



INTENTION AND AWARENESS ON DIGITAL MEDIA AND E-LEARNING SOLUTIONS AMONG MANAGEMENT STUDENTS IN EDUCATION

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Abstract

Background: Digital tools like smartphones and digital media like face book and you tube are becoming a part of our life. Also research found that the students average usage of smartphone is 22 hours per week. Even though these post millennials are fond of using the technology, the purpose of usage of smartphones are to chat, watching movies, listening music and commenting on face book and whatsapp rather than using it for education purpose, mostly. Research gap: The problem with existing education in India

is for the most part teacher centric and not student centric. So this study tries to understand the student interest and awareness towards implementing digital media and e-learning solutions in education. Objectives: To find out the present usage of digital tools among management students. To understand the perception awareness level of management students towards transforming conventional teaching method to modern methods. Methodology: This study is descriptive in nature and the study carried out with the students of management departments in Private Arts science colleges, Affiliated Engineering colleges and Private deemed to be universities. Sample size for this study is 250. Convenience sampling method is adopted for this study for data collection. Analysis and Discussion: Most of the respondents are using smart phone and accepting to change from traditional method but they are unaware about available digital tools and e-learning for education. They exposed positive opinion towards digital tools. Conclusion: Educational institutions can adopt to the demanding technology requirements and can provide infrastructure facilities to facilitate the education to world standard and to meet out futuristic demand.

Key Words: Education, teaching, digital tools, e-learning, students and management

1 INTRODUCTION

Digital tools like smart phones and digital media like face book and you tube are becoming a part of our life. A research reveals that students using smart phones with internet access are increasing day by day. Also research found that the student's average usage of smart phone is 22 hours per week (morgan stanley, 2017). This reveals that student's interest towards digital tools are hovering up. Today, almost in all sectors the technology penetration is obvious. Right from small scale industries to large scale industries, usage of technology is becoming inevitable. But the education sector which is considered as backbone of any nation in this world, is still lagging behind the penetration of technology in India. In India, Colleges offering UG PG courses are exponentially increasing from 32974 to 38498 and universities from 621 to 750. The budget

allocated by the government for education expenditure increased from 293478.23 cr to 465142.80 cr from 2011 to 2014 ("Education Statistics" 2016). This investment by the government on education reveals its interest in educating and empowering the nation. Higher education 2014-15 exposed that among those with a graduate degree or above, the majority (over 60 per cent) are those who have a non-technical graduate degree. Percentage pass out in various disciplines at under graduate level in Higher Education 2014-15 reveals students are interested in studying arts, humanities and social science disciplines than other disciplines like law, engineering, agriculture, and computer. Interest in studying Arts, humanities and social science disciplines accounts 40% among all disciplines ("Education Statistics" 2016). Even though these post millennials are fond of using the technology, the purpose of usage of smartphones are to chat, watching movies, listening music and commenting on face book and whatsapp rather than using it for education purpose, mostly. The Indian government initiative in digitalizing and promoting e-learning includes, SWAYAM and indigenous massive open online course (MOOC) through which the high quality educational information through 32 Direct-to-Home channels, National Digital Library online collection of over 6.5 million books, National Academic Depository to authenticate all certificates issued by institutions across India (Centre to launch 4 digital initiatives to promote e-learning, 2017). The above statements justifies that students are access to digital tools and government is keen in developing the education sector with technology permeation. So this study tries to understand the student interest and perception towards implementing digital media and e-learning solutions in education, especially in management department.

2 LITERATURE REVIEW

Digital learning has come to assume an urgent part in instruction. It enables understudies by persuading them to be more inspired by learning and growing their points of view. Digital Learning Makes Students Smarter, Digital Learning Is Making Students Self-Motivated and More Accountable, Digital Learning Tools Involve Educators and Parents to a Deeper Extent, Digital Learning Tools

and Technology Is Rapidly Increasing Information Sharing, Expanding Students' Employability with Digital Learning Tools and Technology (Panworld Education, 2017). At the point when self-revealing, 54% of understudies say they get more associated with classes that utilization innovation and 55% say they wish educators utilized more instructive recreations or re-enactments to educate lessons (Lynch, 2015). (Yao-Ting Sung, 2016)Cell phones have different unmistakable highlights, for example, individualized interfaces, constant access to data, setting affectability, moment correspondence, and criticism. These highlights might be capable improve the impacts of specific instructional methods, for example, self-coordinated learning, request learning, or developmental evaluation. The analyst presumes that innovation can possibly be an intense instructive device for those that have enthusiasm for it. In the event that understudies are instructed to loathe innovation at an early age, at that point their despise for innovation may tail them into their later years (Mark Granito, 2012).

3 RESEARCH GAP

The problem with existing education in India is for the most part teacher centric and not student centric. The teacher will think about, come to class and deliver a lecture, called as a unidirectional approach. Computerized devices and e learning devices are bi-directional, scalable, reachable, affordable and easily accessible. Research found that the students average usage of smartphone is 22 hours per week. This reveals that students interest towards digital tools are hovering up. Even though these post millennials are fond of using the technology, the purpose of usage of smartphones are to chat, watching movies, listening music and commenting on face book and whatsapp rather than using it for education purpose, mostly. So this study intended to study the student interest and perception towards usage of digital tools and e-learning methods.

4 OBJECTIVES

To find out the present usage of digital tools among management students (BBA & MBA), To understand the perception of manage-

ment students towards transforming conventional teaching method to modern methods, To know the awareness level of management students towards digital media and e-learning solutions and to suggest suitable intervening methods for a better outcome of management education.

5 RESEARCH METHODOLOGY

This study is descriptive in nature and the study carried out with the students of BBA and MBA departments in Private Arts science colleges, Affiliated Engineering colleges and Private deemed to be universities in Chennai, Thiruvallur and kancheepuram districts. Data collection was carried out through structured questionnaire from December 2017 to February 2018. Subjects for this particular study were students of BBA MBA departments in Tamilnadu colleges and universities. Since the wide dispersion of colleges and universities in the state, Convenience Sampling method is adopted for this study for data collection. The data were collected through structured questionnaire and questionnaire were circulated among BBA MBA students using Google form and hard copy, where ever required. Out of 256 collected data, 250 were usable. Even though this data is not an exact population representative, it represents the tendency of digital tools usage, perception towards implementing digital media and e-learning and awareness level of management students towards digital media and e-learning solutions. Microsoft Excel, Statistical package for social science (SPSS) Software version 20.0 is used to perform data analysis.

6 DATA ANALYSIS AND INTERPRETATION

6.1 Demographic details using frequency percentage analysis

Table (4.1) exhibits the demographic characteristic of the respondents those who are pursuing management studies. Gender of the respondents are equal (50% Each) and the age group of the respon-

dent is range between 17-21 and maximum of the respondent (30%) are belongs to age group of 20 & 21. Maximum the respondents belongs to BBA Department (60%), and majority of them belongs to I Year (40%).

6.2 Perception of the Respondents towards Digital tools

Table (4.1) throw the light on the Perception of the management students towards using and aware of Digital Learning's. Majority of the respondents (75.2%) are using Smart Phones. Most of the respondent (40%) uses Smartphone in both extreme below 2 Hours and 4-6 Hours per day respectively. Out of the respondents (34.4%) uses Laptop or Computer sometimes and (25.2%) uses always. The respondents are responses equally Strongly Agreed and Agreed (50%) respectively to Teaching Methodology should change from chalk and talk method to digital methods and (55.2%) respondents are said No to Digital tools available in their College. Majority of respondents (40.4%) said their teachers will use digital tools Rare. Majority of respondents are (55.2%) and (84.8%) are not aware about NPTEL/SWAYAM and MOOC respectively.

Table 4.2 : Perception of the Respondents towards digital Tools

S.No	Particulars	Frequency	Percent
1.	Using Smartphone		
	Yes	188	75.2
	No	62	24.8
2.	Hours to Spend per Day		
	Below 2 Hours	100	40
	2-4 Hours	50	20
	4-6 Hours	100	40
3.	Use of Laptop or Computer		
	Always	63	25.2
	Sometimes	86	34.4
	Rare	26	10.4
	Never	75	25
4.	Change from Chalk and Talk to Digital Methods		
	Strongly Agree	125	42.2
	Agree	125	48.9
5.	Availability of Digital Tools in College		
	Yes	112	44.8
	No	138	55.2
5.	Usage of Digital Tools by Teacher		
	Always	74	29.6
	Sometimes	38	15.2
	Rare	101	40.4
	Never	37	14.8
6.	Aware about NPTEL/SWAYAM		
	Yes	112	44.8
	No	138	55.2
7.	Aware of MOOC		
	Yes	38	15.2
	No	212	84.8

Response towards modern digital tools

Table (4.2.1) shows the respondents responses towards Modern Digital Tools for Learning.. Majority of the respondents agreed and strongly agreed that the Digital Media like E-Book, Digital Video, Social Network are user friendly to them (40%) and (39.6%) respectively. Most of the Respondents Strongly Agreed and Agreed (34.8%) towards the Modern Digital Tools will help them to understand the concept easily.

Table 4.2.1 : Frequency of Respondents towards Modern Digital Tools

S. No	Questions	SDA	DA	NADA	A	SA
1.	Digital Media is User friendly to me	0	0	51	100	99
2.	Modern Digital Tools help to understanding concept Easily	0	0	76	87	87

* SA-Strongly Agree, A-Agree, NADA-Neither Agree Nor Disagree, DA-Disagree, SDA-Strongly Disagree

6.3 T-Test

Null Hypothesis: H₀: There is a no significant difference between Gender (male and female) with respect to Opinion towards Modern digital tools. The results of independent sample t-test is shown in.

Alternative Hypothesis: H₀: There is a significant difference between Gender (male and female) with respect to Opinion towards Modern digital tools. The results of independent sample t-test is shown in table 4.3.

Table 4.3 - Independent sample t-test					
	Gender	N	Std. Deviation	t-value	p-value
Digital tools like smart boards, ppt will help in understanding concepts easily	male	125	248	-2.204	.002
	Female	125	245.471	-2.204	
Digital media like e-book, digital video, social media is user friendly to me	male	125	248	-1.018	.000
	Female	125	218.159	-1.018	
Do you aware of MOOC	male	125	248	-2.487	.000
	Female	125	226.266	-2.487	

* Significant at 5% level

Results:

The table results reveals that P value is greater than 0.05 for Education should change from chalk and talk to digital method and e learning and aware of NPTEL/SWAYAM (p=.1.00) and (p=.024) respectively with respect to gender, null hypothesis is accepted. At the same time, P value is lesser than 0.05 for Digital tools like smart boards, ppt will help in understanding concepts easily (p=.002), Digital media like e-book, digital video, social media is user friendly to me (p=.000) and Aware of MOOC (p = .000) with respect to gender, alternative hypothesis is accepted.

6.3.1 Null Hypothesis:

H₀: There is a no significant difference between Degree (BBA and MBA) with respect to opinion towards Modern digital tools. The

results of independent sample t-test is shown in.

Alternative Hypothesis: H1: There is a significant difference between Degree (BBA and MBA) with respect to opinion towards Modern digital tools. The results of independent sample t-test is shown in table 4.3.1.

Table 4.3.1 - Independent sample t-test						
	Degree	N	Mean	Std. Deviation	t-value	p-value
Education should change from chalk and talk to digital method and e learning	BBA	150	1.58	.495	3.147	.002
	MBA	100	1.38	.488	3.156	
Digital tools like smart boards, ppt will help in understanding concepts easily	BBA	150	1.93	.646	3.109	.002
	MBA	100	1.63	.861	2.939	
Digital media like e-book, digital video, social media is user friendly to me	BBA	150	2.09	.763	3.359	.001
	MBA	100	1.75	.833	3.300	
Do you aware of MOOC	BBA	150	1.91	.282	3.600	.000
	MBA	100	1.75	.435	3.147	

* Significant at 5% level

Results:

The table results reveals that P value is greater than 0.05 for Aware of NPTEL/SWAYAM ($p=.178$) with respect to Degree, null hypothesis is accepted. At the same time, P value is lesser than 0.05 for Education should change from chalk and talk to digital method and e learning ($p=.002$) and Digital tools like smart boards, ppt will help in understanding concepts easily ($p=.002$), Digital media like e-book, digital video, social media is user friendly to me ($p=.001$) and Aware of MOOC ($p = .000$) with respect to Degree, alternative hypothesis is accepted.

6.4 GARETT RANKING METHOD

GARETT ranking method is applied to find out the faculty major purpose of using digital media communication with students. The factors affecting implementation is listed out. Rank the major purpose of using digital communication with students.

	Rank 1*73	Rank 2*56	Rank 3*43	Rank 4*27	Total score	Average scores	Rank
Factor 1	9125	1456	4257	0	14838	142.6730769	1
Factor 2	7300	2856	3741	324	14221	136.7403846	2
Factor 3	876	4144	2193	3051	10264	98.69230769	4
Factor 4	949	5544	559	3375	10427	100.2596154	3

Results: Garrett ranking method result shows that the students using digital tools primarily for Chat, second is watch video and assignments, third rank is for Education and least rank for Calling.

7 Results and Discussion

The demographic characteristic of the respondents shows the Equal of respondents i.e both Male and Female. most of the respondents age group are belongs to 20-21. Majority of respondents belongs to BBA Department and studied to I Year.

The Perception of the respondents towards using and aware of Digital Tools exhibit. Majority of the respondents are using Smart Phones and most of them using smartphones in both extremes, i.e Below 2 Hours and 4-6 hours per day. The majority of respondents using Laptop or Computer sometimes not always. Maximum of the respondents agreed that to Teaching Methodology should change from chalk and talk method to digital methods and most of the respondents are said no to Digital tools available in their College. Maximum of the respondents said their teachers will use digital tools Rare. Majority of respondents are not aware about NPTEL/SWAYAM and MOOC.

The T-Test table results reveals that P value is greater than 0.05 for Education should change from chalk and talk to digital method and e learning and aware of NPTEL/SWAYAM ($p=.1.00$) and ($p=.024$) respectively with respect to gender, null hypothesis is accepted. At the same time, P value is lesser than 0.05 for Digital tools like smart boards, ppt will help in understanding concepts easily ($p=.002$), Digital media like e-book, digital video, social media is user friendly to me ($p=.000$) and Aware of MOOC ($p = .000$) with respect to gender, alternative hypothesis is accepted.

In another T- Test table results reveals that P value is greater than 0.05 for Aware of NPTEL/SWAYAM ($p=.178$) with respect

to Degree, null hypothesis is accepted. At the same time, P value is lesser than 0.05 for Education should change from chalk and talk to digital method and e learning ($p=.002$) and Digital tools like smart boards, ppt will help in understanding concepts easily ($p=.002$), Digital media like e-book, digital video, social media is user friendly to me ($p=.001$) and Aware of MOOC ($p = .000$) with respect to Degree, alternative hypothesis is accepted.

Garett ranking method result shows that the students using digital tools primarily for Chat, second is watch video and assignments, third rank is for Education and least rank for calling. Likely the test carried between Gender and opinion of respondents towards Digital tools like smart boards; ppt will help in understanding concepts easily is not significant and for Opinion towards Digital media like e-book, digital video, social media is user friendly to me is also no significant.

8 CONCLUSION

Students of the Management studies having smart phones and they are using 4-6 hours per day. Also they revealed that they use computer or laptop sometimes only. Majority of the students express to change from chalk and talk method of teaching to digital method and most of the colleges are not having that facility. They are unaware about the available of Digital tools. Its a need of the hour to the other stakeholders of the education should think of it and take effective steps to fulfil the need of the students expectations.

Management students response towards Digital tools that they ranked the purpose of using first one for Chatting then Video then for Education and for Calling purpose.. Majority of them agreed that Digital tools are user friendly to them and it help to understand the concept. So institutions can utilize this opportunity to enhance the infrastructure and time to understand the usages of various digital technologies which in turn helps the students and institutions for the long run.

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