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Impact of Using Multimedia on Students' Learning Attitude in Public and Private Universities, Pakistan.

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ABSTRACT:

The practice of multimedia in education has confirmed its importance due to its optimistic impact on the teaching and student's learning process. Multimedia technology empowers the educational process by means of increased interaction between teachers and the students.This study investigates comparative effectiveness of multimedia on students' academicachievement and attitude in private universities. A pilot test of 60 students was conducted in initial phase. Pretest-posttest control group were designed. The quantitative study was conducted. The respondents were asked the questions. SPSS and smart PLS-SEM were usedfor the data analysis.

Introduction:

In the globalized world, education is going through the challenges in all aspects of social, economic & cultural life (Norman,2023). The most features are large inhabitants, over-knowledge, philosophy of education, development, variation of teacher's role, the spread of illiteracy, lack of the staff & the technological development & mass media (Karadeniz & Akpınar, 2015).

By definition, education is the transmission of knowledge and skills (Cooper, 1987). Education, discipline that is concerned with methods of teaching and learning in schools or school- like environments as opposed to various nonformal and informal means of socialization (e.g., rural development projects and education through parent-child relationships).

Nowadays, teaching staff is using modern teaching technologies. However, they are facing some difficulties. The critical issues are education and its productivity., With respective to learning, opportunities for learning are becoming critical issue for all people. Whenever & wherever they are, while taking into account the individual differences between learners (Check & Schutt, 2012), especially in public and private universities.

With regarding to Pakistan, there is a huge difference between the public and private universities. Pakistan exactly like it is on the primary level (Awan,& Zia, 2015). Hence if the private universities are self-financing and depend almost fully on student fees, then there are certain limitations which would work against quality education. The private universities defend their dues patterns against the amenities. They charge fee for facilities which they provide on the campus. Even sometimes, it is a fair deal in most cases. Further, the lack of amenities and revelation at public universities make the case easier for private universities, because at times they become the only option for someone who is interested in quality environment. The worth of environment where the students have the advancement in education.

Literature Review:

The rapid expansion of technology also brings inventions in teaching methods. With the increasing popularity of computers and networks, the practice of multimedia as a teaching tool in the learning atmosphere has become a new trend. This new trend has changed the institution environment and as well as students learning attitude. Further, students' education needs to be address in a clad way. As we know, present era is more demanding and stimulating. The fast changes are not affecting on a single item. The effects of technological changes can also see in education. These technological deviations in education appears in every filed. As people start work after graduation. People utilize in working place whatever they learn from institution. If they learn in a advance way, then definitely they will work effectively. Additionally, our economy survival depends on skilled graduates. And obviously skilled graduates can be produced when we give them an efficient and organized education.

In technological era, the number of technological applications has used in education field (Keshav, Julien, & Miezel, 2022). And their number. of use is increasing day by day (Norman, 2023). One of these tools is multimedia. Previous studies about multimedia indicate the effect of multimedia on students learning. They elucidate about the positive effects of multimedia tools. According to those studies, multimedia can be a major contribution in academic success.

Table 1.1: Multimedia Tools

1	Text
2	Graphics
3	Sound
4	Audio
5	Animation
6	Video

Multimedia tools are giving a number of technologies to content forms as texts, audio, picture, video or animation (Parekh, 2006). In other words, multimedia tools are bids. By meaning, a multimedia bid is an application which increases students' success, affects students' attitudes in the positive way and makes lessons more enjoyable and understandable. It uses multiple media sources e.g. text, graphics, images, sound/audio, animation and/or video. Prior studies highlight that multimedia works as a backbone in education.

Additionally, to expand the educational productivity, some of the teaching staff wanted to mainstream technology within education, developing traditional techniques & using new educational methods (Chen, Chai, & Jong, 2023). Technological media which is called "Multimedia". It is the pattern which led to infinite applications of computer technologies.

The concept of technology is the appearance of sound cards, then compact disks, then came the use of digital camera, then the video which made computer an essential educational tool. Nowadays, multimedia expanded to become a field on its own such as screens and typewriters (Mantiri, 2014). Multimedia technology allows students to learn at their own pace and in peak level and gives teachers the ability to observe the individual needs of each student (Sun, , Zhang, & Chen, 2022).

Multimedia as it is largely associated with the useof computers or other electronic devices and digital media . Therefore, it is alleged that education happens not only because of the lectures. Education happens through the use of multiple technologies.

Research Questions:

Is there a significant relationship between multimedia and students attitude?

Is there a significant relationship between education technology & student attitude?

Research Objectives:

To investigate the relationship between multimedia and students' attitude?

To examine the relationship between Education Technology and students' attitude?

Importance of the Study:

This study gives a lot benefit. It will give the understanding of multimedia and its impact on students learning. This study provides a clear presentation on education technology. The use of multimedia in education has proven its importance due to its positive impact on the teaching and learning process. This study will examine the effectiveness of multimedia teaching on students' academic accomplishment and attitude in private and public universities in Pakistan. This study will help to academicians, instructors and institutions. Multimedia provides students with an alternate means of acquiring knowledge designed to enhance teaching and learning through various

Research Methodology:

The quantitative study was conducted. The sample size was calculated with the help of Krejcie, & Morgan, 1970). A pilot study was conducted in initial stage. The estimate response rate was also kept in mind before making the final sample size. The instruments were taken from the previous related studies. A table of sample size is given in the next page.

Table : 1.2

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	1000	274	4000	351
30	28	140	103	340	181	1100	278	4500	351
35	32	150	108	360	186	1200	285	5000	357
40	36	160	113	380	191	1300	291	6000	361
45	40	180	118	400	196	1400	297	7000	364
50	44	190	123	420	201	1500	302	8000	367
55	48	200	127	440	205	1600	306	9000	368
60	52	210	132	460	210	1700	310	10000	373
65	56	220	136	480	214	1800	313	15000	375
70	59	230	140	500	217	1900	317	20000	377
75	63	240	144	550	225	2000	320	30000	379
80	66	250	148	600	234	2100	322	40000	380
85	70	260	152	650	242	2200	327	50000	381
90	73	270	155	700	248	2400	331	75000	382
95	76	270	157	750	256	2600	335	100000	384

Source: Krejcie, & Morgan (1970)

Conclusion:

After data analysis, some evaluations were obtained. It was found out that the use of multimedia in instruction can be a vivid way of presenting the curriculum content, and it can stimulate students' learning motivation and increase their learning satisfaction. All hypotheses were accepted. It was find out that multimedia has a positive impact on student learning. Additionally, education technology plays a significant role on student's attitude.

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