

CHAPTER III

RESEARCH METHOD

A. Research Design

This research is conducting qualitative document-based research. Analysis content has become an underutilized qualitative research methodology. This technology enables academics to study pre-existing texts and conduct investigations that they might not be able to conduct otherwise. Some studies may lack the necessary funds or time to undertake field research. Despite the fact that some technology conference videos and other types of internet videos could be utilized to lessen some of the hurdles qualitative researchers occasionally experience, this tool is associated with a number of issues. (J. Kessa 2021).

B. Subject

This study examined five YouTube videos that, according to the researchers, are appropriate for elementary school kids to easily learn english.

According to EdTech Review (2019), there are 7 Characteristics of Effective Digital Storytelling:

1. Short and Simple: Elementary school students have short attention spans, so videos should be short (under 5 minutes) and use simple language and concepts.

2. Authenticity: The story should be authentic and relatable to students' experiences, making it easier for them to connect with and remember.
3. Emotional Connection: An effective digital story should evoke emotions in students, making them more engaged and invested in the story.
4. Visual Elements: The use of visuals such as images, animations, and videos can help to enhance the story and keep students engaged.
5. Interactivity: Interactive elements such as quizzes, games, and discussions can help to keep students engaged and deepen their understanding of the story.
6. Creativity: Effective digital storytelling allows for creativity, and encourages students to express themselves through their own stories.
7. Collaboration: Digital storytelling can be a collaborative process, allowing students to work together and learn from one another's perspectives and experiences.

Overall, the videos should be engaging, visually appealing, and educational, with a clear narrative structure that aligns with the learning objectives of the curriculum.

C. Data

This study will assess the content of five YouTube videos using the data collected.

The names of the videos are:

1. Counting Numbers TO 10 | Number Counting Story.
2. Sea Animals for Kids | Get Ready for an Underwater Adventure!

3. Months of the Year | Learn 12 Months of the Year | Educational Videos for Kids.
4. Unit 13 My Home – Story 1 : “Welcome to My Home” by Alyssa Liang.
5. Unit 27 Garden - Story 2: "Yummy Vegetable Soup!" by Alyssa Liang.

Following an analysis of the content, the researcher reported the results using descriptive language.

D. Technique of Data Collection

In this study, the researcher collects data using a documentation method. Analyzing the content of five YouTube videos and doing content research are utilized to determine what students and teachers want to learn english in certain topics.

E. Data Analysis

According to Creswell and Creswell (2018), in order to collect data for qualitative research, one must identify the proposed study and consciously select such participants that help the researcher comprehend the question. Afterwards, it is necessary to characterize the number of people investigated in the study. Lastly, it is necessary to specify the type of data and collect information that goes beyond usual observations.

The following are the data analysis steps for this study:

1. Organizing and preparing the data for analysis, this phase entails transcribing and organizing the complete research result. The data are the five videos from YouTube.
2. By reading and examining the data, this stage provides a general understanding of the material and facilitates data visualization.
3. Coding the data, which is the process of categorizing and bracketing the data to organize it and providing the addresses of the five videos that can help with learning in listening.
4. Using the coding phase to build a description of the data with a thorough depiction of the data for the five YouTube videos.
5. Representing the descriptions of five YouTube videos are: 1). Counting Numbers TO 10 | Number Counting Story; 2). Sea Animals for Kids | Get Ready for an Underwater Adventure!; 3). Months of the Year | Learn 12 Months of the Year | Educational Videos for Kids; 4). Unit 13 My Home – Story 1 : “Welcome to My Home” by Alyssa Liang; 5). Unit 27 Garden - Story 2: "Yummy Vegetable Soup!" by Alyssa Liang. Advancing the description to be represented in the qualitative narrative, this can be accomplished using narrative passages to convey the findings of one’s analysis.