

A Study on Effectiveness in Adoption of E-learning Tools by Media Students in Times of Pandemic in The Mumbai Region

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Abstract

The researcher aims to understand the effectiveness in adoption of e-learning tools among media students within Mumbai region. The researcher further aims to understand their preparedness to accept a new format of education system that is driven by information technology. E-learning tools have been the most effective and ever evolving platforms of imparting information and knowledge that knows no bound. It has a lot of possibilities to build upon which it has proven in the current times of pandemic by playing a vital role in keeping people connected and upgrading themselves with all forms of skills and proficiencies. The study here is confined to media students as they have various subjects that demands staying in touch with technology as a prerequisite. Mumbai region has multiple offerings for media studies and is considered to be one among the cities running upon technology. The researcher focuses on understanding the acceptance of the drastic shift in the education pattern by the media students. The acceptance of a technology lead education can prove to be of great help as it can allow the teacher to incorporate multiple tools and fit them in one screen for their students.

Keywords: E-learning, Pandemic, Media students, Information technology, Education

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I. PRELUDE

As per a study conducted by the human resource development ministry in the year 2019 India's student population in higher education grew by 800,000 in 2018-19 taking the absolute number of students to 37.4 million (Nanda, 2019). Mumbai being a prominent region for media studies sees a great proportion of these students who are a part of various autonomous colleges and university affiliated colleges. It gets really important that in the times of a pandemic this young generation is not kept without access to learning and education that is one of their primary right under a democracy like India. To avoid laying waste to their enrollments under various courses, universities and teachers are trying to adapt the best of possible e-learning tools. The impact of Covid-19 on the sector has been immense but tech offerings from one company has been immense — Google (Paul, 2020).

II.1 E-LEARNING TOOLS AND ACCEPTANCE

E-learning is seen as a good solution to students' problems in higher education and as a worthwhile project. Higher education in developing countries has major problems that e-learning and its varied technologies will help solve or eliminate (ELTAHIR, 2019). As one tries to understand the statement it has the key to a greater problem of the society today especially with the world being engulfed with a pandemic. E-learning offers a great bridge to the gap created during the current times. Some research shows that on average, students retain 25-60% more material when learning

online compared to only 8-10% in a classroom. This is mostly due to the students being able to learn faster online; e-learning requires 40-60% less time to learn than in a traditional classroom setting because students can learn at their own pace, going back and re-reading, skipping, or accelerating through concepts as they choose (Cathy Li, 2020).

II.2 STUDENTS FROM MEDIA FRATERNITY WITHIN MUMBAI REGION

The students from the media fraternity are expected to be more dynamic and accepting to the surrounding and its requirements. They are offered a range of subjects with a mix of technical and practical grounds. This makes them more proactive when it comes to accepting any new changes in terms of technology as well. They are expected to accept, implement and get well versed with various complex tools and software like Photoshop, Illustrator, InDesign, etc. E-learning tools are much easier to understand and adopt for students from this background.

III. METHODOLOGY

The researcher has used both primary and secondary data to understand the acceptance of e-learning tools. The researcher here aimed to find the e-learning tool that the students are more comfortable using. To understand it at a primary level the researcher conducted a survey using Google forms with a sample size of 150 students. The researcher has followed non-probability sampling technique for the survey to collect more pragmatic responses. The target were both male and

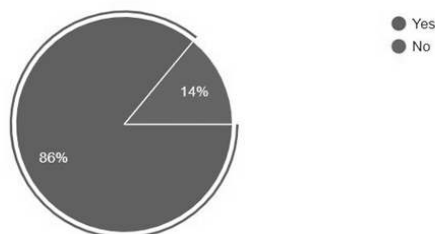
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female falling in a age range of 17 – 24. The sample were students persuing either Degree or Masters level program in the field of media within Mumbai region.

IV. FINDINGS AND OBSERVATION

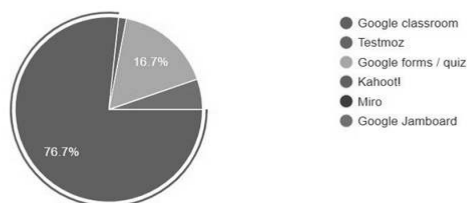
Q1. Are you comfortable with E-learning?

150 responses



Q4. Select the E-learning tool you find comfortable to use -

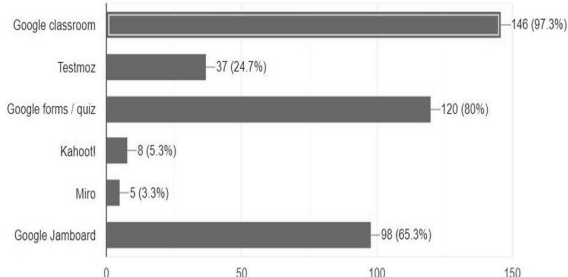
150 responses



- It was observed by the researcher that almost 86% of the population under study was comfortable with e-learning.
- It was also observed that the around 76.7% of the population under study was comfortable with using Google classroom as a e-learning tool.
- Google forms/ quiz was the second most comfortable e-learning tool among the population under study.

Q2. Select all the E-learning tools you are aware of-

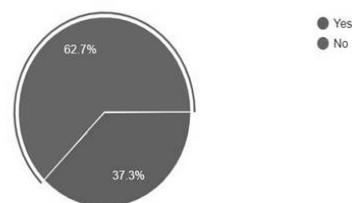
150 responses



- It was seen that the sample under study were aware about multiple e-learning tools.
- 97.3% of the sample was aware about the use of Google classroom.
- Google forms/ quiz and Google Jam board were also some of the popular e-learning tool among the sample under study.

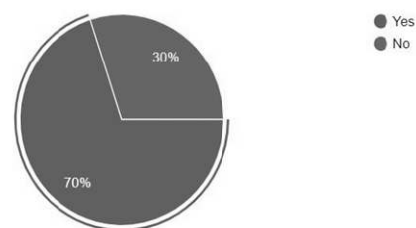
Q6. Is the absence of a physical teacher causing a problem of approach-ability for you?

150 responses



Q8. Do you feel E- learning is the future of teaching and learning process?

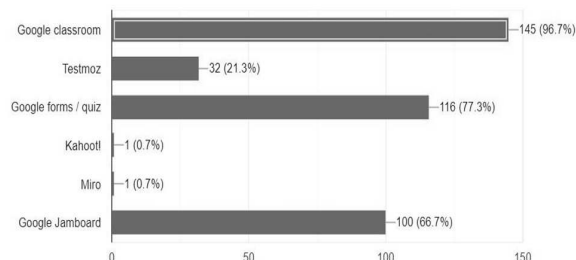
150 responses



- It was further noted that 62.7% of the sample doesn't face any approachability issues despite the absence of a physical teacher in a e-lecture.
- It was observed that 79.3% of the sample found it comfortable to discuss in the e-lecture setup.

Q3. Select all the E-learning tools your teacher uses-

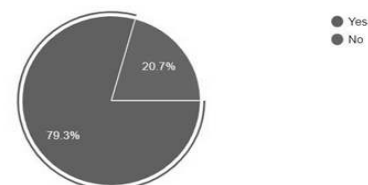
150 responses



- It was noted that teachers highly rely on Google Classroom, Google forms/ quiz and Google Jam board as tools to engage students.
- Testmoz as an option can also be seen as an upcoming choice among teachers and also among students.

Q7. Do you feel E- learning is comfortable as you can discuss without any fear of being judged by the class?

150 responses



- It was seen that 70% of the sample under study believed that e-learning is the future of teaching and learning process.

V. INTERPRETATION FROM THE RESEARCH

Through this research paper the researcher observed that there is acceptance to technology and the e-learning tools among the media students in Mumbai region. It was also evident that 95 people out of the population under study were comfortable with the absence of a physical teacher. This can open a great path to make education available without any physical barriers. The research outcome also indicates that there is a fair awareness among the students and there are multiple platforms they are comfortable with. One of the positive indicators is the acceptance of Google classroom as a e-learning tool as this provides the teachers a great liberty for teachers by getting multiple functions of a traditional classroom within one compact system. This shall make the upcoming generations more tech-savvy and comfortable with the ever-changing technology. A good number of 105 people out of 150 people under study have also stated that they believe e-learning as the future of the learning and teaching process. This shall further enable access to multiple educational resources in every possible field of study. This shall boost the literacy rate in the society as e-learning tools can help generate content that shall know no bounds.

It was remarkable to note that a great percent of population was much more comfortable to discuss and resolve their issues in a e-lecture system. The absence of a physical teacher during teaching was also not a concern for 94 people among the sample under study. No doubt that India recorded around 5.44 million collective downloads for Google Classroom April 2020 (Upadhyay, 2020). This also indicates the advent of a new era where one would see endless possibilities of educating and enhancing the quality of future generations.

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