



Usage of Online Learning Platforms by The College Students with Reference to Coursera and SWAYAM

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ABSTRACT

This is a study which focuses on the opinion, expectations, and satisfaction of the college students regarding the usage of online learning platform with reference to Coursera and SWAYAM. A total of 125 responses were collected for the study. The study reveals the fact that students are highly interested to gain knowledge in their relevant fields and this proves that they are spending their time productively. Online courses provide wide range of knowledge so that many students depend on online learning platforms such as Coursera and SWAYAM. Hence, it is concluded that it is the responsibility of the online courses providers to confirm quality over price as the students are ready to learn at any cost.

Keywords: Online courses, Satisfaction, Expectations, Opinion, Price, Quality.

INTRODUCTION

Online learning refers to any kind of learning content that is delivered in a virtual environment. Online learning can be video-based, either live or self-paced, taking place in a one-on-one or group setting. No longer outdated and dreary, rapid technological advancements have aided in the adoption of new-age modes of learning like e-learning, mobile learning, and blended learning and gamification. What was a growing trend a couple of years ago is now the new normal as educational institutions have realized the immense value in leveraging digital technologies to enhance learning and student development. There are different types of e-learning platforms that serve as an integrated system that can provide stakeholders with the necessary resources to create educational content and facilitate superior content delivery and educational management. In a teeming edtech market, there are multitudes of e-learning platforms to choose from. Educational institutions must carefully consider the types of online learning platforms available and choose the one that is uniquely suited to their institution's requirements.

STATEMENT OF THE PROBLEM

A recent study made by the World Economic Forum showed that after the United States, India has the largest number of online course enrolments with more than 2,00,000 students. To the contrary, the general problem addressed in this study is that some of the college students may not have enrolled in any of the online courses due to unawareness, lack of interest or premium paid courses offered by various online learning platforms. Other reasons include monotony, lack of interaction between the student and tutor, quality of content being mediocre, technical difficulties and such courses not to do anything much in their future.

SCOPE OF THE STUDY

This study was mainly undertaken to understand the opinion of the college students regarding the usage of the online learning platforms such as Coursera and SWAYAM. And this study is confined only to the Coimbatore city. The study also covers the expectations and satisfaction of the college students with the contents offered by Coursera and SWAYAM. It also takes into account the data collected from subscribed and unsubscribed users i.e. users of free content in online learning platforms. And the data collection is made through issuing questionnaires.

OBJECTIVES

- ❖ To know the opinion of the college students regarding the usage of online learning platforms such as Coursera and SWAYAM
- ❖ To determine the time spent by the college students in online learning platforms such as Coursera and SWAYAM
- ❖ To analyze the purpose of the usage of such online learning platform by the college students.

REVIEW OF LITERATURE

Lokesh Adhikari, Mona Semalty, Ajay Semalty (2021) - The UGC MOOCs were studied for engagement and learning on the basis of the results. The best MOOC of the cycle was studied in detail for pinpointing the learner's engagement factors. The study critically analysed the collected data and pointed out the possible factors for improving the learner's engagement, overall quality and learner's acceptability of MOOCs. The study proposed strategies for improving exam registration and engagements in MOOCs.

Yousra B., Mohammad I. S. (2020) – There has been debates related to online and blended learning from a perspective of learner experiences in terms of student satisfaction, engagement and performances. In this paper, analysis of student feedback and reporting the findings of a study of the relationships between student satisfaction and their engagement in an online course with their overall performances are made. The focus was on the acquisition of new skills and competencies, and their application in authentic mini projects throughout the module.

Vinodh Kumar B., Dhanapal A., Tharmar K. (2019) – The paper examines the online courses of SWAYAM. The data were collected from SWAYAM website for this study during Sep-2018 and further analysed by top ten major subjects, learning path, top five Institutions and top five faculty members. The study recommended that all the students should be aware of the SWAYAM courses & activities to take up the course as per their requirements. The study also recommends that more courses to be added in the subjects of Library and Information Science, Mathematics and Commerce.

RESEARCH METHODOLOGY

RESEARCH DESIGN

Descriptive research design has been used in this study. This method includes data collection, analysis, and presentation. The study has also suggested possible solutions to the problems faced by the students based on the responses received from the questionnaire.

TYPES OF DATA

1. PRIMARY DATA

Primary data means first-hand information collected by an investigator.

- It is collected for the first time.
- It is original and more reliable.

This study has used primary data collected using questionnaire method.

2. SECONDARY DATA

Secondary data refers to second-hand information.

- It is not originally collected and rather obtained from already published or unpublished sources.

This study has used information from books, journals, references.

SAMPLING TECHNIQUE

Snowball sampling technique is used in this study.

METHOD OF DATA COLLECTION

A primary data collection method called questionnaire method is used to collect data from the sample size.

STATISTICAL TOOLS USED FOR ANALYSIS

1. Simple percentage analysis
2. Likert scale analysis
3. Rank analysis
4. Weighted Average method
5. Chi square test

1. SIMPLE PERCENTAGE ANALYSIS

It refers to a special kind of rates, percentage are used in making comparison between two or more series of data. A percentage is used to determine relationship between the series.

Percentage = No. of respondents / Total No. of respondents * 100

PRIMARY PURPOSE OF USAGE

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	For gaining knowledge in relevant streams	60	48%
2	For credit points	37	29.6%
3	To enhance the profile	19	15.2%
4	To explore other streams	9	7.2%
	Total	125	100%

Source: Questionnaire

INTERPRETATION

From the above table, it is clear that the primary purpose of using such online learning platform by 48% of the respondents is to gain knowledge in relevant streams, 29.6% for credit points, 15.2% to enhance the profile and the remaining 7.2% to explore other streams.

INFERENCE

The primary purpose of using such online learning platform by most (48%) of the respondents is to gain knowledge.

2. LIKERT SCALE ANALYSIS

A Likert scale is a rating scale used to assess opinions, attitudes, or behaviours. Likert scales are popular in survey research because they allow you to easily operationalize personality traits or perceptions. A Likert scale is made up of 4 or more questions that assess a single attitude or trait when response scores are combined. Each question may measure a separate component of that overall topic.

SATISFACTION LEVELS OF THE RESPONDENTS

S.NO	PARTICULARS	HS	S	N	NS	TOTAL	WEIGHTED MEAN	REMARKS
1	Video lectures	62(4) 248	47(3) 141	16(2) 32	0(1) 0	421	3.37	Highly Satisfied
2	Reading materials	26(4) 104	72(3) 216	24(2) 48	3(1) 3	371	3.0	Satisfied
3	Mock test	31(4) 124	54(3) 162	35(2) 70	5(1) 5	361	2.9	Satisfied
4	Assignment	28(4) 112	56(3) 168	33(2) 66	8(1) 8	354	2.8	Satisfied
5	Discussion forums	32(4) 128	39(3) 117	44(2) 88	10(1) 10	343	2.7	Satisfied
6	Communication	28(4) 112	59(3) 177	31(2) 62	7(1) 7	358	2.9	Satisfied
7	Course duration	30(4) 120	55(3) 165	33(2) 66	7(1) 7	358	2.9	Satisfied
8	Assignment deadlines	24(4) 96	57(3) 171	31(2) 62	13(1) 13	342	2.7	Satisfied

SCALE	RANGE	REMARKS
4	3.26-4.00	Highly Satisfied
3	2.51-3.25	Satisfied
2	1.76-2.50	Neutral
1	1.00-1.75	Not Satisfied

Source: Questionnaire

INTERPRETATION

From the above tables, it is clear that the respondents are highly satisfied with the video lectures and satisfied with reading materials, mock test, assignment, discussion forums, communication, course duration and assignment deadlines.

3. RANKING ANALYSIS

“Ranking” refers to the data transformation in which numerical or ordinal values are replaced by their rank when the data are sorted. Analysis of ranks involves two steps. First, observations are assigned rank scores, usually from smallest to largest (the largest values given the largest ranks). Then, test statistics are calculated using rank scores.

RANKS GIVEN FOR THE EXPECTATIONS OF THE RESPONDENTS

S.NO	PARTICULARS	1	2	3	4	5	TOTAL	RANK
1	Quality of the content	51(5)	21(4)	15(3)	15(2)	23(1)	437	1
2	Best tutor	11(5)	50(4)	28(3)	29(2)	7(1)	404	2
3	Premium paid courses	21(5)	18(4)	54(3)	16(2)	16(1)	387	3
4	Simulation based content	15(5)	27(4)	19(3)	46(2)	18(1)	350	4
5	Availability of reading material	27(5)	9(4)	9(3)	19(2)	61(1)	297	5

Source: Questionnaire

INTERPRETATION

The table reveals that the respondents have ranked quality of the content as 1st, best tutor as 2nd, premium paid courses as 3rd, simulation based content as 4th and availability of reading material as 5th.

INFERENCE

1st rank is given to the quality of the content.

4. WEIGHTED AVERAGE METHOD

Weighted average is a calculation that takes into account the varying degrees of importance of the numbers in a data set. In calculating a weighted average, each number in the data set is multiplied by a predetermined weight before the final calculation is made.

Weighted Average = (Sum of variables * Weight) / (Sum of all weights)

LEVEL OF AGREEMENT OF THE RESPONDENTS

S.NO	AGREEMENT LEVEL	NO OF RESPONDENTS	TOTAL	WEIGHTED AVERAGE
1	Strongly agree	7(5)	35	2.33
2	Agree	14(4)	56	3.73
3	Neutral	51(3)	153	10.2
4	Disagree	29(2)	58	3.87
5	Strongly disagree	24(1)	24	24

Source: Questionnaire

INTERPRETATION

The highest weighted value (10.2) lies in the neutral level.

INFERENCE

The respondents showed a neutral level of agreement to the statement, "Online courses are similar to the regular class syllabus".

5. CHI SQUARE TEST

A chi-square test is one way to show a relationship between two categorical variables. In statistics, there are two types of variables: numerical (countable) variables and non-numerical (categorical) variables. The chi-squared statistic is a single number that tells you how much difference exists between your observed counts and the counts you would expect if there were no relationship at all in the population.

$$X^2 = \sum (O_i - E_i)^2 / E_i$$

RELATIONSHIP BETWEEN RESPONDENTS' AGE AND THEIR DECISION TOWARDS WITHDRAWAL OF ENROLLED ONLINE COURSE

AGE	WITHDRAWN	NOT WITHDRAWN	TOTAL
17-20 years	36	32	68
21-22 Years	32	22	54
23-30 Years	0	3	3
Total	68	57	125

Source: Questionnaire

HYPOTHESES

There is a significant relationship between respondents' age and their decision towards withdrawal of enrolled course.

OBSERVED VALUE	EXPECTED VALUE	O-E	(O-E) ²	(O-E) ² /E
36	36.99	-0.99	0.9801	0.0264
32	29.37	2.63	6.9169	0.2355
0	1.63	-1.63	2.6569	1.63
32	31	1	1	0.2788
22	24.62	-2.62	6.8644	0.0322
3	1.36	1.64	2.6896	1.9776
			Chi square	4.18

CHI SQUARE TEST

SIGNIFICANCE LEVEL	P- VALUE	DEGREE OF FREEDOM	TABLE VALUE	REMARKS
5%	4.18	2	5.991	Accepted

INTERPRETATION

It is clear from the above tables that there is a significant relationship between respondents' age and their decision towards withdrawal of enrolled course as $p < 0.05$. There the hypothesis is accepted.

SUGGESTIONS

- There are many free courses available in both Coursera and SWAYAM. But if the respondent is looking for a specific course which requires payment, he/she can make comparison with various online learning platforms.
- The online courses providers can concentrate on quality of the content of the courses as the respondents are ready to pay reasonable amount for the content that is worth learning.
- As per the respondents, the reason for withdrawal of an enrolled course is due to lack of time. Coursera and other similar online learning platforms have flexible deadlines. So the respondents can opt for courses in such platforms. The other way is to spend some time for the courses enrolled through managing their time properly.

CONCLUSION

The study on the usage of online learning platforms by the college students with reference to Coursera and SWAYAM revealed the fact that the respondents prefer quality over price. Since online learning platforms holds a huge market in the world, they should not focus only on profits. They should try to satisfy the needs of the learners by adopting to the trends of the world, yet making all these facilities affordable. It is also concluded that students enrol in online courses for the primary purpose of gaining knowledge rather than showing off their completion certificates by mentioning them in their Curriculum Vitae. This shows that students are ready to learn in spite of the benefits they acquire from such online learning platform

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