

FORM 2

THE PATENTS ACT, 1970

[39 of 1970]

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THE PATENTS RULES, 2003

COMPLETE SPECIFICATION

[See section 10 and rule 13]

“IMPACT OF ENGLISH LEARNING APP ADVERTISEMENT IN "YOUTUBE" SOCIAL NETWORK”

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PREAMBLE OF THE DESCRIPTION

The following specification particularly describes the invention and the manner in which it is to be performed.

IMPACT OF ENGLISH LEARNING APP ADVERTISEMENT IN "YOUTUBE" SOCIAL NETWORK

Background problem for the Innovation

The prevalence of English learning apps in the YouTube social network has increased exponentially in recent years, with many users watching advertisements for new English language learning services being released in the platform. While this type of advertising may be beneficial for those who are looking for new ways to learn English, it might also be seen as a broader problem for viewers for a couple of reasons. First and foremost, these English language learning advertisements may be seen as creating hype and unrealistic expectations around becoming fluent in the language. Many of these advertisements propound the idea that learning English will open up a plethora of doors and opportunities, making it seem like those who don't become fluent will be left behind. This kind of attitude can be damaging for viewers who may take on unrealistic English learning goals and end up feeling like their efforts are not achieving anything. Secondly, many of these English language learning advertisements tend to highlight expensive or difficult-to-attain language courses. By making these courses and services appear to be the only viable way to learn the language, viewers may be discouraged from looking into alternative learning methods which could be more affordable or easier to access. This can be particularly damaging when viewed by vulnerable individuals who are desperate to learn the language but can't afford to pay for the advertised language courses. Finally, the amount of English learning advertisement material in YouTube can be overwhelming and discourage users from engaging with the platform. The overwhelming presence of this type of advertising can take away from the leisure value found in an otherwise enjoyable platform, and may even lead to some viewers leaving the platform because it no longer is an enjoyable venue for them. In conclusion, the increase in English learning advertisements on YouTube does have some potential benefits for viewers who are looking for language learning services, but it also brings with it a series of problems which need to be addressed. Finding a balanced approach to advertising language learning services in YouTube can help to reduce the potential harms that might be caused by its presence.

Innovation model

YouTube's ability to allow its viewers to provide feedback on advertisements has further helped the success of many English Learning App advertisements. By monitoring these comments, the app makers can adjust their advertisements to better facilitate an increase in

viewership and can make sure that their advertisements are effective. Ultimately, the impact of English Learning App advertisement on YouTube has been profound, with the number of app users increasing exponentially over the past few years. By advertising successfully on the social networking platform, English Learning Apps have become highly visible and in demand, allowing them to reach a large, new audience. Moreover, YouTube viewers' feedback has allowed app makers to further improve the impact of their advertisements. The impact of English learning app advertisement on YouTube has been immense. YouTube, being one of the most popular social networks, has found a great platform to advertise English learning apps. English learning apps cater to the needs of people who want to learn and practice the language, as well as those who want to understand its nuances better. The popularity of these apps has led to an unprecedented number of people downloading and using them. This increased usage has resulted in a drastic shift in the English language education landscape. People no longer need to rely solely on textbooks, but they can now access a plethora of resources through apps. These resources include native speaker audio, real-life conversations and scenarios, punctuation and grammar exercises, and vocabulary practice exercises. All of these are available at a click of a button. The advertising of English learning apps on YouTube has also provided motivation to those wanting to learn the language by giving them access to better resources. The proposed innovation model has shown in the following fig.1

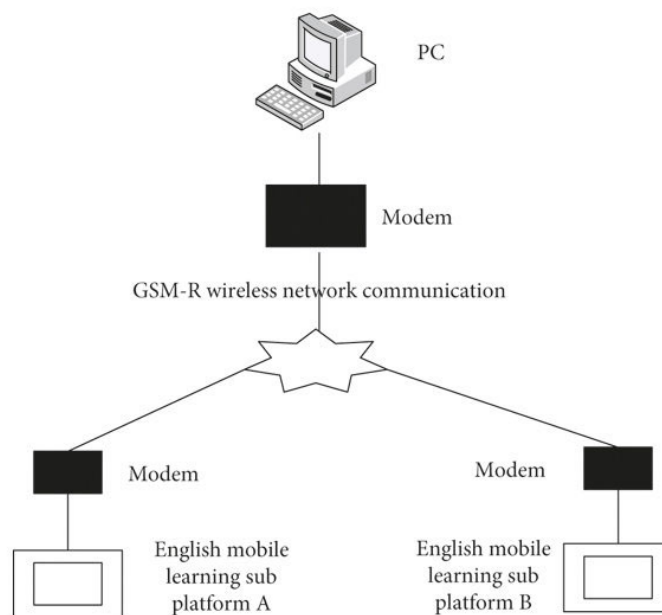


Fig.1: Proposed innovation model

This resource-rich platform also allows people to save their progress as they go, so they can easily go back and review what they have learned once they have strengthened their knowledge. This makes it easy to understand the language better, without having to worry about the complexities associated with it. Finally, the impact of English learning app advertisement on YouTube has helped spread awareness about the importance of the language. It has highlighted the vast possibilities and job opportunities that this language opens up for the user, and encouraged people to sign up for an app and give themselves the best shot of success. The implications of English learning app advertisement on YouTube can't be denied. With better resources and a motivated platform, more and more people have been able to make their language learning journeys successful. This has helped to facilitate a shift in the language education landscape and make English learning more accessible to everyone.

Summary of the Innovation

The impact of English learning apps advertisement in YouTube is very significant when it comes to learning English. YouTube is a great platform for reaching millions of viewers without any geographical or language barriers. English learning apps advertisement on YouTube allows people to access English language learning resources from the comfort of their homes or while they are on the move. One of the main advantages of English learning apps advertisement in YouTube is the convenience and cost efficiency. The advertising campaigns in YouTube can be easily tracked for audience engagement, reach, and demographic data. This data can then be used to target and personalize the advertisement to different audiences. By doing this, advertisers can make sure that their ads are seen by the right people, who might be interested in the English learning app. Moreover, the ads are usually interactive and engaging, as YouTube has embedded videos and images, which viewers can click on directly. This provides greater opportunities for users to interact with the ads and therefore, increases the chances of them clicking the link and downloading the English learning app. Furthermore, the effectiveness of the English learning app ads in YouTube can be analyzed in terms of the audience engagement, viewership, and clicks and downloads. This data can then be used to inform advertisers to adjust their advertisement strategies accordingly. Overall, the impact of English learning apps advertisement in YouTube has been very positive. It has increased the reach of the English learning app, engagement of the viewers, and downloads of the app. This indicates that advertising English learning apps through YouTube has been highly successful.

The impact of English learning app advertisement on YouTube is vast. YouTube is the largest social media platform in the world, with over two billion users, and as such can have a far-reaching influence on the learning of English. The advertisement of English learning apps on YouTube can be especially effective since YouTube users tend to be more receptive to digital marketing than other social media platforms. Through exposure to the adverts, viewers are more likely to become aware of the various online English learning apps available, leading to greater uptake and use of the apps and ultimately, more efficient and comprehensive learning. Not only does the advertising of English learning apps on YouTube introduce new users to the apps, but it can also act as a performance enhancer to those who have already started learning English through the same app. The adverts on YouTube contain a number of different visual elements that can help to reinforce the message of the app and further motivate the audience to use it to learn English. For example, attractive video images, catchy messages, music, and animations all serve to emphasize the app's capabilities and use of technology, making it more desirable and easy to use. By highlighting the app's effectiveness and abilities, viewers are more likely to view the app positively and become engrossed in the learning process. In addition, mindful placement is also key for successful English learning app advertising on YouTube. Advertisements should be placed according to the viewer's demographic in order to be most effective. For example, ads for English learning apps would be more successful if placed in various online educational channels, as opposed to channels with videos primarily focused on entertainment. By targeting the more likely viewers, advertisers can help foster more positive attitudes towards the app and increase the chances the viewer will be more likely to try it out. In conclusion, the advertisement of English learning apps on YouTube has the potential to positively influence the learning process of those attempting to improve their English. By creating appealing visuals, targeting the appropriate demographic, and emphasizing the app's worth, advertisers can create a more effective advertisement that encourages potential users to utilize English learning apps and thus, further their English learning.

We Claim:

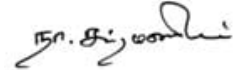
1. **Impact of English Learning App advertisement in "YouTube" social network in claims,** the introduction of impactful English Learning App advertisements in YouTube has revolutionized the way English learners access, understand, and interact with new English language materials.
2. **Impact of English Learning App advertisement in "YouTube" social network in claims,** Through YouTube, people have a more personal interaction with the contents they wish to learn, since it involves users being exposed to tailored language materials, tailored according to their interests and goals.
3. **Impact of English Learning App advertisement in "YouTube" social network in claims,** if a user searches for a tutorial on how to use the perfect verb tense in spoken English, YouTube advertisements about an English app will show tutorials about that. Through these tailored experiences, users can find the specific content they are looking for and match it to their level of learning.
4. **Impact of English Learning App advertisement in "YouTube" social network in claims,** As well as providing content tailored to the individual's needs, the advertisements also permit maximum engagement with the material. By allowing users to interact directly with the materials on the app, it brings language learning to life and encourages them to explore new types of language.
5. **Impact of English Learning App advertisement in "YouTube" social network in claims,** YouTube advertisements have also helped facilitate updates to the language materials, particularly when major updates or changes to the language occur. This means that English learners have access to the most up-to-date English language resources, which keeps the content more accurate and relevant.
6. **Impact of English Learning App advertisement in "YouTube" social network in claims,** The advertisements provide a platform to share these updates and information, encouraging language practice and enlisting more people to explore the various English language materials available.
7. **Impact of English Learning App advertisement in "YouTube" social network in claims,** the introduction of these English app advertisements on YouTube has enhanced the learning experience of English learners. The ability to personalize the

ads and engage directly with the material has enabled each user to develop their learning path in a more meaningful manner.

8. By allowing users to find their own unique language journey, it has given them a more personalized language learning experience, and much better long-term results. Thus, it has potentially changed the way English is being learnt in the modern world.
9. The introduction of impactful English Learning App advertisements in YouTube in recent years has revolutionized the way English learner's access, understand, and interact with new English language materials, providing tailored experiences for different users, as well as ensuring that language materials stay up-to-date and engaging.

Dated this 09th day of April 2023.

Yours faithfully,



N.SUBRAMANIAN [IN/PA- 4177]

IMPACT OF ENGLISH LEARNING APP ADVERTISEMENT IN "YOUTUBE" SOCIAL NETWORK

Abstract

The Impact of English Learning App advertisement in YouTube social network is an interesting topic to address. In the past few years, the usage of English Learning App has been rapidly increasing in numerous countries, thanks to advancements in technology and the increasing availability of English-learning resources online. With this growth, English Learning App advertisement has spread to popular social media networks, such as YouTube. YouTube is a rapidly growing platform, providing viewers with a massive amount of video content. With this increased presence, English Learning App advertisements are now highly visible to potential customers and current users. The impact of these advertisements, then, has the potential to both increase the rate of new app users and motivate them to continue using the app. In addition, the visually appealing advertisements can draw in customers who are not familiar with the app and entice them to try it out.