommendations

1. As per the comments given on IMC's videos by the different viewers demonstrate the presence of strong desire among the audience for Educational Video Programmes (EVP) specially in Urdu language not only in India but in other countries as well. This is a value addition to the mandate of the university and the Government of India in having one exclusive university for Urdu speaking and learners in India.
2. YouTube channel is an interactive platform has a tremendous potential of enhancing teaching learning process as the platform is free and could build interactivity without disturbing the time schedule of learner as well as teacher. It is therefore proposed that IMC YouTube Channel shall be made compulsory for all Regular and Distance learners. The concerned teacher may be involve in interacting with the students through platform.
3. As the data indicates the over all average audience retention is only 3:52 minutes and average percentage watches per view of a video by our audience 12 %. That's why it is recommended that duration of our videos should not be more than 10 minutes, if the subject requires more explanation the lesson should be fragmented in many parts.
4. This analytics was based on YouTube online data, there is no mechanism available to identify who are actually channel's subscribers. Accordingly, It is very difficult to know whether we are reaching to our target audience or not which are of course the ODL students of MANUU enrolled in different subjects offered by Directorate of Distance Education. Therefore, DDE should develop a mechanism of ensuring that every DDE students subscribes to IMC YouTube Channel.
5. In all, the small effort to study the ODL students responses and success of the of the YouTube channel of the IMC, this study gives certain ideas that can be useful in re-improving the programmes as discussed in the report. therefore, the study finds that a comprehensive Need Assessment Survey of ODL students should be conducted, consisting of the study of the Media profile, Media habits and feedback on distance education facilities. To sustain the longevity of the programmes in future, it is apt to carry out a larger study in order to make the future of the programmes more reachable and close to the heart and mind of the students.
6. The channel should be promoted on all relevant platforms such as Prospectus, SIM, Website, through SMS etc.