

**“Hey WhatsApp guys”: Vlog content selection through exposure of social media
among tertiary level students in the English classroom**

ABSTRACT

This research study aimed to investigate the content selection process for vlogging projects among students in an English classroom. The study employed a case study methodology and utilized an open ended questionnaire to collect data from a sample of 51 students. Thematic analysis was employed to analyze the qualitative data, while descriptive statistics, cross tabulation, and chi-square tests were used to examine the relationships between variables. Additionally, the influence of social media exposure on content selection was explored, highlighting the impact of platforms like YouTube and Instagram on shaping students' content choices. Overall, this research contributes to the understanding of how students select content for vlogging projects and provides insights for educators and practitioners in incorporating vlogging as a pedagogical tool in the English classroom. The findings can inform the development of strategies to enhance content selection and engage students effectively in vlogging activities, fostering creativity, educational value, and viewer engagement in their projects.