

IJACT 20-12-10

A Study on the Influence of Watching Youtube Sound Content (ASMR) on Youth Learning and Life

Gyoung Youl, Jeong¹

Associate Professor, Department of Broadcasting & Photography Arts, YoungSan University, Korea
imager@ysu.ac.kr

Abstract

Recently we have lots of Youtube contents and their influence. But Just a few Studies have announced Youtube content's effect. The purpose of this paper is to see if ASMR content, which is popular through Youtube recently, helps teenagers stabilize their minds and improve their learning abilities. To that end, a survey of teenagers found that ASMR content is very familiar to teenagers, and that 66.7 percent of teenagers use ASMR content for sleep and learning. About the change before and after watching, half of the respondents said they felt a positive difference in learning and psychological stability. As a result, ASMR is a significant content for teenagers with a specific purpose. Therefore, policies such as 'after-school' in terms of school education are proposed as alternatives rather than unilateral measures such as banning ASMR content to teenagers.

Keywords : ASMR, Youtube, Adolescence, Sound Contents,

1. Introduction

Now Youtube has become a very intimate medium for anyone in the world who wants videos from various fields. Korean teenagers are no exception, so they use many kinds of content not only in daily life but also in learning. Through this, teenagers are trying to gain stability and healing in mind and body that are tired of learning and living. Among them, ASMR is a popular content among teenagers recently. ASMR is a content that gives viewers peace of mind and healing by providing repeated sounds that are commonly heard around them.

First of all, if you look at the definition of ASMR, it is a newly coined term for "Autonomous Sensory Meridian Response." ASMR, a concept defined by Jennifer Allen, founder of ASMR University and Research Institute, is implemented in various forms of sound and video for listeners and different stimuli mechanisms for each person to feel ASMR are different.[1] ASMR broadcasts basically rely on the hearing of small or whispering voices. As such, ASMR broadcasting is characterized by highlighting the hearing effect in comparison with the existing one-person media broadcasting.

According to a blog[2] by Craig Richard, a professor at Shenandoah College of Pharmacy in the U.S., the

Manuscript received September 21, 2020 / revised: November 08, 2020 . accepted: December 08, 2020

Corresponding Author : Gyoung Youl Jeong

¹ Tel:+82-51-540-7372, E-mail : imager@ysu.ac.kr

Associate Professor, Dept. of Broadcasting & Photography Arts, YoungSan Univ. Korea

2007 forum "Feeling Good" on a health-related website called steadyhealth.com is now the predecessor of the ASMR community and the first ASMR Youtube channel was created in 2009.[3] Since 2012, it has emerged as a content with millions of views.[4].

The influence of ASMR on learning and life of teenagers is enormous. In fact, general research on Youtube as well as other one-person media continues to focus on existing academic circles, but not many research on the impact on the learning and life of certain target teenagers. This is especially true for ASMR. Therefore, independent research is needed to determine whether ASMR has practical effects as much as teenagers enjoy using it. Given the importance of social and economic values for the newly emerged ASMR and the growth rate of ASMR content, the exploration of ASMR users and their utility relationships has very important value.[5]

2. Research Methods

In this study, a typical method of study was conducted on students to learn more about the practical effects of ASMR. The first is a 'survey' that sets teenagers as subjects for research and asks about the general usage patterns, reasons, and effects of ASMR.

A survey on ASMR was conducted on 100 teenagers in Jinmyoung High School. Adults and elementary school students were excluded from the survey. The survey took the form of receiving replies on social media through Google's survey program "Google Docs." There were 76 respondents. The survey was conducted for five days from November 12 to 16, 2019.

There were three questions in all. First, it was frequency of use of ASMR contents. Second, I asked about the type of contents. Finally, asked about the impact of content on themselves.

In order to accurately measure the current status and effectiveness of ASMR, the two researchers tried to find papers and books published in domestic and foreign journals to use various research methods. As a result, I referred to the survey used in the previous papers titled "High School Students' Smart phones, Lifestyle, and Academic Achievement."

3. Results of Research

1) Frequency of ASMR Use

The current frequency of watching ASMR content among teenagers is as shown in <Figure 1>. First of all, less than 5 percent of teenagers have never watched it. This means that almost all teenagers have experienced ASMR content more than once.

Next, the report showed that the ratio of teenagers who watched "once or twice" and those who watched "a few times" was 68.4 percent which is overwhelmingly a lot, This means that ASMR content is familiar to teenagers. The second-largest percentage of teenagers who watched "often" is 32.9 percent, indicating that ASMR content is very prevalent among teenagers.

Finally, 18.4% of the "Frequently Watched" items accounted for the third time, indicating that one in five teenagers enjoy ASMR.

How often do you watch YouTube ASMR content?

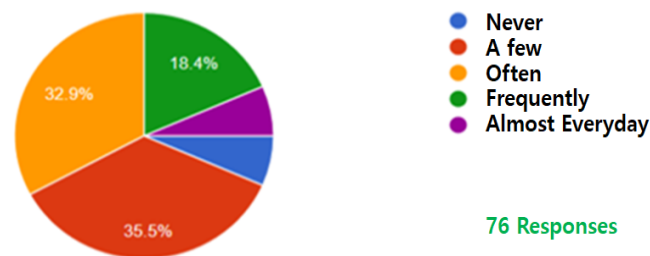


Figure 1. ASMR content frequency distribution result

2) ASMR use field

The following are questions about the area of viewing ASMR content for teenagers. First of all, 36.1 percent were for learning to concentrate. The second was for sleeping, which recorded 30.6 percent. Considering that ASMR was originally a sound content designed to induce sleep, it is an impressive result that teenagers use it more for learning than for sleeping.

This shows that ASMR was initially used for sleeping, but has recently shifted its purpose for learning to concentrate.

In addition, "eating show" has the highest percentage. Subsequently, ASMR contents in various fields such as "diet video" and "slime" (touching game) video are being used.

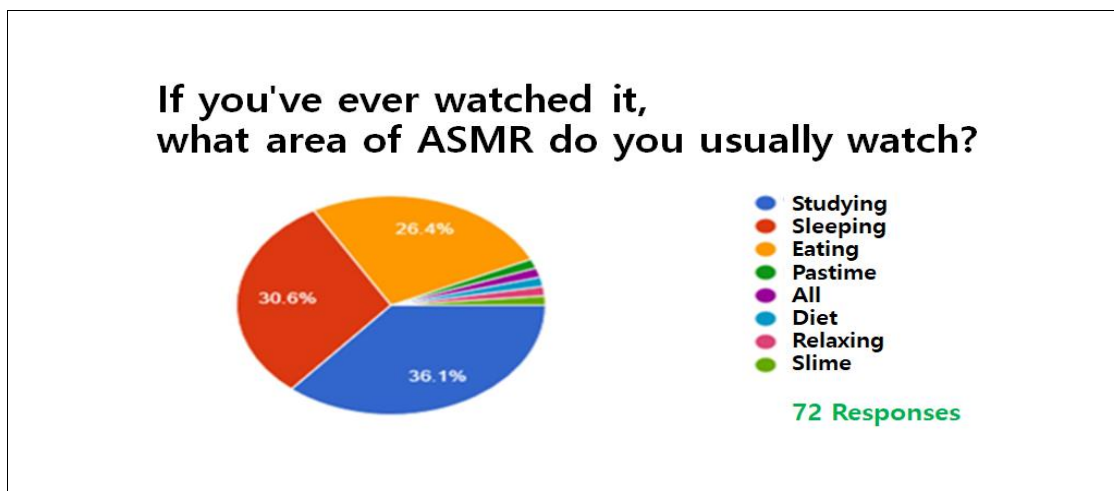


Figure 2. Popular area of using ASMR contents

3) ASMR Impact Analysis

The following is an analysis of the psychological effects before and after watching ASMR videos. As you can see in <Figure 3> below, half of the respondents said "no difference." On the other hand, the other half responded that it had an impact and expressed its specifics. This shows that ASMR viewing has a clear influence although it is not stimulating or intense in terms of basically psychological impact.

If you look at the difference between the half of the respondents who said they had an impact, the first percentage is the item "Relaxing your mind." Of the total respondents, 33.8 percent said watching ASMR content will help them relax their minds. This accounts for the largest portion of the ASMR's effectiveness.

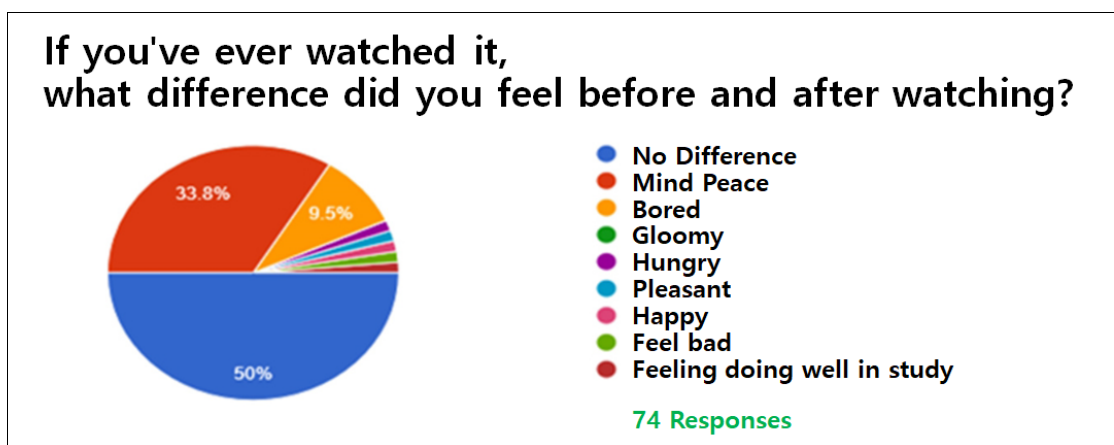


Figure 3. Difference before and after watching ASMR contents

Next came "tiredness" and other positive effects of "feeling better" and "feeling good at studying" were also found.

Half of the teenagers in the following survey said there was a difference before and after watching ASMR due to their mental effects

I asked specifically what impact they had on the most of them. As a result, 60 percent of respondents had psychological effects, as shown in <Figure 4>.

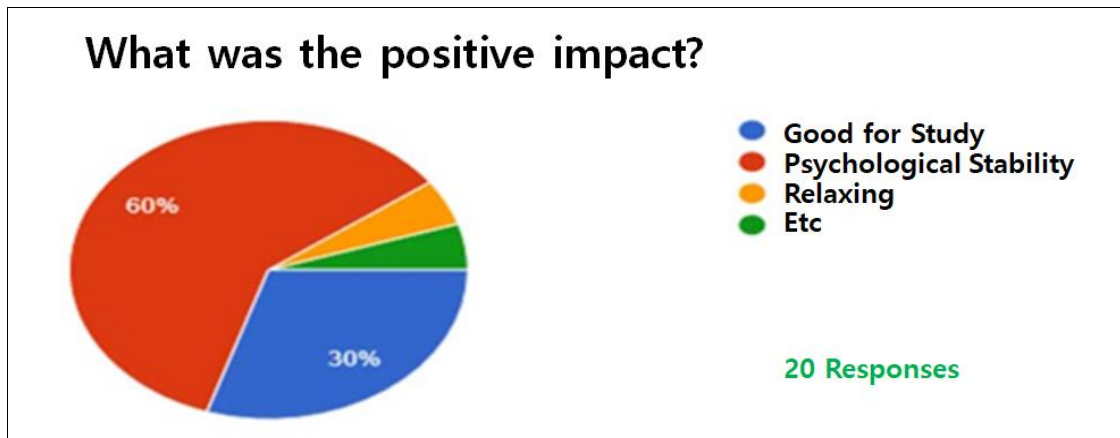


Figure 4. ASMR's impact on Life and its Contents

Next, 30 percent of teenagers showed a learning effect. Overall, ASMR's influence is not absolute enough to appear to affect half of the teenagers, but most teenagers who feel affected say psychological and learning factors account for 90 percent of the respondents.

As a result, teenagers usually watch ASMR content for concentration and mental stability. This shows that ASMR has two main effects: psychological stability and learning concentration.

4. Conclusion

We looked at whether ASMR content helps teenagers stabilize their minds and improves their learning skills through attempts to measure the psychological experience of ASMR users. In other words, we looked at how the motivation of ASMR users has a positive effect on teenagers' mental and learning experience.

In the first survey of teenagers, 68.4% of all respondents said they often use ASMR content more than once or twice, indicating that ASMR is a very familiar content that is not unfamiliar to teenagers.

As for the type of content used in the second survey, 66.7 percent of teenagers said they use ASMR content for sleep and learning, indicating that many ordinary teenagers use ASMR for specific purposes such as sleep or learning.

Third, in the survey about the change before and after the watching, half of the respondents said they felt the difference. Due to the specific impact, 60% of the teenagers said they felt a difference in learning and 30% in psychology. The results of these surveys indicate that ASMR content is meaningful to teenagers for a specific purpose.

This paper has demonstrated the popularity, use and effect of ASMR content, which has recently become popular and spreading among teenagers. As a result, the survey revealed that ASMR is meaningful to teenagers. Therefore, based on the research so far, this paper tries to make the following suggestions.

For diversity in ASMR content, I present a transition in school education so that youth can open the door to creation as well as use of ASMR. For example, a one-person media course will be opened during the "after-school activities" in middle school free semester system or "special activities."

Finally, this paper has value as an initial attempt to demonstrate the empirical effect of ASMR content. It has identified motive for using ASMR, which has recently been receiving attention, and related factors that are differentiated from other media.[6]

It is also meaningful to expand the scope of discussions on ASMR as a media content while providing basic data to understand the use behavior and experience of ASMR users through receptor research.

Acknowledgement

This study is financially supported by YoungSan University

References

- [1] S.Y Jang and J.S. Park and C.G. Lyou, "A Study on the Existential Space in ASMR Broadcast", *Global Cultural Contents*, pp.271, 2016.
- [2] Internet site of ASMR University, <http://asmruniversity.com/history-of-asmr>
- [3] J.W, Yuk and E.A. Kwon and S.W. Yoon, "Exploring Digital Care & Intimacy: A Case Study of Korean ASMR Video Culture", *Korea Humanities Content Society*, Vol.0, No.48, pp.317, 2018
- [4] J. Andersen, "Now You've got the Shiveries Affect. Intimacy, and the ASMR Whisper Community", *Sage journals*. pp.6, 2014
- [5], [6] M.J Jeong, "A study on the Motivation and Gratification of ASMR Users : focusing on flow experience", Master Thesis of Kyungpook National University, 2018.