

YouTube as Media for English Pronunciation Learning during the Covid-19 Pandemic

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1 YouTube as Media for English Pronunciation Learning during the Covid-19 Pandemic

Ari Astutik

Universitas Wijaya Putra

E-mail: ariastutik@uwp.ac.id

ABSTRACT

Due to the pandemic, online classes must be conducted and the lecturers must employ technology and social media to support the teaching process. YouTube has become one of the learning media choices to be integrated with English subjects, especially those related to English Skills. This study observes how YouTube support the students in learning English Pronunciation correctly. *English with Lucy* that has 6.41 million subscribers is one of popular, qualified, and trusted YouTube channels to study English Pronunciation. This channel also gains positive and encouraging reviews. Therefore, this research studies the impact of learning English Pronunciation from *English with Lucy*, especially in the videos of "British English Pronunciation (RP accent) - /eə/ vowel sound (hair, parent, air)" and "British English Pronunciation (RP accent) - /ɪə/ vowel sound (here, career and clear)", on the viewers. This research is qualitative study by observing the responses of the viewers watching the video using virtual ethnography approach. The viewers' response in the comment section is selected based on two criteria; 1) the comments should be related to the pronunciation, and 2) the comments should elaborate the impact of the videos on their learning process. The viewers are treated as students because their equal enthusiasm in learning the English language. After conducting the observation, it can be concluded that viewers receive impactful benefit by learning from the videos. Afterword, learning pronunciation from YouTube also minimize the efforts as well as maximize the result during this covid-19 pandemic.

Keywords: English Skills, reviews, responses, qualitative study

BACKGROUND

The pandemic has changed all the order of life in the world community, especially in our country, Indonesia. The education system must also keep up with the changing times which changed the face-to-face education system into an online education system. This situation forces teachers to think critically and innovatively to transfer knowledge and material optimally with an online learning system. Therefore, the author took the initiative to use YouTube as a means of learning English, especially in pronunciation lessons intended for semester 1 students of the English literature study program at Wijaya Putra University, Surabaya.



YouTube is a video sharing website that allows users to upload, watch, and share videos that also has a comment page on every video uploaded by the creators. These comments are digital traces that the author can use as material for her writing research. Net citizens' writings posted in the comments column are included in virtual ethnography. Virtual ethnography refers to an ethnographic research approach that is carried out in the online setting (the Internet). Ethnography "in its most characteristic form it involves the ethnographer participating overtly or covertly in peoples' daily lives for an extended period of time, watching what happens, listening to what is said, asking questions, in fact, collecting whatever data are available to throw light on the issues that are the focus of the research" (Hammersley & Atkinson, as cited in Hine, 2000, p. 41).

In this article, the author will research about an *English with Lucy* YouTube channel which is a YouTube channel that has 6.41 million subscribers is one of popular, qualified, and trusted YouTube channels to study English Pronunciation. This channel also gains positive and encouraging reviews. In the comments column, people around the world are allowed to express their opinion about the channel and even ask something related to the uploaded video content. In this case, viewers can provide comments and questions about the English pronunciation that is being discussed by the creator. These commentators are called online communities. The term online communities was initially coined by Starr Roxanne Hiltz in 1984 (Kozinets, 2010). Rheingold uses the term 'virtual communities' to describe online communities as "social aggregations that emerge from the Net when enough people carry on these public discussions long enough with sufficient human feeling to form webs of personal relationships in cyberspace" (as cited in Hine, 2000, p. 17)

Ethnography for the Internet therefore has to proceed quite cautiously in finding out what the phenomenon "Internet" represents for the particular group of people who are the site of interest in any given study. The idea that merely reading messages in an online discussion group or searching an archive on internet could count as "doing ethnography." (Hine, 2015)

Imaginary world envisioned by an artist. Thus, it goes without saying that virtual experiences are useful for many purposes including training, education, and entertainment. Gerard Jounghyun Kim said in his book entitled *Designing Virtual Reality Systems the Structured Approach* (Kim, 2005, p.4). In accordance with Kim's statement above, the author uses YouTube as a virtual teaching material in the field of education to maximize pronunciation skills in this pandemic era.

There has been a transformation in the field of studies on the Internet and in addition to traditional field research, ethnographic works on virtual networks have increased (Gajjala, 2000; Wittel, 2000). Today is the digital area so, there are many researchers doing their



researches on virtual network or in the internet. Virtual ethnography is viewed as a method that provides important clues in understanding the virtual communities, culture and communication that develop in virtual environments (Gajjala, 2000). By doing research in virtual environment, the researcher can understand the culture from many different areas in this world.

In the article "The Use of Virtual Ethnography in Distance Education Research," Dr. Kadriye Uzun and Prof. Dr. C. Hakan Aydin (2012) present information on the evolution of virtual ethnography, how and with what tools it can be done in a virtual environment, and the importance of these in distance education research. The work of Uzun and Aydin stated that it is critical for researchers to conduct distance education applications in virtual worlds in order to understand the environment and interpret the effects of these media on students. In this study, it compares the losses and gains of online interviewing using IM (Instant Message) compared to Face-to-Face Interviews, while in author's research it will provide only from YouTube comments.

In the article "Virtual Ethnography Research on Second Life Virtual Communities," Mehmet Firat and Isil Kabakci Yurdakul (2011) present the potential for virtual ethnography research in 3D virtual worlds, specifically in Second Life. The avatar in 3D Virtual World can navigate and communicate with other avatars via gestures, voice, text, and instant messaging. In this research, the authors discuss these communication and interaction options can create a sense of being in a real environment rather than virtual world. This ethnographic study aims at revealing the interactional and communicational culture created by Second Life game community, while the author research aims to find out how well YouTube media works to improve the students' English words pronunciation.

Ethnographic studies of online settings made a significant contribution to the development of a view of the Internet as a culture in which the uses of technology available to people could be studied. These methods established cyberspace as a viable ethnographic field site. This approach sees the Internet as a product of culture: a technology that was produced by particular people with contextually situated goals and priorities. It is also a technology which is shaped by the ways in which it is marketed, taught and used (Hine, 2000).

In this research the author describe studies the impact of learning English Pronunciation from English with Lucy, especially in the videos of "British English Pronunciation (RP accent) - /eə/ vowel sound (hair, parent, air)" and "British English Pronunciation (RP accent) - /ɪə/ vowel sound (here, career and clear)", on the viewers. The question addressed in this research is: How does YouTube support the students in learning English Pronunciation correctly?



RESEARCH METHODS

The research has taken place in the YouTube channel comments on *English with Lucy* YouTube Channel. The writer had done a research at two videos. The first video is "British English Pronunciation (RP accent) - /eə/ vowel sound (hair, parent, air)" This video is uploaded on July 12th 2016 by the creator. Then, for the second video is "British English Pronunciation (RP accent) - /ɪə/ vowel sound (here, career and clear)". This video is uploaded on July 13th 2016 by the creator.

The qualitative, interpretive, or naturalistic research paradigm defines the methods and techniques most suitable for collecting and analyzing data. Qualitative inquiry, which focuses on meaning in context, requires a data collection instrument that is sensitive to underlying meaning when gathering and interpreting data. Humans are best suited for this task, especially because interviewing, observing, and analyzing are activities central to qualitative research (Sharan and Elizabeth, 2016). So, this research uses qualitative research method. The writer decide to use the qualitative research method and the data material is virtual ethnography which are taking from the comments from people around the world in YouTube Channel comment part.

This qualitative research uses a virtual ethnography method, which focuses on the virtual text of netizens' Youtube comments. Qualitative research is chosen because it represents the views and perspectives of the participants in a study. A qualitative study's goal is to capture their perspectives. Thus, the events and ideas that emerge from qualitative research can represent the meanings assigned to real-world events by those who experience them, rather than the values, preconceptions, or meanings held by researchers (Yin, 2016). Yin, R. K. (2016).

Anthropologists frequently present their findings using preexisting category schemes of social and cultural behaviors and characteristics (Merriam & Tisdell, 2016:30). The primary method of data collection is immersion in the site as a participant observer. The data includes the analysis of records of Youtube comments about their ideas, impressions, or insights regarding the topic.

In conducting a qualitative study, one of the task is to raise a question about something that perplexes and challenges the mind (Merriam & Tisdell, 2016:76). It means we have to translate our general curiosity into a problem that can be addressed through research. Therefore, the question addressed in this research is: How does YouTube support the students in learning English Pronunciation correctly?

The data collection of virtual ethnography is online based and from the virtual environment. Patton (2015) in the (Merriam & Tisdell's book page 105) stated qualitative data are "direct quotations from people about their experiences, opinions, feelings, and knowledge"



obtained through interviews. That is, qualitative data can conduct interviews asynchronously (with a lag time) via email or an online discussion group; typically text-based or written interviews. In this study, the data is the people's comments on *English with Lucy* YouTube Channel.

Screenshots can be an important aspect of data collection. A screenshot can provide an instant summary of who was present at an event or support in recalling movement patterns and visual details (Boellstorff et al, 2012:114-115). With that being said, screenshots can help illustrate an observation or show the appearance of the virtual world we are studying. In this study, the researcher will capture the comments of people who watch English with Lucy video on her Youtube channel.

In this case, analysis proceeds in the same way that fieldnotes do: researcher assemble a corpus of texts and scrutinize them in great detail. Because many websites contain massive amounts of data, it may be necessary to limit the corpus of online materials. The general procedure is to learn about the websites and then use examples from the texts to illustrate key points (Boellstorff et al, 2012:173). The writer would choose the data from YouTube channel comments which are only has the key words that relates to the viewers' opinions of their pronunciation improvement.

During data analysis the researcher organize the material thematically, highlight key phrases and statements. When analyzing data, the researcher progresses from systematizing the data, to generating core thematics, to developing the narratives and arguments that lead to larger theoretical and conceptual points. The final step is to craft a narrative around these themes, presenting evidence and argumentation to our readers to convey larger points (Boellstorff et al, 2012:175).

Ethnographers have been far less transparent about the intermediate step of data analysis that makes possible the transition from data to text. Too often this step is treated as a black box, as if it is simply the brilliant minds of individual researchers that make connections and draw conclusions (Boellstorff et al, 2012:159). Based on that statement, the writer would make her own mind in making connection between data from YouTube channel comment can help viewers or the students improve their pronunciation by watching the video channel "*English with Lucy*."

Therefore, this research's primary data collection consists of online interview. First, the researcher watches videos on English with Lucy Youtube Channel. Here, the researcher become an observer of people's opinions after watching the English with Lucy video. After observing, the researcher begins to screenshot the data then copy and paste the data. The choice data is data that contains viewer's comments that fulfill 2 criteria. They are 1) the comments should be related to the pronunciation, and 2) the comments should elaborate the

impact of the videos on their learning process. After selecting, the writer choose each of the 5 comments for analysis. The researcher begins to interpret the data after collecting it. The last step is to drawn a conclusion.

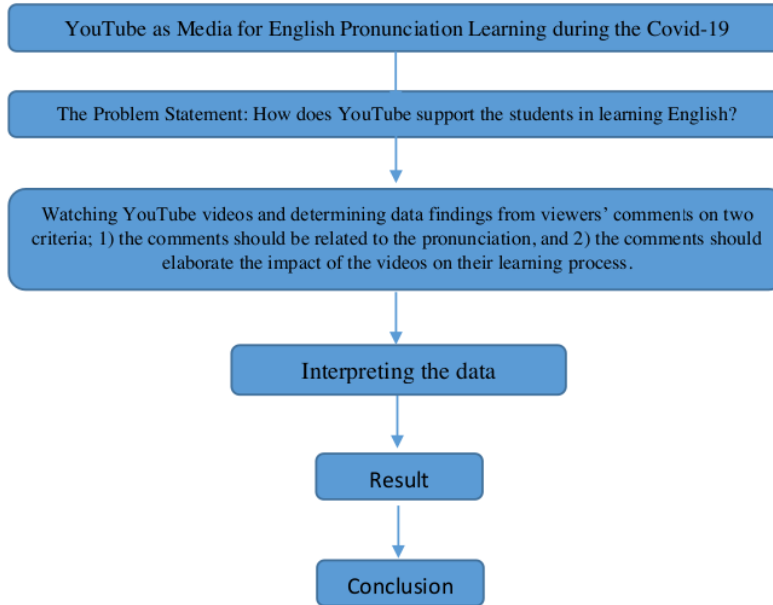


Figure 1. Flow Chart

DISCUSSION

A. DATA FINDINGS

| NO | <i>'English with Lucy' YouTube Channel</i> | |
|----|---|---|
| | The viewers' comments at the video entitled "British English Pronunciation (RP accent) - /eə/ vowel sound (hair, parent, air)" | The viewers' comments at the video entitled "British English Pronunciation (RP accent) - /ɪə/ vowel sound (here, career and clear)" |
| 1 | Your explanation and your examples are really helps me to improve my pronunciation. (ari astutik) | The lesson is very informative, and the teacher is gorgeous so that I can't even blink my eyes. (Saravanan Neother) |
| 2 | I'm from the Philippines but I have a lot of friends from England and every time I talked to them I kept on listening to their accents and how they pronounced the words and now I used to speak like them even my parents are shocked. I kept on practicing my British pronunciation...PRACTICE MAKES PERFECT (Aviona Ramos) | I am really grateful for your English pronunciation lessons, Lucy. :) I have been learning English since I was in elementary school. My worst English skill is speaking honestly. I want to learn proper pronunciation since my pronunciation is kind of a mix of American (mostly), British and Indonesian English. Thank you, Lucy. (WACZZE Gaming) |



| | | |
|---|--|--|
| 3 | Thank you, Lucy. I actually asked you about vowels in the previous pronunciation video. I'm so happy to learn with you and I use many of your videos with my students. Wish you the best! (Ana M. S.) | hi Lucy, so happy when i could find fancy learning English pronunciation videos ^^ I could fix my wrong pronunciation which i didnt realize before. Thanks a lot. Hoping you can make more useful interesting pronunciation vids (nguyen quynh) |
| 4 | Thank you for this lesson Lucy! I love your accent :) and pronunciation is important... I ment to say funny and end up saying fanny! So now I'm practising the sounds that are in these two words, but it's hard work! I'm from Poland :) (Katarzyna L) | Very useful video lesson, Lucy. Thank you! (Júlio César Lima de Sousa) |
| 5 | Ah! now i know how to pronounce æ . Thank you Ms. Lucy, you really did a good job for a teacher (Marsha Andini) | your lesson here is really clear and easy to practice, so that i can improve my English. pronunciation skill. (ari astutik) |

B. RESULT AND DISCUSSION

After determining the findings of the data which would be examined, the authors interpret the findings in accordance with two criteria, namely that 1) the comments should be related to the pronunciation, and 2) the comments should elaborate the impact of the videos on their learning process. The data findings must relate to improving students' pronunciation abilities and the usefulness of YouTube videos in improving the ability to pronounce English words correctly.

B.1. The interpretation of The viewers' comments at the video entitled "British English Pronunciation (RP accent) - /eə/ vowel sound (hair, parent, air)" at 'English with Lucy' YouTube Channel. The writer took only 5 comments to be analyzed.

1. Your explanation and your examples are really helps me to improve my pronunciation. (astutik)

Writer's interpretation:

This comment is in accordance with research criteria number 1, namely the comment must have something to do with pronunciation. This comment shows that a viewer named Astutik thinks that by watching the video channel '*English with lucy*' she feels she can improve her pronunciation skills better because the creator provides examples and explanations that are accurate and easy to understand.

This comment is also in accordance with research criteria number 2, namely the comments should elaborate the impact of the videos on their learning process. The viewer must have the aim to watch the video. The writer thought that she wanted to learn, and her learning was succeed because she said "Your explanation and your examples are really helps me to improve my pronunciation"

2. I'm from the Philippines but I have a lot of friends from England and every time I talked to them I kept on listening to their accents and how they pronounced the



words and now I used to speak like them even my parents are shocked. I kept on practicing my British pronunciation...PRACTICE MAKES PERFECT (Aviona Ramos)
Writer's interpretation:

This comment is in accordance with research criteria number 1, namely the comment must have something to do with pronunciation. Aviona's comments shows us that her English pronunciation is improving, this is proven by the existence of this video, she can talk to his English friends, while previously he only listened to her friends because she was from a different nation, namely from the Philippines which of course had a very different accent and pronunciation in English and that caused her to be unable to communicate with them well. But after watching the video "*English with Lucy*" she can improve her English pronunciation and accent. She can also communicate well with his new friends in an English speaking country. The next proof is that she wrote in the comments column of the video "*English with Lucy*" that her parents were surprised to find her is very fluent in English with very good pronunciation and accent.

This comment is also in accordance with research criteria number 2, namely the comments should elaborate the impact of the videos on their learning process. Based on Aviona's statement, that is PRACTICE MAKES PERFECT. It indicates that her pronunciation learning process was succeed because she looks so happy with the achievement of learning outcomes while watching this "*English with Lucy*" video.

3. Thank you, Lucy. I actually asked you about vowels in the previous pronunciation video. I'm so happy to learn with you and I use many of your videos with my students. Wish you the best! (Ana M. S.)

Writer's interpretation:

This comment is in accordance with research criteria number 1, namely the comment must have something to do with pronunciation. Ana's first comment is thanking to Lucy as a creator of the video. It means she was so glad that her pronunciation was improving, and she looks really interested to see the other creator's video about English pronunciation.

This comment is also in accordance with research criteria number 2, namely the comments should elaborate the impact of the videos on their learning process. Ana's comments talked about using the "English with Lucy" video in teaching her students. It means, she was really believed that Lucy's pronunciation is accurate.

4. Thank you for this lesson Lucy! I love your accent :) and pronunciation is important.. I ment to say funny and end up saying fanny! So now I'm practising the sounds that are in these two words, but it's hard work! I'm from Poland :) (Katarzyna L)

Writer's interpretation:

This comment is in accordance with research criteria number 1, namely the comment must have something to do with pronunciation. By thanking and saying that Katarzyna loves the creator's accent in pronouncing English, and also emphasizing that pronunciation is important. Those sentences means that she agrees that the lesson in the video can improve her pronunciation.

This comment is also in accordance with research criteria number 2, namely the comments should elaborate the impact of the videos on their learning process. In that comment, Katarzyna gives the example in pronouncing funny and fanny with



the wrong pronunciation. She pronounces the words funny and fanny with the pronunciation reversed, but now after seeing the "English With Lucy" video, Katarzyna understands and that his pronunciation has been wrong and after watching the video, she can correct his pronunciation.

5. Ah! now i know how to pronounce æ. Thank you Ms. Lucy, you really did a good job for a teacher (Marsha Andini)

Writer's interpretation:

This comment is in accordance with research criteria number 1, namely the comment must have something to do with pronunciation. In that comment, Marsha looks so happy, because she already knows how to pronounce /æ/. That means, she learn the pronunciation from the video and by watching the video, she can improve her pronunciation.

This comment is also in accordance with research criteria number 2, namely the comments should elaborate the impact of the videos on their learning process because he stated 'you really did a good job for a teacher teacher' that comment proofs that she is learning from the teacher, because she mentioned that Lucy is teaching as a good teacher.

B.2. The interpretation of The viewers' comments at the video entitled "British English Pronunciation (RP accent) - /ɪə/ vowel sound (here, career and clear)" at 'English with Lucy' YouTube Channel. The writer took only 5 comments to be analyzed.

1. The lesson is very informative, and the teacher is gorgeous so that I can't even blink my eyes. (Saravanan Neother)

Writer's interpretation:

This comment is in accordance with research criteria number 1, namely the comment must have something to do with pronunciation. In that comment, Saravanan said that the lesson is very informative. That means, he can learn about pronunciation by watching the video. Because the video is informative, then it tell us that the video is very useful to improve the viewer's or the student's pronunciation.

This comment is also in accordance with research criteria number 2, namely the comments should elaborate the impact of the videos on their learning process because he stated 'The lesson is very informative, and the teacher is gorgeous.' By saying the word 'lesson' she proofs that he is learning something from the lesson and also she stated 'teacher' she also proofs that he is learning from the teacher, because the job of the teacher is teaching the lesson.

2. I am really grateful for your English pronunciation lessons, Lucy. :) I have been learning English since I was in elementary school. My worst English skill is speaking honestly. I want to learn proper pronunciation since my pronunciation is kind of a mix of American (mostly), British and Indonesian English. Thank you, Lucy. (WACZZE Gaming)

Writer's interpretation:

This comment is in accordance with research criteria number 1, namely the comment must have something to do with pronunciation. In that comment, Waczze gaming told about his worst English skill. It was because the bad pronunciation. And



then he said that he is really grateful of Lucy's English pronunciation lesson. Because the video really help him to improve his pronunciation.

This comment is also in accordance with research criteria number 2, namely the comments should elaborate the impact of the videos on their learning process. In that comment he learns too much from the video because he stated "I want to learn proper pronunciation". That sentence proof that by watching this video he can make his pronunciation better.

3. hi Lucy, so happy when i could find fancy learning English pronunciation videos ^^ I could fix my wrong pronunciation which i didnt realize before. Thanks a lot. Hoping you can make more useful interesting pronunciation vids (nguyen quynh)
Writer's interpretation:

This comment is in accordance with research criteria number 1, namely the comment must have something to do with pronunciation. In that comment Nguyen feels so happy because by watching the video, she can fix her wrong pronunciation. That means the video is very useful video to improve the pronunciation of non-speaking English learners.

This comment is also in accordance with research criteria number 2, namely the comments should elaborate the impact of the videos on their learning process because in that sentence Nguyen stated 'so happy when i could find fancy learning English pronunciation videos.' That means she is learning something by watching Lucy's video.

4. Very useful video lesson, Lucy. Thank you! (Júlio César Lima de Sousa)
Writer's interpretation:

This comment is in accordance with research criteria number 1, namely the comment must have something to do with pronunciation. In that comment Julio satisfy of the video lesson about the pronunciation by saying 'Thank you' to the creator. That's proof us that the video is very useful to improve our pronunciation.

This comment is also in accordance with research criteria number 2, namely the comments should elaborate the impact of the videos on their learning process because the viewers looked that he learned lesson from the lesson video which creates by the creator.

5. your lesson here is really clear and easy to practice, so that i can improve my English. pronunciation skill. (Ari)
Writer's interpretation:

This comment is in accordance with research criteria number 1, namely the comment must have something to do with pronunciation. In that comment, Ari stated directly that she can improve her English pronunciation skill.

This comment is also in accordance with research criteria number 2, namely the comments should elaborate the impact of the videos on their learning process. By stating "your lesson here is really clear and easy to practice." That means she can learn to improve her pronunciation by watching that video.

Table 1. the result of interpreting the comments

| No | Viewers' name | The video entitled "British English Pronunciation (RP accent) - /eə/ vowel sound (hair, parent, air)" | The video entitled "British English Pronunciation (RP accent) - /ɪə/ vowel sound (here, career and clear)", |
|----|---------------|---|---|
| | | | |



| | | Criteria 1) the comments should be related to the pronunciation | Criteria 2) the comments should elaborate the impact of the videos on their learning process. | criteria 1) the comments should be related to the pronunciation | Criteria 2) the comments should elaborate the impact of the videos on their learning process. |
|----|---------------------------|---|---|---|---|
| 1 | astutik | √ | √ | | |
| 2 | Aviona Ramos | √ | √ | | |
| 3 | Ana M. S. | √ | √ | | |
| 4 | Katarzyna L | √ | √ | | |
| 5 | Marsha Andini | √ | √ | | |
| 6 | Saravanan Neother | | | √ | √ |
| 7 | WACZZE Gaming | | | √ | √ |
| 8 | nguyen quynh | | | √ | √ |
| 9 | Júlio César Lima de Sousa | | | √ | √ |
| 10 | ari | | | √ | √ |

From the table above, the writer found that the viewers' comments fulfil the two criteria. Those criteria are 1) the comments should be related to the pronunciation, and 2) the comments should elaborate the impact of the videos on their learning process. From five comments of each those criteria and the total of the comments are ten altogether. The comments are from ten different viewers. Those comments represent hundreds of comments that have the same opinion, namely by watching the video channel '*English with Lucy*' the viewers can learn pronunciation well and feel that their ability to pronounce English words is increasing.

CONCLUSION

After conducting the observation, it can be concluded that viewers receive impactful benefit by learning from the videos. Afterward, learning pronunciation from YouTube as teaching-learning media also minimize the efforts as well as maximize the result during this covid-19 pandemic. Because of this pandemic, students can't do face-to-face teaching learning system. Channel YouTube '*English with Lucy*' is really help the viewers or the students to learn pronunciation well. Everyone can access YouTube easily in this pandemic.

This research is really help the teacher or lecturer to help in giving choices in teaching learning system in this covid-19 pandemic using YouTube as a media. Even though the



teaching-learning process is handled by on-line class, giving students the reference of English YouTube channel about pronunciation especially 'English with Lucy' is very helpful.

SUGGESTIONS

In this part, the writer would like to contribute some suggestions from the English teachers and the other researchers based on the research findings and discussion.

It is suggested that the English teachers should be more creative and innovative to select the media in teaching strategy to deliver their material. They could find a good instructional media to get their students' interest in learning English, especially in Pronunciation.

YouTube would be helpful to improve students' pronunciation ability.

To the further researcher, particularly those who have the same problem and interested in conducting research, it is suggested that this study can be a reference. Hopefully, there will be any further research of how to complete this technique.

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