

THESIS TITLE	THE SUCCESS FACTORS OF ENGLISH LEARNING VIDEOS ON YOUTUBE
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### ABSTRACT

This thesis, "The Success Factors of English learning Videos on YouTube", is intended to study the features of the successful YouTube educational videos on learning English. The study will look at the factors influencing the choice of the videos and the motivation of the audience to learn English through videos. The qualitative research is divided into three parts: the study of the characteristics of successful English language learning videos by the content analysis of 5 YouTube videos, the factors affecting the choice of the video through in-depth interviews with a group of 25 video viewers, and the intent of the audience in English learning videos through YouTube through in-depth interviews of 25 video viewers.

From the research found that there are influences of internal and external factors that effect the audience (receiver) to receive the vdo about the learning English by youtube. The character of successful one insist of the topic about conversation, vocabulary or How to technique which will be a basic for daily life or for exam purpose with good quality of clear and consistant picture. On top of that the role of the instructor to grip the audience and make the topic understandable. These are the character that can be observed from the videos

For the need of audience for video about the learning English by Youtube, the audience need the varities of video. Most of the needs are coincide with the successful video clip except the audience would like more responds from the instructors.