

The Effect of Viral Videos on Iranian EFL Advanced Learners' Motivation and General English

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Abstract Learning English as second language is hard when a person does not have any motivation to learn it. This study was going to find and explore how much viral videos could affect the advanced Iranian EFL learners' motivation and general English and to see if they are more effective than educational videos. Forty participants of this study were randomly placed in control and experimental groups. The experimental group received viral videos and the control group received the educational videos. Motivational questionnaires and advanced general English tests were administered to the students to investigate their level of motivation and general English as a result of watching viral videos. The findings showed that viral videos are more effective in increasing motivation of students to learn English rather than educational videos. Findings for general English, however, showed that educational videos are more effective for learning general English rather than viral videos. This research may provide a new material as viral videos for teachers and students, and it can be useful for increasing the students' motivation to learn English as foreign language.

Keywords : Viral Videos

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