

INFLUENCE OF DIGITAL MARKETING ON EDUCATION TECHNOLOGY PLATFORMS

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Abstract

The aim of the study is to understand the role of how education is getting effected by E-learning/ Online education and its impact on future generation. Now a day's technology is playing a huge role in education. During the Covid-19 period with the rise of e-learning and other forms of remote learning, education has changed dramatically. COVID-19 has not stopped at borders. All nationalities are affected, regardless of education level, income or gender. In education, e-learning is a virtual education system that is enabled by information technologies (ITs). It has emerged as a dominant method of learning. This has resulted in the development of online courses. The purpose of this research project is to discuss the notion of e-learning, and talk about the need and scope of e-learning in education. Online courses are rapidly replacing traditional, face-to-face lectures in schools/universities. Its use is changing from normal to extreme dependability on technology to accomplish daily tasks. This study examines the implications of online education among students learning in schools/universities and its effect towards national education system.

Keywords: E-learning, Pandemic (COVID-19), E-learning features, E-learning challenges, online education.

Introduction:

Changing technologies and a rapid expansion of the Internet have created a significant change in education. E-learning is the name for education that is facilitated by technology. It is also referred to as online, web-based, and virtual education. From past year 1 year education system has significantly changed from traditional education to online education. Today almost 80% students are attending the online classes. Online education has actually helped the education system to move forward there are many schools holding online classes for students as part of their efforts to continue the flow of education. Students have benefited from these online classes more than ever during lockdowns. To maintain academic continuity after educational institutes were closed due to the COVID-19 outbreak, the government encouraged the use of online education. Many high-end institutions have switched smoothly to online learning platforms such as Zoom, Google Classrooms, Microsoft Teams, etc., while many others still struggle. The challenges of online education are multifaceted, online education is the future of education for Indians and it is time for us to understand that. The online learning system is increasing around the completely new system. The technological revolution is evolving continuously to provide more benefits to the students and the education system. Now, online education has become a prime aspect that has expanded the landscape of education. The availability of open resources, and online learning opportunities has replaced traditional education with more advanced online education, most

importantly it has helped in accelerating literacy rate. On other hand online education has also been a helping hand to govt. Online education had actually reduced a huge amount of burden from government, government knows this thing that because of online education students are getting the education on time. The restrictions and lockdowns have increased the importance of online education even further. Since people are restricted to their homes, they have enough time to pursue degree programs online to up skill their careers. Online education was indeed common before the pandemic. However, the unprecedented challenges imposed by the COVID-19 is making online education the most effective and advanced solution to traditional education. All relevant information is accessible from the same platform in an online classroom system. A digital archive makes it easy for educators to store all useful information electronically and to share it with each other. School, teachers, and students are able to interact so much easier with each other. It also ensures that students can easily view and clarify their doubts if they need further explanations. Many institutions have taken prompt action to keep the flow of education going because of online education despite the lockdown. It's interesting that pupils have never benefited more from lockdown than they do from these online sessions. According to research, online learning speeds up the learning process and improves information retention.

How the education sector is responding to the new norm?

In response there is a significant increase in demand of online education, there are many free online learning platforms available, including platforms like BYJU'S, a Bangalore-based education technology and online tutoring firm founded in 2011, which is now the world's most valuable EdTech firm. According to Mrinal Mohit, Chief Operating Officer at BYJU, the company's product has seen an increase of 200% since free live classes were announced on its Think and Learn app.

A quarter of a billion full-time Chinese students have resumed their studies through the Tencent classroom platform since mid-February, after the Chinese government instructed them. As a result, about 730,000 students attended classes via the Tencent K-12 Online School in Wuhan, resulting in the largest online movement in education history.

Other companies are developing One-Stop Shops that make education more accessible to teachers and students. As an example, Lark, a Singapore-based collaboration suite that was initially created by Byte Dance as an internal tool to handle exponential growth, began offering unlimited access to video conferencing, automatic translation, real-time collaboration on project work, and smart calendar scheduling, among other features. As a result, Lark increased its global server infrastructure and engineering capabilities in a time of crisis in order to ensure reliable connectivity.

Alibaba's distance learning solution, Ding Talk, had to prepare for a similar influx: "To support large-scale remote work, the platform tapped Alibaba Cloud to deploy more than 100,000 new cloud servers in just two hours last month – setting a new record for rapid capacity expansion," according to Ding Talk CEO, Chen Hang.

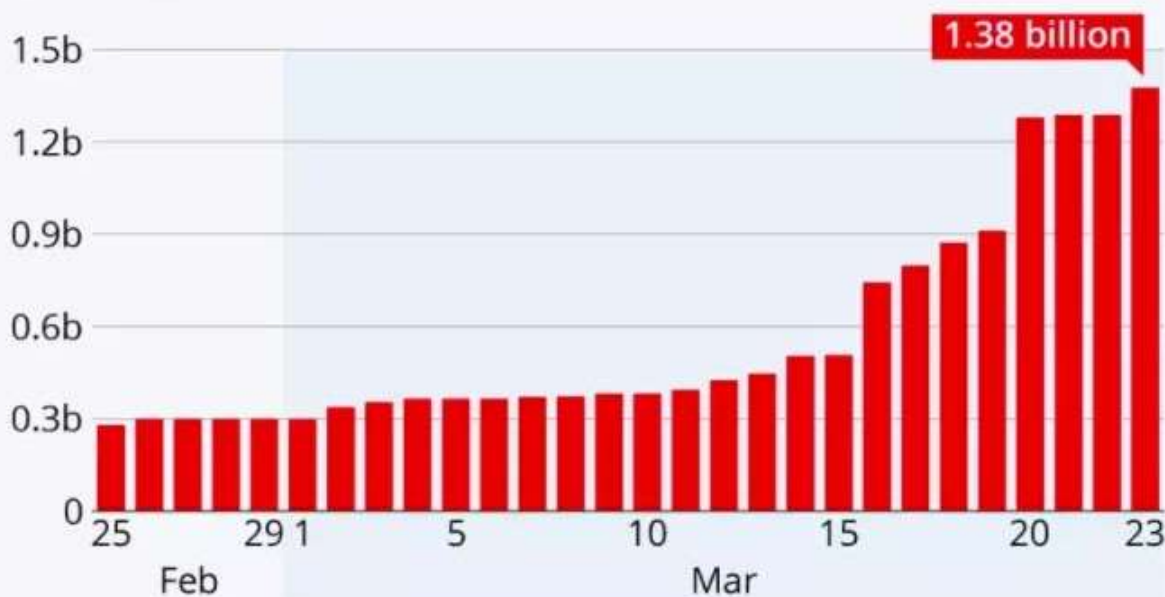
Some schools are forming unique partnerships with other educational broadcasts, with separate channels focused on different ages, and a range of digital options. With research it is found that almost every schools /colleges they are actually trying to get involved with the online education.

Impact of COVID-19 On online Education

We all have to agree on one thing that yes covid has actually given a new birth to online education. In this case, we can attribute the use of online platforms to our rescue as 'every dark cloud has a silver lining'. The COVID-19 pandemic has had negative effects on education, and by extension, teacher education in particular. In response to the closing of universities and schools, teachers and students had to adjust rapidly to teaching remotely. Before covid there was almost 40-50% of population have actually known about the online education out which 20-25% of population have actually used it. Somehow Covid was a blessing in disguise for online education. Covid has affected every sector but if you compare education from other sectors then due to the implementation of online education, it's the education sector which was actually least effected by covid because of online classes education sectors were not closed even during the lockdowns. Almost every schools and universities were opting to continue their normal classes on online platforms students of schools and colleges were able to attend their classes easily. Even P B Sharma, Vice-Chancellor of the Amity University at Gurugram, said that the Covid-19 lockdown is a misfortune, but it has enabled the university to achieve positive outcomes. As a result of the sudden, unexpected, and 'forced' change from face-to-face learning to remote learning, there are challenges and constraints as well as opportunities that should be explored. I am attaching a chart in which it can be clearly seen how online education has adopted during the covid.

COVID-19's Staggering Impact On Global Education

Number of learners impacted by national school closures worldwide



Figures refer to learners enrolled at pre-primary, primary, lower-secondary, and upper-secondary levels of education, as well as at tertiary education levels.

Source: UNESCO

Literature Review:

Sekiwu Denis & Naluwemba (Research scholars), Frances from their research it can be clearly seen that e-learning as an effective tool for transferring knowledge. According to the reports e-learning is less expensive and more easily modified due to its low cost and ease of course adjustments, particularly in developing nations, which makes it suitable in a changing environment due to the dynamic nature of technology upgrades. In the research studies, it emphasizes that e-learning opportunities are a gateway to prosperity and growth for developing nations.

According to a study on pharmacy education by M. Sandra, there is little to no proof that e-learning has considerably raised the long-term competency of pharmacy practitioners. In terms of value addition with sustainability and quality (Sandra M. Salter et al., 2014), the assessment finds that e-learning is helpful on an individual level, but not at an organizational level.

Saghafi, Franz and Crowther (2014), although online learning is becoming more prevalent in higher education, it will not replace the F2F learning methods. However, their study demonstrates that both face-to-face and online learning settings have advantages and

disadvantages. Therefore, they conclude that blended learning, when it is implemented holistically, complements both settings in ways that students find useful. It is particularly important for students to have the chance to engage in practice-related workshop activities in professional education. Most importantly, it is acknowledged that students must have access to flexible workshop spaces that are available around-the-clock, whether they are virtual or face-to-face. A comparison study performed by Saghafi, Franz and Crowther found that the F2F synchronous workshop is a more effective means of supporting students' hands-on skills training, peer learning, and constructive feedback, while the virtual asynchronous workshop is a more effective means of backing up the design development and evaluating individual or group progress.

Tambouris et al. (2014) and a study by Olsson, Mozelius and Collin (2016) explore the visualizing potential of the online element in blended learning. In both studies, the use of online technologies is cited as a potential approach to creating a learning environment that enhances the experience of learning for students through the use of visual support. The execution of specific steps of a problem-based learning project, for example, has been shown to be improved when graduate students use Web 2.0 tools and online learning platforms (Tambouris et al., 2014).

The covid has caused a significant change within the educational system since it arrived one year ago. Depending upon a learner's profile, Alomyan (2004) says, hypermedia training can be adapted so that it is tailored to their needs. In essence, it is important to note the importance of cognitive style in e-learning. The cognitive style is a way individuals organize and process information during learning as defined by Riding and Sadler*Smith (1997).

Current tendencies in addition to the demands of web-primarily based implementations have led scholars to reconsider the mastering style research in adaptive structures (Akbulut and Cardak, 2012). The instructional and company worlds are investing in e-gaining knowledge of as a cost-effective technique of presenting lifelong education (Engelbrecht, 2003). E-gaining knowledge of has absolutely and totally advanced from a simple medium of training. The device has come to be the favorite tool of many institutions and companies trying to save the cost of creating a conventional study room, reducing environmental issues, and reducing unique associated expenses.

Moravec et al. (2015) confirmed how e-studying gear effect college students' achievement. The take a look at turned into attended through nearly 2000 college students. consistent with Moravec et al. (2015), the take a look at compares the results of questions from the area of law in which the tool changed into supplied in a pilot model with the effects of questions, where the e-getting to know tool became not supplied. Researchers discovered that e-learning has affected the outcomes of scholars. Although, the belief of the e-learning tool can also in all likelihood have a terrible impact on college students who will rely upon given substances grow to be disproved.

By the use of the Cohen's model and based totally on statistics collected from 15 documents from applicable studies studies performed at the effect of ICT primarily based e-studying on educational achievement during 2010-2012, Mothibi (2015) tested the relationship among e-reading and university students' instructional success in better training. The researcher decided that ICT had a statistically big wonderful effect on e-mastering primarily based totally university college students' educational achievements. The results additionally indicated that ICT had a vast tremendous effect on college college students' instructional ordinary instructional achievements.

How is online education being helpful according to Callan et al. (2010) and Garrison (2011) identified many advantages for e-learning technologies including:

- Delivered at a lower cost, less time-consuming and cheaper
 - The flexibility of the availability of the materials- anytime, anywhere. This means that students can access the materials from wherever they are.
 - The ability to access global resources and materials that meet the interests and knowledge levels of students.
 - Slow learners and fast learners can self-pace to reduce stress and increase satisfaction.
 - By using email, discussion boards and chat rooms, e-learning facilitates the interaction between learners and instructors.
 - Tracking progress is possible for learners.
 - In addition to activities tailored to diverse learning styles, learners can engage in a variety of other types of activities as well.
 - Using the Internet and latest technologies helps the learners build their skills.
- Due to its ability to support face-to-face teaching, the e-learning environment is likely to improve quality of teaching and learning.

Here's I am adding some points about why online learning is more beneficial:

1. Develop Your Professional Skills

The benefits of online education include updating your knowledge, skills, and attitudes. To keep up with the demands of a rapidly changing world, you should go through a learning process that is designed to meet global standards. Online learning is a valuable tool for both freelancers and experienced employees who want to cultivate highly-demanded skills.

2. Improve Your Productivity

Learning equals earning. It is often said that you will need to learn first, then remove the 'L'. This is true at both the personal and organizational levels. An individual who invests in lifelong learning and training development will always become more productive. The internet offers a variety of courses to help you achieve peak performance in your work and personal life.

3. Take Advantage of a Range of Instructor Communication Channels

The ability to communicate with professors is made possible by the flexibility that online learning offers over conventional educational practices. Through live chat, emails, and phone calls, technology simplifies these communication processes. It is also possible to ask a college professor a question, or get feedback from them. This is a great way to connect with other people.

4. Save Time and Cost

As long as you can log in to your course dashboard as often as you like, you can save some money to pursue other interests. Traditional educational costs are expensive. You can search for courses that align with your objectives and budget.

5. Customize Your Learning Experience

When you learn online, you are able to create the environment that best suits you. You can learn at home, while commuting, or at a friend's house; you may even set up your ideal classroom.

The challenges of online learning

It is difficult for some students to participate in online lessons when they do not have reliable internet access and access technology; it is challenging for them to access the internet and use technology; It is observed across countries as well as between income groups within countries. For example, Swiss students, Norwegians, and Austrians have 95% of computers for schoolwork, while only 34% of Indonesian students do.

The US has a significant division between privileged and disadvantaged backgrounds, with 23% of 15-year-olds from disadvantaged backgrounds lacking a computer. Many schools and government agencies have already begun providing free digital equipment to students in need, such as in New South Wales, Australia, but many are still worried that it could widen the digital divide.

We can't suddenly expect both teachers and students to upgrade and adapt. Teachers may be uncomfortable creating digital content or presenting it in a way that is effective online. In an online class, teachers cannot perceive important cues such as body language and eye contact. In suburban Mumbai, a college instructor says he does not receive continuous feedback during online sessions from students, which dramatically reduces the effectiveness of his instruction. A class was attended by how many students? Did they understand what the teacher said? Do you think the pace of teaching is right? What about those who get left behind? Online courses are more challenging to address because such questions come up even in traditional classes. "There shouldn't be online classes for such young kids," says a parent of a school child in Gurgaon. Eventually, they lose attention because their concentration span is very short. The 8-year-old added, "I hate them (online classes)."

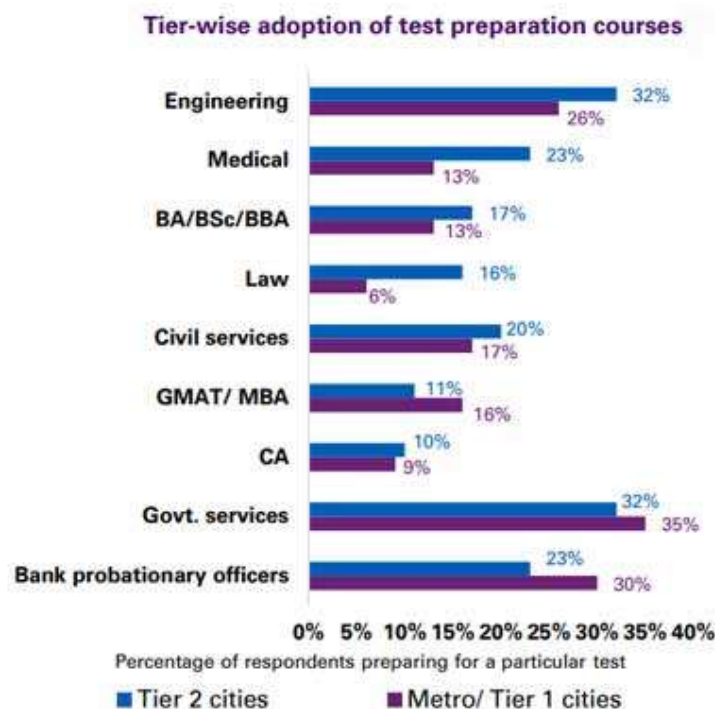
Physical learning in a classroom seems to be more valuable than virtual learning for even college students. Phones are extremely distracting, as many agree. Additionally, hands-on lab sessions, dissertation projects, and field trips often accompany theoretical learning in science and technology programs. However, online education largely excludes these types of learning opportunities.

Furthermore, education isn't just about content knowledge, but about constructing social skills and a sense of sportsmanship, which are developed over a period of time. When children only receive online education, they may not develop holistically, and they may learn less, underperform, and feel more isolated.

The population of India is widely diverse both geographically and culturally, but it faces a large socioeconomic divide as well. Online education is currently only available to a small number of Indians. Main problems are the interruption of power supply, poor internet connectivity, and inability to afford the necessary devices. A class of 40 students has 20

students attending classes regularly with whatever device and connection they have after two months of online classes. The teacher of the Govt School and I had a discussion. According to her, teaching lower class students online can be difficult. “Engaging students from lower classes in online mode can be frustrating. Network issues affect both teachers and students. Researchers at a government school in Bihar recently surveyed 733 students and found only 32% had smartphones.

Every coin has two sides good and bad, for metropolis-like cities or even for 2 tier towns, online education can be good for education, but for rural areas, it has yet to achieve widespread success. Educators say it benefits the education system but it has also negatively affected many students.



What More Can Be Done for the Betterment of Online Education

Globally, inclusive policies for education are being recognized during the pandemic. Indian government has developed a range of online resources, training programs and schemes for students, teachers, and educational institutions to make online education more effective, accessible, and safe. Teachers have created a nationwide informal and voluntary network of educators to discuss and create repositories of essential resources related to online teaching. They are called the Discussion Forum of Online Teaching (DFOT).

Innovative and personalized approaches catering to different learning abilities could be made possible with cutting-edge technologies like artificial intelligence (AI). A collaboration between the IIT Kharagpur and Amazon Web Services has resulted in the establishment of the National AI Resource Platform (NAIRP), with the potential to track eye movements, motions,

and other parameters in the future for improved teaching and learning. AI-based education is another area where Google has expressed interest in supporting in India.

Future of Online Education

In today's society, education is undergoing major transformations, especially in higher education. Due to computers, smartphones, and tablets, the process of sharing information and collaborating has become a lot easier. In today's world, students can interact with teachers online, and teachers can also teach and solve problems, and this is almost certainly beneficial for the students. The trend of online education is becoming more prevalent when we compare it with traditional education. Although still over 60% of parents believe traditional education is the true form of education. In that sense, online education is not as straightforward as some people believe. A lot of things need to be changed, such as;

1. Consistency enhanced

With the popularity of online education, a universal standard of quality is becoming more necessary. Currently, there are some standards for online degree programs, but the quality of instruction and the degree of strictness vary from instructor to instructor and college to college. Students, however, are looking for consistency, and they will find it in the future of online education.

Researchers have found that online courses can be just as effective as brick-and-mortar schools. According to a study, students taking courses online performed better than those studying at traditional universities. To ensure a more consistent educational environment, online schools are employing tools that will help improve things even further.

2. A course's quality or content

Future attention will be directed toward the course's quality and content, both of which are obviously crucial. There is room for improvement, but what kind of improvement can be anticipated? The system will be set up so that each student's content is created with their abilities in mind, and strategies are then used to promote achievement. Students who learn online will be more successfully challenged and allowed to advance at their own pace, which will improve their academic satisfaction.

A plan will be formulated for each student based on their performance in areas such as answering confidence, grades, tasks, time management, satisfaction, and information retention. A single course won't be followed any longer, as in the old days. Taking advantage of the new method allows instructors to evaluate each student's progress and provide them with an optimized course that is more beneficial to them. Course content and program quality will always be improved using the new method.

3. The Instructor

When it comes to determining the success of students, it's the instructor who plays the most important role. However, many professionals believe that as technology becomes increasingly dominant in online education, their role will become increasingly narrow. Despite the popularity of online courses, instructors cannot be completely replaced by technology. Technology will only improve teaching methods for instructors, benefiting both the teachers and students in the long run.

The need for tech-savvy instructors will undoubtedly increase as online education becomes more prevalent. These instructors will be expected to use technology as much as possible to enhance the way students are taught and to benefit them in the best way possible.

4. Better Way of Teaching

The use of collaborative teaching and learning tools is already taking place and it is having a profound impact on online education. Learning in online institutions is changing as student-generated content, ezTalks video conferencing software, blogs, wikis, and social networking tools are popular. Online collaboration between students, professors teaching through several media, eBooks replacing printed textbooks are some of the changes that have taken place in higher education.

The acceptance of online education in India has increased over the last few years with the development of technology. Over the past few years, e-learning platforms have developed into an important tool for students and professionals to enhance their skills. Moreover, the majority of people are expected to adopt online education platforms significantly within a short period of time, based on trends.

KPMG India and Google's joint report, *Online Education in India: 2021*, predicts that over the next three years, India's online education market will rise by eight times, from USD 247 million in 2016 to USD 1.96 billion in 2021. As of 2021, 15.7 million paying consumers will be using online education, up from 1.57 million in 2016.

In order to understand some emerging trends in Indian online higher education system, since e-learning is slated to grow multiple times in the coming years. Currently, Indian higher education boasts one of the world's largest universities and colleges. According to KPMG report, various private universities are today offering UG and PG e-learning courses in India.

Research Methodology:

This study included a literature review as part of its research methodology, which included a review of the literature on online teaching and learning. For purposes of this study, online education is operationally defined as a format used in learning. This article uses terms such as online education, online instruction, online learning, and online courses interchangeably. The impact of Covid on online education has been evaluated in some research for this study. Interviews with students as well as teachers (in schools and colleges) have been conducted by me. The interview has shown that students like the online education more than traditional education but there are still a lot of them, an estimated 70% of them, who do not take online education seriously, as they would have with traditional education. Online education is viewed more lightly by the majority.

Teacher's point of view is that they are really giving everything they have. They are genuinely interested in how they can help the students improve their knowledge, but they are also worried about students' engagement in the class they say that students do not ask about doubts, they do not answer, and some students just put themselves online to get the attendance yet there are still many students who do not focus in class. As a result, teachers really care about their students.

Conclusion

The future of online education is bright, especially with the growth of mobile devices. Online education has developed rapidly over the past few years due to Internet connectivity, advanced technology, and an increasing number of students. Research on e-learning systems in this paper is analysed critically and some of the most influential factors are identified. Furthermore, the paper provides insight into how covid has changed the education system and how rapidly students and teachers had to change from traditional instruction to online instruction. This paper discusses both the challenges and strengths of web-based learning systems, as well as how COVID 19 has affected the online classroom. In a collaborative e-learning environment, students' behaviour's and attitudes, body language, eye contact, and other factors influence their learning. Instructors can now design more effective and engaging learning activities using these variables to promote student knowledge construction and facilitate student learning.

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