



Research Article

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# Visualizing Gender Disparities: Analyzing Academic Video Content on YouTube in India

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## ABSTRACT

YouTube has emerged as a promising platform for education, especially during the pandemic. Being a new and interactive media, it is expected that the content in these educational videos on YouTube will be democratic and free from gender biases. Numerous reports have highlighted the existing gender gaps. According to the World Economic Forum's Gender Gap Index Report, India's ranking (2021) has slipped to 140 out of 156 countries and 112 out of 153 in 2020. This research paper aims to highlight the ground reality of gender discrimination through educational videos that disseminate knowledge to children. COVID-19 has given a massive boost to online education. Despite using the latest technology, these videos promote the same patriarchal values in the minds of young children. In the educational videos selected by the researcher, men are shown as the breadwinners and family heads, whereas women are mostly shown in their traditional roles of caregivers.

## INTRODUCTION

Since the inception of the Indian Constitution, men and women have had equal rights. Despite this, women struggle for recognition in society, at home, and in the workplace. The Government of India recognizes this issue and has initiated various programs to achieve gender parity in economic, political, social, and educational areas. Goal 5 of the Sustainable Development Goals (SDG) emphasizes gender equality, stating that success in other SDG dimensions depends on it (UN Women, 2018).

YouTube, an American video-sharing website, was founded by three former PayPal employees. Initially intended for dating videos, it was relaunched on December 15, 2005, and quickly gained popularity. In 2005, YouTube videos received 2 million views daily, increasing to 25 million the following year. Google acquired YouTube for \$1.65 billion due to its rapid growth. By June 2022, over 500 hours of video were uploaded every minute (Statista). These videos are of different genres such as music, comedy, animation, education, "how-to-tutorials," etc. Brame

(2015) emphasizes that educational video creators should consider the learner's sensory, working, and long-term memory. This approach helps optimize video content to enhance learning and retention. Additionally, the duration of educational videos should be suitable to maintain student engagement (Kosterelioglu, 2016).

## OBJECTIVES

- To find out whether the educational videos on YouTube are gender-biased or not.
- To investigate whether the educational videos on YouTube are re-instating the patriarchal norms in the minds of the kids or not.
- To examine how educational videos on YouTube can be gender-neutral.

## Review of Literature

Learning has evolved from traditional methods in ancient Indian "Gurukuls" to modern online and web-based platforms, where audio-visual content is available on

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demand. In Gurukuls, students lived with their teachers, or “Gurus,” and were taught subjects like economics, politics, and physical and moral education (Ghonge et al., 2021). Digital technology has revolutionized education, enabling students to access lessons anytime via platforms like YouTube and other learning management systems. Educational videos in high school classes increase student motivation and interest, making learning more interactive and participatory. For instance, showing aviation-related videos to 10th-grade students positively impacted their understanding of aviation English (Seçera et al., 2015). However, viewership of educational content on YouTube shows a gender bias, with STEM videos being more popular among males. PBS Digital Studios (2019) reported that their science and technology programs, including “Crash Course,” are watched predominantly by males, with 65% male viewership.

Similarly, “It is OK to be Smart” and “Physics Girl” have male audiences of 75% and 80%, respectively (Landrum, 2019). In contrast, Google and Nielsen’s 2020 data suggest that over half of YouTube’s audience is female. Instructional videos have been shown to help students retain and memorize content (27%), increase interest and understanding (12%), and improve concentration (10%). The most significant benefit 38% of students reported was the “Permanency Effect,” indicating a long-term impact of what they learned from the videos. This research involved 153 students (Kosterelioglu, 2016). Despite efforts to achieve gender parity, challenges remain. According to the UNDP’s Human Development Report, India ranks 108th out of 193 countries on the Gender Inequality Index, scoring 0.437 (PIB, 2024). Although India’s position has improved over the last decade, significant progress is still needed.

### Research Methodology

This research examined 50 educational videos in English, Hindi, Punjabi, and Marathi for their impact on school children’s mentality. The videos, posted on various YouTube channels by teachers, included simple topics like descriptive essays on ‘My Mother’ and ‘My Family.’ Purposive sampling was used to select popular videos based on view counts, and judgment sampling determined the essay topics. Content analysis of the videos was done to measure the occurrence of certain words. Besides that, the qualitative analysis assessed the language, content, subscribers, messages, opinions, narrator’s voice, and modulation.

### Application of Theories

This research is based on the Social Learning Theory of Gender Development, which asserts that parents, teachers, peers, and media shape gender roles and beliefs. Children observe and imitate the behavior of these role models. For instance, teachers’ traditional views can undermine girls’ confidence in subjects like Math and Science. Media also perpetuates gender stereotypes, often

depicting men in leadership and women in domestic roles through various platforms like TV, the internet, and social media. Educational videos showing women in domestic tasks reinforce the idea that homemaking is a woman’s primary responsibility, influencing children’s attitudes into adulthood. Additionally, the Gender Schema Theory by Sandra Bem (1981) suggests that children develop cognitive frameworks for gender roles based on societal observations. This theory indicates that societies assign specific roles to genders, often placing men in higher-status positions and women in caregiving roles, which children learn through social interactions.

### Content Analysis of the Videos

Fifty videos of Indian regional language subjects English, Hindi, Punjabi, and Marathi were used. The first 29 videos are from the “English” language. A content analysis of the videos was conducted to conclude. The frequency of words such as women as housewives/homemakers, women as working professionals/working women, and women as caregivers was noted, and that is how data was identified. (<https://www.youtube.com/watch?v=9w4ggYYFbhs>)

On ‘Learn Essay Speech’, which has 1.58K subscribers, a video titled ‘My Family’ for 4th or 5th graders features a doctor, father, and housewife mother in a family of six. Read by a female voice; the sentences are written clearly with mild background music, maintaining a child-friendly pace and good quality.

<https://www.youtube.com/watch?v=Zv9vkuYK9mc>

‘Learn Essay Speech’ presents ‘My Family’ for middle school students. A female voice narrates while writing in a notebook, with clear handwriting and good video quality. The essay depicts a family with a teacher, a father, and a mother who is a housewife.

<https://www.youtube.com/watch?v=qzXQ7F1UkLc>

In a ‘SAZ Education’ video for primary school kids on “My Family,” devoid of narration but featuring gentle music, a close-up of a notebook displays 20 lines written in simple language. The mother is depicted as a homemaker, while the father is shown as a supportive businessperson. The channel boasts 1.35M subscribers.

<https://www.youtube.com/watch?v=RzIbM07-bek>

In a ‘Learn Essay’ video for primary school students with 24.3K subscribers, the father is depicted as the head of the family and a teacher, making all important decisions. The mother is portrayed as a housewife. Narrated in Hindi by a male voice, the video uses 20 simple sentences to describe “My Family,” aimed at 3rd and 4th graders.

<https://www.youtube.com/watch?v=GLEXtTFk9NE>

In a “Learnings” video for 3rd and 4th graders, 9.5K subscribers strong, a narrative on “My Family” features 20 simple sentences. A female narrator reads as sentences are written clearly, with mild background music. Traditional gender roles show the father as a disciplined professional and the mother as a housewife managing cooking.

<https://www.youtube.com/watch?v=PNKiWTh39fk>

“Reena the Indian Education” presents a “My Family” video with 20 simple sentences for 3rd or 4th graders. It begins with an animated nuclear family, followed by clear handwriting on a notebook. Traditional gender roles show the father as a devoted teacher and leader and the mother as a homemaker helping with homework.

<https://www.youtube.com/watch?v=skuagKtTB6w>

“Suvi Education” has a “My Family” video for middle school students. The video uses translation and explains unfamiliar terms despite some pronunciation mistakes. The essay is detailed, with paragraphs and complex words like “etiquette” and “affection.” There is no music, which helps students focus on the writing and explanations. The mother in the video is shown as a housewife.

<https://www.youtube.com/watch?v=pysPTh90knI>

The “Class Room” video, targeting middle schoolers, lacks narration but features clear writing on a notebook. The father is described as a teacher, while the mother is a homemaker. Background music accompanies the visuals.

<https://www.youtube.com/watch?v=00zhoN08x64>

From “Anup Writing,” a channel with 1.56K subscribers, comes a video featuring clear writing on a notebook, set to lively music. The father is depicted as a farmer and the mother as a homemaker in the “My Family” theme.

<https://www.youtube.com/watch?v=WMYWQhYyVmw>

The “Education Vlog” video on “My Family” for primary schoolers features straightforward sentences with gaps, ideal for young comprehension. It presents the father as a farmer, the mother as a homemaker, and the grandfather as the patriarch, adhering to traditional family roles.

The next set of videos is on the topic “My Mother.” [www.youtube.com/watch?v=IFt2wJipD8](http://www.youtube.com/watch?v=IFt2wJipD8)

The first video on “My Mother” by “Learn Essay Speech” targets young learners, employing basic sentences and a familiar notebook layout. While her profession remains unstated, her homemaking duties, like cooking and homework help, highlight traditional gender roles, emphasizing her nurturing role in the family. [www.youtube.com/watch?v=3L2gj5gtGRE](http://www.youtube.com/watch?v=3L2gj5gtGRE)

The video from “Your Future Handwriting” targets middle and high schoolers. It introduces the mother’s daily routine, emphasizing her early morning meal preparation. Another paragraph highlights her inspirational role and selflessness. [www.youtube.com/watch?v=lk6DTpsnvS0](http://www.youtube.com/watch?v=lk6DTpsnvS0)

In the latest “Let’s Write” video, the portrayal of a mother as a homemaker is emphasized, showcasing her role in cooking and caring for the family. The essay, conveyed through exquisite handwriting in close-up shots, is accompanied by gentle background music, enhancing the viewing experience. [www.youtube.com/watch?v=-4vJvKA1Zi4](http://www.youtube.com/watch?v=-4vJvKA1Zi4)

The “SAZ Education” video is probably for high school students. It does not have someone speaking. The essay starts by talking generally about how important mothers are. Then, it talks about specific qualities.

Mothers are shown as strong and caring, getting up early to cook and care for the family. [www.youtube.com/watch?v=tKukDhUaWew](http://www.youtube.com/watch?v=tKukDhUaWew)

The “Study Koro” video features a simple “My Mother” essay with ten easy lines aimed at young kids. There is no narration, just clear handwriting, and calming music. Although the mother’s profession is not mentioned, she is clearly a homemaker from the video. It shows her getting up early to prepare tasty food for everyone. [www.youtube.com/watch?v=xB1m3ZIWYDA](http://www.youtube.com/watch?v=xB1m3ZIWYDA)

The “English Teach” video, with 402K subscribers, presents an essay on “My Mother” suitable for middle schoolers. Divided into three paragraphs, it discusses a mother’s general and specific qualities. The video mentions the mother being educated and working as a teacher. [www.youtube.com/watch?v=kE5MALW4Wf4](http://www.youtube.com/watch?v=kE5MALW4Wf4)

“Stable Class,” boasting 106K subscribers, features an essay on “My Mother.” Despite poor pronunciation and handwriting, excessive Hindi translations are evident. The essay highlights the mother’s selflessness in household management and family care, prioritizing others’ needs over hers. [www.youtube.com/watch?v=PdyYdm6Ggg8](http://www.youtube.com/watch?v=PdyYdm6Ggg8)

“Treasure of My Heart,” boasting 4.68K subscribers, offers a video featuring a straightforward essay on “My Mother” for primary schoolers, with ten lines. Each sentence, written and narrated by the content creator, emphasizes the mother’s role as a homemaker despite some pronunciation errors. [www.youtube.com/watch?v=tboKeCt1Uzc](http://www.youtube.com/watch?v=tboKeCt1Uzc)

Abhi Kumar’s “My Mother” video features 20 concise sentences for primary schoolers. Enhanced with a drawing of a woman in the notebook’s top right corner, the video uses basic music instead of narration. It portrays the mother as a homemaker, detailing her daily household chores and morning routines. [www.youtube.com/watch?v=TtUBFpgGf-E](http://www.youtube.com/watch?v=TtUBFpgGf-E)

The “Refresh Jankari” YouTube channel, with 236K subscribers, showcases an essay on “My Mother” comprising ten brief sentences. The mother’s role as a homestay emphasizes the maker, managing cooking and family care, is emphasized. [www.ch?v=2tKeT5qrnVQ](http://www.ch?v=2tKeT5qrnVQ)

In Powerlift Essay Writing’s video “My Mother,” viewed by 21.4K subscribers, the portrayal is limited to her role as a homemaker, omitting any mention of her career or aspirations. She has depicted caring for the family, aiding with chores and children’s studies. [www.youtube.com/watch?v=EeYQsM4AKzw](http://www.youtube.com/watch?v=EeYQsM4AKzw)

In the upcoming essay on “My Mother” by Academic Writer, which has 72.4K subscribers, ten concise lines tailored for primary school children are provided. The essay, written in a primary school notebook with four lines per page, portrays the mother as a housewife responsible for cooking, cleaning, and laundry. [www.youtube.com/watch?v=\\_Bhr8IUHnMQ](http://www.youtube.com/watch?v=_Bhr8IUHnMQ)

“5 Points English” presents an essay on “My Mother”



with ten straightforward sentences tailored for primary school children. The video lacks narration and features fast music and close-up shots of the notebook. The mother is depicted solely as a housewife. [www.youtube.com/watch?v=PloozPZ9yFA](https://www.youtube.com/watch?v=PloozPZ9yFA)

The “Essay Writing” channel, with 70.9K subscribers, presents an animated video portraying the mother as a doctor. The sentences are concise and straightforward, depicting the mother as punctual and intelligent. [www.youtube.com/watch?v=J0NtY64JOYo](http://www.youtube.com/watch?v=J0NtY64JOYo)

“Kids Knowledge Candy” offers a kid-friendly essay on “My Mother” with ten placards, narration, and soft music. The video portrays the mother as a caring housewife, attending to the family’s needs, with simple sentence structures for easy comprehension. [www.youtube.com/shorts/QvnIIXKcMOI](https://www.youtube.com/shorts/QvnIIXKcMOI)

The “Learning Ideas” channel also offers a “My Mother” video with 11 straightforward sentences. Like the previous descriptions, the video depicts the mother as a dedicated housewife responsible for caring for the children and other family members. [www.youtube.com/watch?v=QTMWYHsUlfk](https://www.youtube.com/watch?v=QTMWYHsUlfk)

“Calligraphy Creators,” with 326K subscribers, presents an essay on “My Mother” using a dictation method. Each sentence is written before being narrated by a female voice accompanied by soothing music. The essay comprises 20 simple lines highlighting the mother’s qualities, depicted as a dedicated housewife. [www.youtube.com/watch?v=kDHslgAYnlM](http://www.youtube.com/watch?v=kDHslgAYnlM)

“Prepare Studies,” with 257K followers, shares a clear essay about “My Mother” for middle schoolers. The video shows a notebook with music but no talking. It tells how hardworking and patient moms are, even though they stay home. [www.youtube.com/watch?v=Y8LgFdJf1AQ](https://www.youtube.com/watch?v=Y8LgFdJf1AQ)

“Being a Student” presents a video featuring 20 simple sentences about “My Mother,” translated into Hindi for primary school kids. The narrator explains how to include one’s mother’s name in the essay. Despite minor pronunciation errors, the essay portrays the mother as a housewife. The next set of videos will be in Hindi. [https://www.youtube.com/watch?v=kwKU5\\_Zipkc](https://www.youtube.com/watch?v=kwKU5_Zipkc)

In “Learn Essay Speech’s” Hindi video on “My Mother,” the narrator writes and speaks in Hindi. Depicting the mother as a housewife, she manages household chores and aids children with studies. Geared for primary school kids, it highlights maternal dedication. <https://www.youtube.com/watch?v=kGlaEPkdbPQ>

In the next video from “Learn Essay Speech,” older students are shown a mother who wakes up early, cares for the house and nurtures her family. She is full of love and patience, guiding her kids to be good people. Her job is not mentioned, but her kindness and support shine through. <https://www.youtube.com/watch?v=kGlaEPkdbPQ>

The Hindi video from “(@Aadrshkumarstudios)” presents 20 simple sentences about mothers. She’s a

housewife who rises early to finish household chores, aids kids with studies, and teaches them values and manners. <https://www.youtube.com/shorts/thD6DEPqQSE>

In the @growskills17 video, the mother is portrayed as a working woman adept at balancing work and life. She cares for the elderly at home and engages in social work, aiding needy people. Her character highlights compassion and efficiency in managing multiple responsibilities. <https://www.youtube.com/watch?v=inGmKf1V4vc>

The mother is depicted as a housewife in a Hindi video from “Sampurna Vidya” with 330K subscribers. She has been described as beautiful and hardworking, managing household chores, cooking, and preparing kids for school. She’s also portrayed as kind-hearted and caring for the whole family. [https://www.youtube.com/watch?v=\\_nBN\\_KVaCBg](https://www.youtube.com/watch?v=_nBN_KVaCBg)

From “Hindi-English Learning,” which has 209K subscribers, the video “My Mother” (Hindi) features ten simple sentences about a loving and caring mother. She cooks delicious food and helps with homework. Although she was educated to the 12th standard, her profession must be mentioned. <https://www.youtube.com/watch?v=elvNTvZrNjk>

Abhi Kumar’s YouTube channel, with 52.7K subscribers, presents a video on “My Mother” featuring 20 sentences. The narrator articulates each sentence, focusing on the mother’s honesty and hard work. While her qualifications and profession are not mentioned, she is depicted as cooking delicious food and aiding the children in their studies. <https://www.youtube.com/watch?v=ulO-EeQ3mME>

The “Ladoo Dhamaal” video, with 162K subscribers, showcases “My Mother.” The video quality is poor, featuring a narrator reading an essay from a paper without music. The essay contains mistakes and needs to include mention of the mother’s profession, making it monotonous to watch. The next set of essays is in Marathi Language. [www.youtube.com/watch?v=OnsX0JDxHR4](https://www.youtube.com/watch?v=OnsX0JDxHR4)

The first Marathi essay on “My Mother” from Shining Students, which has 65.1K subscribers, presents similar content in English and Hindi. The mother’s role is confined to household chores, typical of a homemaker. [www.youtube.com/watch?v=0LUkShUtgy4](http://www.youtube.com/watch?v=0LUkShUtgy4)

Nibandhmala’s video on “My Mother,” catering to middle school kids with 9.58K subscribers, does not mention the mother’s profession. However, in the video, she is portrayed as the backbone of the household, handling all domestic duties. [www.youtube.com/watch?v=wsT-5fV-T8k](https://www.youtube.com/watch?v=wsT-5fV-T8k)

From “Snehankur Deshing,” which has 338K subscribers, the video echoes similar content without mentioning the mother’s profession or qualifications. It depicts her rising early, managing household chores, cooking, and assisting the children with their studies. [www.youtube.com/watch?v=l7kdxp8jO08](https://www.youtube.com/watch?v=l7kdxp8jO08)

“Study Express” portrays the mother in their Marathi video as hardworking and kind. She prepares delicious food, helps kids prepare for school, and stays up all night to care for them when sick. No mention of her profession or qualifications is made. [www.youtube.com/watch?v=MVYe9bDkRDQ](http://www.youtube.com/watch?v=MVYe9bDkRDQ)

In the “Pathashala Club,” video which has 141K subscribers, the mother rises early to complete chores, cooks tasty meals, and assists the kids with studies. She also imparts moral guidance, sharing verses from holy books like the Ramayana and Mahabharata, shaping the children to be better individuals. [www.youtube.com/watch?v=XZNIYVBxXdE](http://www.youtube.com/watch?v=XZNIYVBxXdE)

In the “Pathashala Club” video, which has 141K subscribers, the mother exemplifies dedication by rising early to manage household chores, preparing delicious meals, and aiding children with their studies. She also provides moral teachings from revered texts like the “Ramayana” and “Mahabharata,” molding them into virtuous individuals. The next set of essays is in Punjabi language. The essays have been selected randomly from YouTube. [www.youtube.com/watch?v=1xA5jJRBwpY](http://www.youtube.com/watch?v=1xA5jJRBwpY)

In The Punjabi Site’s video, a 10-sentence essay on “My Mother” is tailored for primary schoolers. The teacher instructs on including personal details. The video quality could be better, but the mother’s profession or education needs to be present. The focus remains on her familial duties and care for the children. [www.youtube.com/watch?v=AiUqq0n05Ts](http://www.youtube.com/watch?v=AiUqq0n05Ts)

In “Urmila Rani Goyal’s” video on “My Mother,” children are encouraged to personalize their essays by gathering details directly from their mothers, including age and qualifications. The essay depicts a mother who was educated up to the 10th standard and focuses on managing household tasks. [www.youtube.com/watch?v=nx2AjUezEyU](http://www.youtube.com/watch?v=nx2AjUezEyU)

“My Punjabi Class” reads a typed essay, urging students to personalize it with their mother’s details. Divided into three paragraphs, it highlights mothers as first teachers, emphasizing their homemaker roles in cooking and caring for the family. [www.youtube.com/watch?v=xReRIaj1Ak8](http://www.youtube.com/watch?v=xReRIaj1Ak8)

From the Punjabi Site, a well-written essay on “My Mother” is tailored for middle school learners and divided into five paragraphs and high school learners into five paragraphs. Although her profession is not specified, she is a homemaker. She rises early, tends to plants, cooks delicious meals, and visits the Gurudwara daily. [wwGurudwaraom/watch?v=6XJ-dqkMWEM](http://www.Gurudwaraom/watch?v=6XJ-dqkMWEM)

In the video from Punjabi Classes by Sunita Kamboj, the teacher narrates an essay from the textbook, encouraging students to personalize it with their mother’s name and age. In this simple essay aimed at primary school kids, the mother rises early to complete household chores. [youtube.com/watch?v=8LWokqioaz0](http://www.youtube.com/watch?v=8LWokqioaz0)

Devanshi Vridhi presents a simple 10-sentence essay

**Table1:** List of videos

S No.	Topic	Language	No. of videos	Working women	Home makers
1	My Family	English	10	Nil	10
2	My Mother	English	19	02	17
3	My Mother	Hindi	08	01	07
4	My Mother	Marathi	06	Nil	06
5	My Mother	Punjabi	07	01	06
			50	04	46

for primary school kids. It describes how the mother spends her day rising early to manage household chores, caring for the family, and assisting with homework without mentioning her profession or qualifications. [www.youtube.com/watch?v=61Ub2P4QikA](http://www.youtube.com/watch?v=61Ub2P4QikA)

In the video from ‘All About Learning Gagz Creations’ (51.7K subscribers), the mother, a teacher, lovingly cares for the kids, cooks delicious food, assists with studies, and looks after the family.

**Data Analysis**

The content analysis of 50 educational videos in English, Hindi, Marathi, and Punjabi reveals that despite the language differences, the videos share similar content. As far as English language videos are concerned, women were shown as homemakers in all the selected videos. Similarly, out of 19 videos on ‘My Mother,’ the homemaker word appeared 17 times. As far as Hindi Language Videos are concerned, out of 8 of the videos of ‘My Mother,’ the frequency of the word homemaker/housewife is 7. Women were shown as homemakers in all six Marathi language videos on the same topic. In Punjabi language videos, the frequency of the word mothers as homemakers/housewives is 6 out of 7 videos. Out of 50 videos, 46 have shown women as homemakers taking care of domestic work such as cooking and child-rearing (Table 1).

**CONCLUSION AND FUTURE WORK**

This analysis highlights the prevalent patriarchy in India, where men are seen as decision-makers. Unlike in the West, where working women often manage household duties, Indian families frequently employ domestic help. As homemakers do not generate income, they are often undervalued, though this is slowly changing. Educational videos showing women as homemakers reinforce that women’s roles are limited to cooking and childcare.

Research by Lindsey Wotanis and Laurie McMillan highlights women’s underrepresentation on YouTube. Since children are the future and education is critical, discriminatory content on educational platforms can hinder societal change. YouTube has the potential to bridge gender gaps in India, and stricter guidelines could



support achieving Goal 5 of the Sustainable Development Goals (SDG).

Promoting digital literacy programs for women could significantly reduce the digital gender divide. Women should be educated about the benefits of mobile internet and how it can enhance their daily lives and provide income opportunities through content creation. Reducing the digital gender gap could change the educational content landscape, showcasing women as active content creators and professionals who positively influence the next generation.

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