

Exploring the Effects of YouTube Family Vlogs on Youth: A Study of Hazara University Mansehra, Pakistan

Majid Ul Ghafar¹, Rooh Ul Amin², Azhar Rashid³

¹Associate Professor, Department of Communication & Media Studies, Hazara University, Mansehra, Pakistan.

²PhD Scholar of International Relations, Qurtaba University of Science and Technology, Peshawar, Pakistan.

³Lecturer, Department of Communication & Media Studies, Hazara University, Mansehra, Pakistan.

Correspondence: drmajidghafar@hu.edu.pk¹

ABSTRACT

Aim of the Study: Social media applications, especially the YouTube is one of the most famous and important application used around the globe for different purposes like education, information and entertainment. Among these programs family vlogs is introduced in recent years in Pakistan to show lifestyles and variety of content for the viewers to get themselves entertained and educated.

Methodology: This research study was based on survey technique to investigate and explore the impact and effects of family vlogs on youth. Sample size for this research study was 197 young students both male and female studying in different disciplines of Hazara University. The data was collected through close ended questionnaire and uses gratification theory of media effects was applied for relevancy.

Findings: The empirical analysis of the data reveals that overall majority of the respondents use social media especially the YouTube for different purposes but the most common is entertainment and they spent more than two hours on watch family vlogs on YouTube.

Conclusion: The study concluded that among different family vlogs, 'Raja But', was the most famous and entertaining family vlog. The analysis of the data also reveals that lifestyles of family vloggers affect the life of viewers.

Keywords: Effects, Social Media, YouTube, Family Vlogs.

1. INTRODUCTION

There are different techniques and contents used through social media to influence public. Family vlogs are one this online content which are increasingly become more popular among the society especially for young people. Family vlogs offer different entertainment and intimate contents of the lives of vloggers which one way or the other raise question mark on the privacy of children who watch those videos. Today is the world of digital era, people around the globe relate to each other through different digital media and get them informed and entertained through digital media applications especially the YouTube it effects

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different aspects of our lives through different lifestyles and cultural effects (Safdar and Abbasi, 2024; Safdar and Abbasi, 2020; Abad et al, 2019). By understanding globalization and cultural dynamics YouTube and YouTube Channels are one of the most popular and used application around the world. These channels dedicated to acculturation and parenting topics that hold great importance (B. Nansen & D. Jayemanne, 2016). Audience perception is one of the most important factors which shed light on how social media and social media applications especially the YouTube influence the culture and transform the culture and mould public opinion, shape the behaviour towards certain issue of their interest (Evans, Hoy, & Childers, 2018; Shabir et al., 2014; Shabir et al., 2014a).

In Pakistan family vlogging is gaining more and more popularity among the young people because these vlogs are presented by young male female vloggers to attract more and more audience. Another factor is that most of the family vloggers use this technique because they didn't got any chance in traditional media. A study conducted in Pakistan reveals that there are different type of vlogs introduce in Pakistan like travel vlogs, food vlogs and so many other type of vlogs (Ahmed & Khan, 2021).

1.1 Statement of the Problem

Family Vlogs are very popular among the youth because of its diverse contents and entertainment most of the young people take keen interest in the family vlogs. The statement of the problem for this research study was "Cultural Impact of Family Vlogs on Youth: A Case Study of the Hazara University.

1.2 Significance of the Study

Family vlogging is one of the most prominent segments of social media, offering a window into the lifestyles, living standards, and often luxurious experiences of vloggers. Family vloggers have gained immense popularity, particularly among the youth of Pakistan. Although primarily a form of entertainment, this genre of content subtly reflects and transmits cultural values and social norms, which can influence viewers in significant ways.

This study is particularly important as it investigates the cultural effects of family blogging and vlogging on the youth of Hazara University — a topic that has not yet been explored in this region. By examining how exposure to such content may shape perceptions, attitudes, and cultural values among university students, this research contributes valuable insights to the broader understanding of media influence in contemporary Pakistani society.

1.3 Objectives of the Study

- To explore usage of social media by the youth
- To document frequently of watching family Vlogs by the youth
- To investigate which family vlog is more famous among the youth
- To investigate comparison of youth lifestyle with family vloggers life style
- To document positive and negative effects of family Vlogs on youth

1.4 Hypotheses of the Study

H¹. It is more likely youth frequently use social media

H². It is more likely youth frequently watch family Vlogs

H³. It is more likely Raja But is the most famous family vlog among the young people

H⁴ It is more likely youth do not compare their life with family vloggers

H⁵. It is more likely family Vlogs have positive and negative effects on youth

2. REVIEW OF LITERATURE

Literature review enables the researchers to understand and study the research conducted in the past around the globe relevant with the topic. Literature review also helps the researcher to study the methodology used in the past in different research studies. However, this research study is conducted on the topic to examine and study the impact of family blogging on youth and researcher reviewed different articles related with the topic to understand the methodology and application of research.

Vlogs (short for weblogs) are a product of the World Wide Web, characterized by chronologically organized texts that are published on a regular basis. As Rettberg (2014, p. 5) points out, “A Vlog consists of more than words and images. It cannot be read simply for its writing, but is the sum of writing, layout, connections and links and the pace of publication”. A study indicates three different types of motives used in vlogs i.e., information seeking motives, parasocial interaction motives and entertainment motives (Chen & Lee, 2017). Another study identifies the effects of social media applications to engage the viewers and users of social media includes comments, subscribe and likes of the video content (Kim et al, 2020).

The popularity of Vlogging is growing day by day and this popularity is because of strategies made by vloggers to transmit message for the large group of people through YouTube social media application (Ahmad et al., 2023). Vloggers cover variety of topics such as history, personal experiences, lifestyles, fashion and may other topics (Frobenius, 2014). Another study reveals that family vloggers use multimodal type of contents which consist of written, verbal, visual and audio formats to attract more and more audience to subscribe their channel (Jewitt 2009). Family vlogging is growing genre of online content creation to influence on the audience. However, the contents that disseminate through these family vlogs create great concern on the privacy and effects on youth (Laude & Camille, 2024). Through family vlogs youth exploited by camera now a days and still the law is silent, and no action has been taking. Family vlogging has become billion-dollar industries and this economy remained unprotected and due to no laws and regulations family vlogging results in different social and moral issues (Gay Lauren, 2025).

2.1 Uses and Gratification Theory

The Uses and Gratification Theory explores how media affects individuals by emphasizing the ways people actively use media to satisfy their own desires and needs. This approach shifts the focus from what media does to its audience to what the audience does with media. It highlights the active role of the audience in selecting and engaging with media content based on personal preferences and motivations. According to this theory, individuals deliberately choose specific media to fulfill needs, whether those needs are informational, social, or entertainment based. The theory also acknowledges that different individuals have varying reasons and motivations for consuming media. The Uses and Gratification Theory was originally proposed by Katz and Blumer in 1973.

Uses and Gratifications Theory assumes an active and goal-oriented audience that selects media content based on diverse needs, preferences, and individual differences. Theory suggested that the audience is active, not passive. Individuals actively seek out media to satisfy specific needs and desires. Media users are goal-directed in their behaviour. They select media and content that will help them achieve personal gratifications. Media consumption is only one way to fulfill needs. Media competes with other sources of gratification, such as interpersonal communication and other activities. Individuals are generally aware of their personal needs and can link those needs to the media choices they make.

3. RESEARCH METHODOLOGY

Research methodology is the plan of the investigator that tells how the data will be gathered and analysed. Research helps the researcher to find out the answers of the research questions or hypothesis by using appropriated methodology. As this research study is based on survey technique to investigate and explore the impact of family vlogs on youth of Hazara University. To investigate this topic survey research technique the best suitable research technique to investigate the phenomenon.

Population of the study is considered as the overall population which represents the study. For present research study population is the Hazara University. Unit of analysis is the sub-set of the population. For present research study students are the unit of analysis. Sample is element which is under consideration. For this research study students both male and female are the sample. Sample size for this research study is 197 selected on the 2% formula. For data collection a close ended questionnaire was designed to get the desired information from relevant sample. After the collection of data later the collected data was analysed by using SPSS statistical software to reach the conclusion.

4. DATA TABULATION AND ANALYSIS

Present research study is based on survey research technique to investigate and explore the cultural effects of family Vlogs on youth of Hazara University. The data was collected through standardized questionnaire from 200 respondents through simple random sampling technique to get desired information. The data was collected according to the objectives of the study.

Table 1: *Demographics of Respondents*

Categories	Values	<i>f</i>	%
Gender	Male	127	64.8
	Female	69	35.2
Age	18-22	121	61.7
	23-26	75	38.3

Table one indicates that 64.8% respondents are male while 35.2% respondents are females. As for as the age of the respondents is concerning 61.7% respondents have the age between 18 to 22 while 38.3% respondents have the age between 23 to 26.

Table 2: *Use of Social Media*

Categories	Values	<i>f</i>	%
Social media	Not at all	20	10.2
	To some extent	58	29.6
	Neutral	41	20.9
	Frequently	52	26.5
	Very frequently	25	12.8
Device	Cell phone	165	84.2
	Laptop	10	5.1
	Cell phone and laptop	21	10.7

Table two indicates the use of social media by the youth of Hazara University. Table reveals that 10.2% respondents not at all use social media followed by 29.6% respondents to some extent use social media while 20.9% respondents remained neutral while 26.5% respondents frequently use social media and 12.8% respondents very frequently use social media. As for as devices used for social media by the youth is concern table two reveals that 84.2% respondents use cell phone for social media usage followed by 5.1% use laptop while 10.7% respondents use cell phone and laptop for social media usage.

Table 3: YouTube watching habits

Categories	Values	<i>f</i>	%
YouTube	Not at all	23	11.7
	To some extent	36	18.4
	Neutral	42	21.4
	Frequently	54	27.6
	Very frequently	41	20.9
Time	0-1 hour	36	18.4
	1-2 hour	55	28.1
	2-3 hour	68	34.7
	More than 3 hours	37	18.9

Table three reveals' habits of the youth watching YouTube and duration spent on YouTube for different programs. Table reveals that 11.7% respondents not at all watch YouTube followed by 18.4% respondents to some extent watch YouTube while 21.4% respondents remained neutral while 27.6% respondents frequently watch YouTube and 20.9% respondents very frequently watch YouTube. As for as time spending on YouTube is concerned 18.4% respondents spent 0 to one hour a day followed by 28.1% respondents spent one to two hours a day while 34.7% respondents spent two to three hours a day and 18.9% respondents spent more than three hours a day.

Table 4: Watching Habits of Family Vlogs

Categories	Values	<i>f</i>	%
Family Vlogs	Yes	70	64.5
	No	126	35.7
Frequency of Watching Family Vlogs	Not at all	10	5.1
	To some extent	37	18.9
	Neutral	50	25.5
	Frequently	51	26
	Very frequently	48	24.5
Duration	0-1 hour	70	35.7
	1-2 hours	53	27
	2-3 hours	50	25.5
	More then 3 hours	23	11.7

Table four reveals the watching habits of the respondents about family Vlogs. Table four indicates that 64.3% respondents watch family Vlogs followed by 35.7% respondents do not watch family Vlogs. As for as frequency of watching family Vlogs is concerned 5.1% respondents not at all watch family Vlogs followed by 18.9% respondents to some extent watch family Vlogs, 25.5% respondents remained neutral 26% watch family Vlogs frequently and 24.5% respondents watch family Vlogs very frequently. As for as time spending on watch family Vlogs is concerned the table indicates that 35.7% respondents spent one hour a day followed by 27% spent time one to two hours a day while 25.5% respondents spent two to three hours a day and 11.7% respondents spent more than three hours a day.

Table 5: Watching of Different Family Vlogs

Categories	Values	<i>f</i>	%
Raja Butt	Not at all	24	12.2
	To some extent	47	24
	Neutral	65	33.2
	Frequently	44	22.4
	Very frequently	16	8.2
Ducky Bhai	Not at all	21	10.7

	To some extent	62	31.6
	Neutral	55	28.1
	Frequently	38	19.4
	Very frequently	20	10.2
	Not at all	0	0.0
Sisterology	To some extent	47	24
	Neutral	104	53.1
	Frequently	45	23

Table five reveals' habits of watching different famous family Vlogs by the respondents of Hazara University and table indicates that 12.2% respondents not at all watch Raja But family Vlog followed by 24% to some extent watch while 33.2% remained neutral, 22.4% respondents frequently watch this family Vlog, and 8.2% respondents very frequently watch Raja But family Vlog. As for as Ducky Bahi Vlog is concerned the table five explore that 10.7% not at all watch this family Vlog 31.6% respondents to some extent watch this program while 28.1% respondents remained neutral, 19.4% respondents frequently watch this family Vlog frequently and 10.2% respondents very frequently watch this program. Another family Vlog which is very famous among youth is Sistriology. The table indicates that 24% respondents watch this family Vlog to some extent followed by 53.1% remained neutral and 23% frequently watch this family Vlog.

Table 6: Impact of Family Vlogs

Categories	Values	f	%
Comparison of life with family Vloggers	Strongly disagree	6	3.1
	Disagree	50	25.5
	Neutral	50	25.5
	Agree	48	24.5
	Strongly agree	41	20.9
Safe for kids	Strongly disagree	55	28.1
	Disagree	72	36.7
	Neutral	63	32.1
	Agree	2	1
	Strongly agree	4	2
Family Values	Strongly disagree	81	41.3
	Disagree	57	29.1
	Neutral	36	18.4
	Agree	22	11.2
	Strongly disagree	6	3.1
Positive Cultural effects on Viewers	Disagree	50	25.5
	Neutral	50	25.5
	Agree	48	24.5
	Strongly agree	41	20.9
	Strongly disagree	55	28.1
Negative cultural Effects on viewers	Disagree	72	36.7
	Neutral	63	32.1
	Agree	2	1
	Strongly agree	4	2

Table six reveals about the different type of impacts of family Vlogs on viewers. Comparison of life with Vloggers by the viewers is concern the table six reveals that 3.1% strongly disagree followed by 25.5 respondents disagree and remained neutral with equal frequency while 24.5% agree while 20.9%

respondents strongly agree that they compare their life with the Vloggers life. The question was asked about the whether family Vlogs are safe for kids the table indicates that 28.1% strongly disagree while 36.7% respondents disagree 32.1% respondents remained neutral 1% and 2% respondents agree and strongly agree with the statement.

As for as impact of family vlogs on family values is concerned the table six reveals that 41.3% respondents strongly disagree that family vlogs create impact on family values followed by 29.1% disagree while 18.4% respondents remained neutral and 11.2% respondents agree that family vlogs effects family values of viewers.

Table six reveals that 3.1% respondents strongly disagree that family vlogs have positive cultural effects on viewers followed by 25.5% respondents disagree and 25% respondents remained neutral with equal percentile 24.5% respondents agree that family vlogs have positive cultural effects on viewers and 20.9% respondents strongly agree that family vlogs have positive cultural effects on youth.

As for as the negative cultural effects of family vlogs on youth is concerned the table six indicates that 28.1% respondents strongly disagree that family vlogs have negative cultural effects on viewers followed by 36.7% respondents disagree while 32.1% respondents remained neutral.

5. SUMMARY

Data tabulation, its analysis and empirical findings reveals that youth use social media and social media applications frequently on different time of the day for different purposes. The exclusive analysis of the data reveals that more than 39% youth of Hazara University use social media and the empirical analysis support our first hypothesis i.e., “It is more likely youth frequently use social media”. Family vlogs are very popular among the world, people around the globe especially in South Asia this trend is very much famous among youth. The analysis of the data reveals that overall, more than 50% respondents watch family vlogs frequently and it supports our second hypothesis i.e., “It is more likely youth frequently watch family Vlogs”. There are different vlogs on YouTube social media application in which family vlogs are very famous among the youth. The empirical analysis of the data reveals that more than 30% respondents frequently watch ‘Raja But’ family vlog as compared to Duki Bahi and Sistriology. The exclusive analysis of the data supports our third hypothesis i.e., “it is more likely Raja But is the most famous family vlogs among the young people”. Different questions were asked about the impact of family vloggers on its viewers and the empirical analysis of the data reveal that overall, 45% respondents compare their lifestyle with family vloggers and the data did not support our fourth hypothesis i.e. “it is more likely youth do not compare their life with family vloggers”. There is different type of effects of family vlogs on its viewers among these effects both positive and negative effects can create effects on mind. The empirical analysis of the data reveals that overall, more than 45% respondents’ thinks that family vlogs have positive effects on its users and the exclusive data support our fifth hypothesis i.e. “it is more likely family vlogs have positive effects on its viewers.

6. CONCLUSION

The study concluded that youth frequently use social media platforms, with YouTube being the most popular for watching family vlogs. On average, they spend more than two hours daily engaging with such content. Among various vloggers, *Raja But* emerged as the most popular according to the study's findings. Students of Hazara University show a keen interest in family vlogs and often compare their own lives with those of the vloggers. The study also concludes that family vlogs generally have a positive cultural influence on the youth.

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ORCID's

Majid Ul Ghafar¹  <https://orcid.org/0000-0002-0686-8893>

Rooh Ul Amin²  <https://orcid.org/0009-0007-0337-6563>

Azhar Rashid³  <https://orcid.org/0009-0005-8840-8266>

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