A STUDY ON PERCEPTION OF INDIAN YOUTH ON EDUCATION THROUGH EDTECH APPLICATION

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ABSTRACT

EdTech Industry is one of the grooming industries in India. Today, India's EdTech industry is the second biggest in the world and it's only rising. The industry is set to touch $3.2 billion by 2022. Indian youth is also driven towards the use of EdTech applications for not only enhancing their knowledge skills but also to plan for their future career development. The main purpose of this study is to understand the perception of youth on education through EdTech app. The researcher has collected primary data from online survey and secondary data from Redseer Report. The overall analysis is based on whether EdTech app is acting as a beneficial tool for them or not and also their views on its preference over traditional education system.

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Keywords: *EdTech Industry, Youth, Perception, Education, Traditional Education.*

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Introduction

Technology or e-learning app industry is grooming at rapid scale in today's world. Now a days learning is not restricted to classroom but has move to interaction with virtual teachers and interactive teaching aids. India has over 250 million students attending 1.3 million schools, and over 15 million competitive exam takers every year. With the evolution of technology in the education system, students are offered interactive courses and learning methods. One of the industry which has taken lead with this evolution is Educational technology or commonly known as EdTech Industry. **The Association for Educational Communications and Technology (AECT)** defined educational technology as "the study and ethical practice of facilitating learning and improving performance by creating, using and managing appropriate technological processes and resources".

Today majority of people prefer learning through EdTech applications. With 600 million people or more than half of the entire population under the age of 25, we have the largest concentration of youth in the world. Indian youth is one of the major consumers of these EdTech app. By providing real-time learning and understanding, futuristic goals can be obtained with the help of these platforms. In addition, there is a growing number of people who are smartphone dependent, relying solely on smartphones for Internet access (Anderson & Horrigan, 2016) rather than more expensive devices such as laptops and tablets. This shift in the sector has also paved the way for a flow of innovative and practical learning. Nowadays youth is not restricting themselves to traditional mode of learning through their syllabus course only but also believe in enhancement their knowledge skills and preparing for competitive exams.

The major reasons can be considered for attractiveness toward learning through EdTech app:

- **24/7 Availability**

There is a restricted time for attending coaching and college lecture but EdTech app is providing them course 24hours and 7 days which makes them adjust their time according to their will.

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- **Quality Content**

The education resource material provided by EdTech app is delivered by expert teachers which give better quality content of syllabus of an aspirant or student.

- **Enhancing Technical Knowledge**

Today's education is not limited to pen and paper work but is grooming towards technology. Edtech industry provides platform to enhancing technical knowledge.

- **One Platform for Many**

Edtech Application provide number of courses from syllabus of degree courses to competitive exam preparation. On one platform a consumer can learn multiple things as per his /her interest

- **Increase in Internet user**

Today's world is the world of internet and there is a rapid increase in the users with every new day.EdTech industry has taken a relevant advantage of it and especially after COVID-19 pandemic the users are more engaged in learning through internet.

- **Marketing Strategy**

Edtech Industry's marketing strategy is something to look upon.Their sponsorship in organising events and endorsing the advertisement with eminent celebrity personality has played one of key role in attracting consumers towards it.

Literature Review

Don Knesek (2008) explains the results of the addition of technology to education: The research findings presented demonstrates that technology is being effectively integrated into teaching and learning and is having a positive impact on increasing student achievement through test scores and the acquisition of 21st century skills. Fortifying today's generation with a foundation of technology-based skills that fit within the larger picture of global competitiveness.

Schindler., Burkholder, Morad, (2017) explained how web-conferencing software, blogs, wikis, social networking sites (*Facebook* and *Twitter*), and digital games influence student engagement. They prefaced the findings with a substantive overview of student engagement definitions and indicators, which revealed three types of engagement behavioural, emotional, and cognitive. Their findings suggest that digital games provide the most far-reaching influence across different types of student engagement, followed by web-conferencing and *Facebook*. Findings regarding wikis, blogs, and *Twitter* are less conclusive and significantly limited in number of studies conducted within the past 5 years. Overall, the findings provide preliminary support that computer-based technology influences student engagement.

Escueta, Maya, Nickow, Oreopoulos, Quan.(2020) discusses rigorous evidence on the effectiveness of technology-based approaches to education in developed countries and outlines areas for future inquiry. In particular, they examine randomized controlled trials and regression discontinuity studies across the following categories of education technology: (i) access to technology, (ii) computer-assisted learning, (iii) technology-enabled behavioural interventions in education, and (iv) online learning. Their research was helpful for advance academic understanding of how technology can improve education, outline key areas for new experimental research, and help drive improvements to the policies, programs, and structures that contribute to successful teaching and learning.

Godha, Sharma(2021) Purposes of EdTech startups on capitalization of Big E-learning market, especially in Rajasthan State was analyzed. The result confirms the significance of EdTech startups in this pandemic situation and even after the pandemic is over. They are found fulfilling the learning needs of coaching class students also. Online learning has a considerable market to leverage and it has been proved to be beneficial as a future course of action for EdTech startups in the post-COVID-19 scenario as well. Ed-tech startups have been found capitalizing on the E-learning market successfully as customers are shifting towards E-learning from traditional classroom learning.

The above literature review has also given an overview on how the online learning is gaining attention nowadays. Use of ICT tools in education is providing more students engagement as compared to traditional mode of learning in classroom.

Objectives of the Study

The main objectives of this research study is:

- To study the perception of youth on education through EdTech applications.
- To understand the reasons of growing popularity of EdTech app among youth.

- To understand Youth perspective on learning through EdTech app over traditional mode of education.
- To analyse some suggestive measures for better customer services to EdTech Industry.

Limitation of Study

- This study is restricted to perception of youth mainly and perception of children and teenager is not included who are also one major consumer of EdTech application.
- The data has been collected mainly of youth from semi urban and urban cities only.
- The primary data respondent has filled online google form which might not contain the honest answers.

Research Methodology

The research is mainly descriptive in nature and data is collected both by primary and secondary method.

Sources of Data Collection

- **Primary Data:** The primary data was collected by online questionnaire method from 120 respondent from all over India mainly from metropolitan cities like Mumbai, Delhi and semi urban and urban district of Uttar Pradesh, Bihar, Chhattisgarh and Goa
- **Secondary Data** was collected by Omidyar Network India –RedSeer Report 2019-20
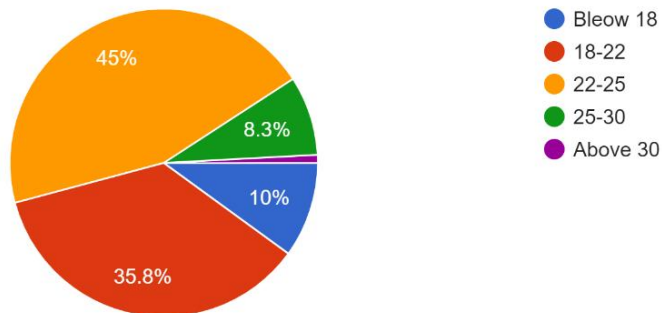
Data Analysis

- From the total response of 120 respondent73i.e 60.8% were female and 47 i.e.30.2% were male.
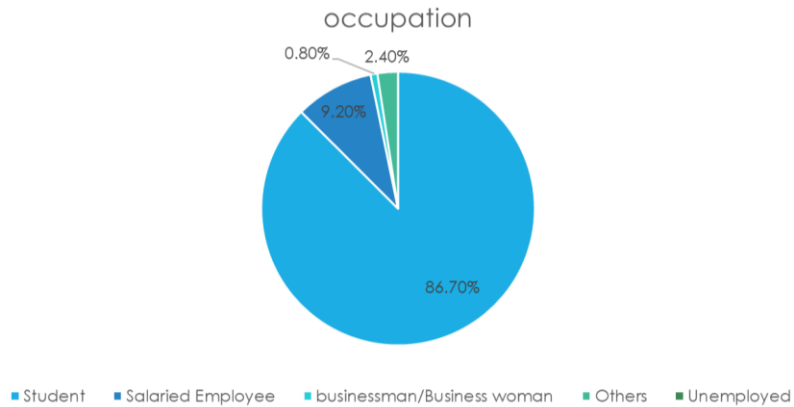
Gender

120 responses
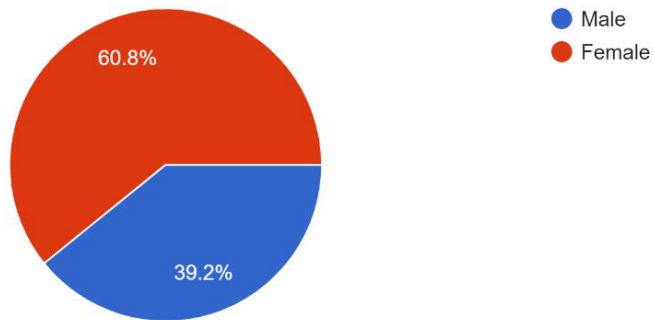
- 12 respondents (10%) were below 18;43(35.8%) were from 18-22;54(45%) were from age 22-25 years;10(8.3%)were from 25-30 and 1(0.8%) was above 30.
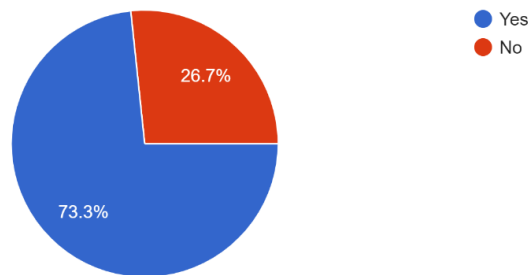
Age

120 responses

- 86.7% (104) were students;9.2%(11) were salaried employees;0.8%(1) was businessman 0.8%(1) was unemployed and 2.4% were others (0.8%) was housewife and 0.8% was intern,0.8% was research scholar)
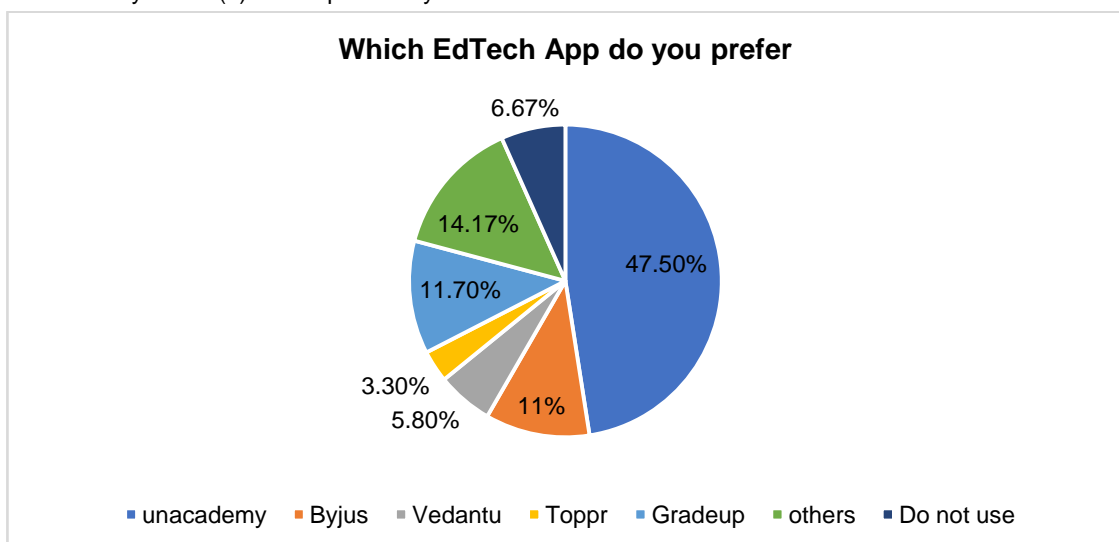

- 73.3% (88) agreed that they use EdTech application and 26.7%(32) respondent do not use any EdTech app.


- Majority of respondent 47.5% (57) use Unacademy;10.8%(13) use Byjus,5.8%(7) use Vedantu; 3.3% (4) use Toppr, 11.7% (14) use Gradeup while 14.17% (17) responent use other apps and only 6.67%(8) do not prefer any EdTech

- 45%(54) respondent do not have any specific time for using EdTech app,258% (31) use daily, 10.8% (13) spend time weekly,4.2%(5) use on monthly basis while 14.2%(17) do not spend any time on EdTech Apps.
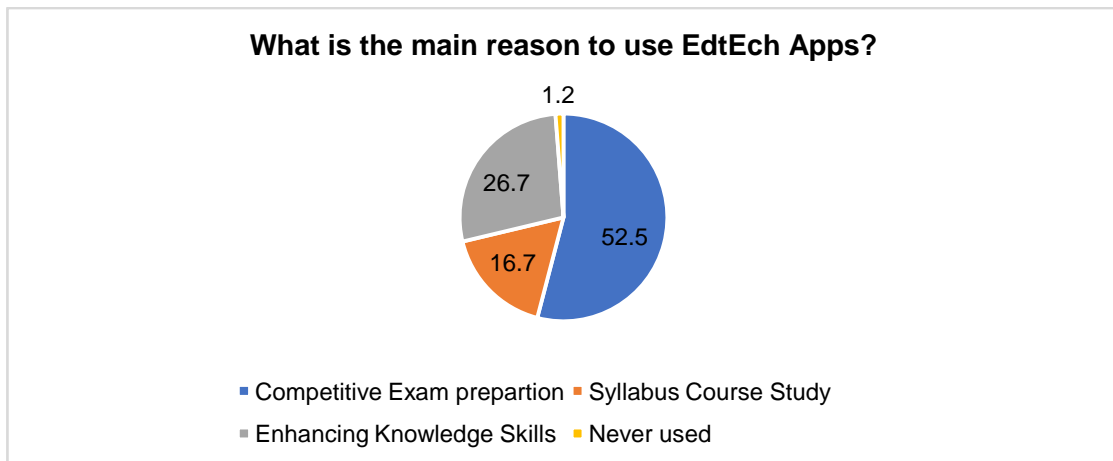
How often do you use EdTech app?
120 responses
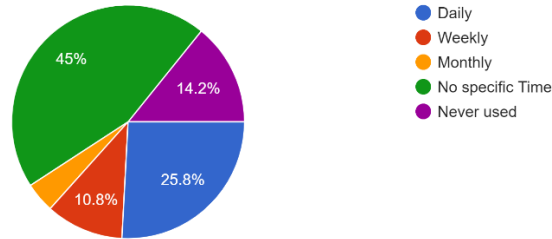
- 55% (66)of youth have heard about EdTech app from Social Media sites,28.3%(34) have heard it from friend circle, 7.5% (9) from Television, 4.2% (5)from newspaper/magazine,2.4%(3) from other sources such as YouTube(0.8%),net surfing(0.8%),Appstore(0.8%) and 2.4% (3) have not heard about it.

Where you heard about EdTech Apps?

■ Social Media   ■ Friend Circle   ■ Television   ■   ■ Other sources   ■ Never Heard
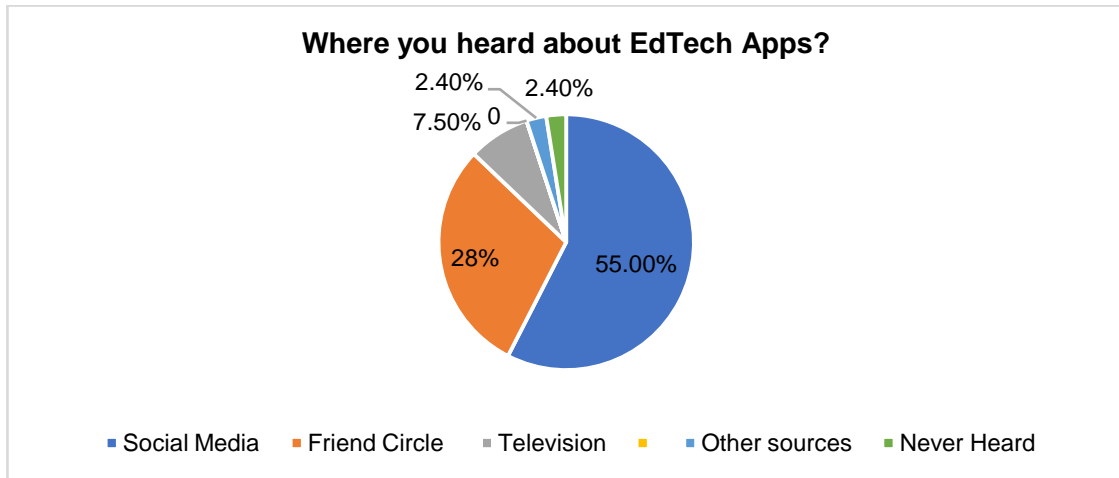
- 52.5% (63) mainly use EdTech App for preparation of competitive exams, 26.7% (32) use it for enhancing education skills,16.7% (20) use it to study their own syllabus course while 4.1%(5) has no idea about the use of EdTech App.

What is the main reason to use EdtEch Apps?

■ Competitive Exam prepartion   ■ Syllabus Course Study
■ Enhancing Knowledge Skills   ■ Never used

- 39.2%(47) of the respondent agreed that education from EdTech app is better than traditional mode of Education in India 27.5%(33) of them were not in favour in considering it better mode while33.3%(40) were not sure that education through EdTech Apps is better or not than traditional mode.

Do you find it better than traditional mode of education in India?
120 responses
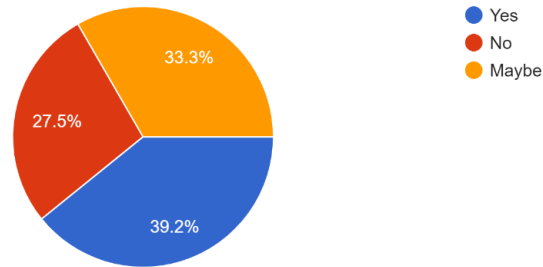
- On asking about the increasing popularity of EdTech application 35%(42) stated the reason of quality content provided in app, 70.8%(85) stated about 24/7 availability feature the reason for preference,38.3%(46) found it cheaper mode of education, 35.8% (43) found that EdTech apps are better option for promoting E-Learning while the 3.2%(4) stated other reason like convenient and flexible, expensive, etc.(0.8%)each.

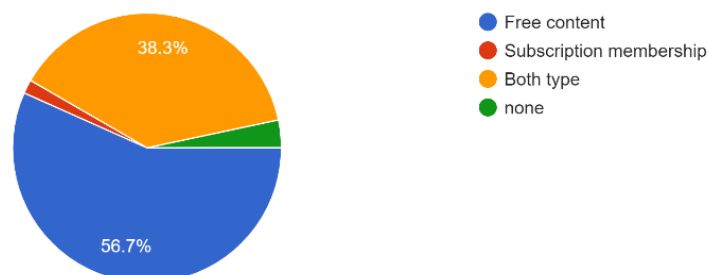Why EdTech app is being preferred now?
120 responses
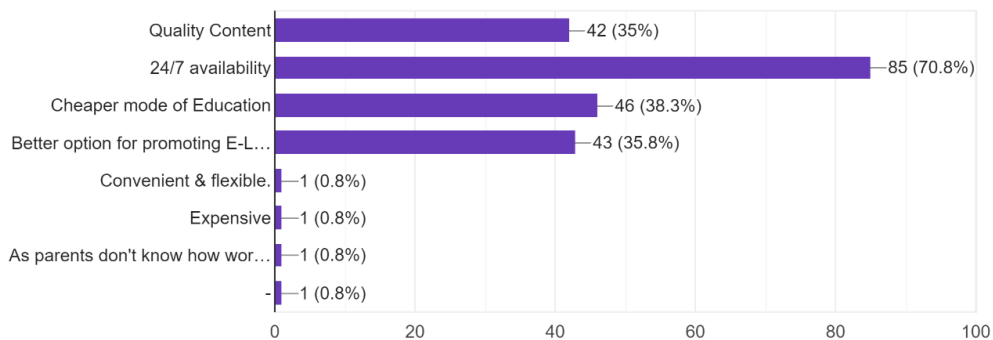
- Majority 56.7%(68) respondent prefer free content of EdTech apps, 38.3%(46) use both i.e paid and free content of EdTech app, only 1.7%(2) prefer the subscription mode and 3.3%(4) do not prefer it at all.
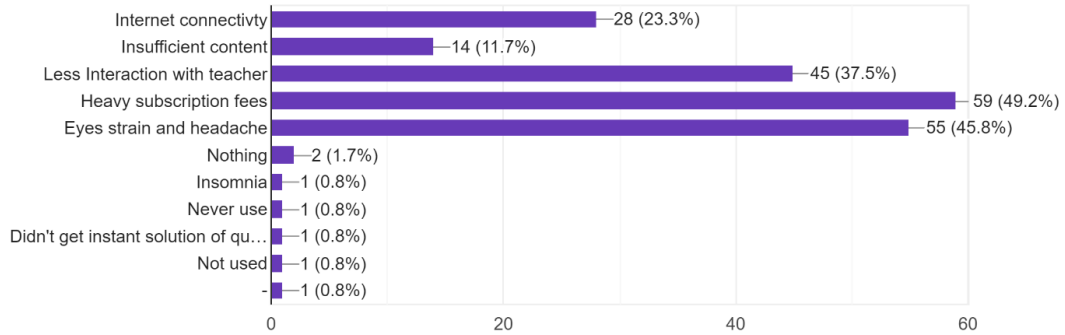
Which mode in app you prefer?
120 responses

- When asked about the problem 23.3%(28) of respondent find internet connectivity an issue while using EdTech app,11.7%(14) stated that insufficient content is provided at this platform, 37.5%(45) considered less interaction with teacher a problem,49.2% (59) sated that heavy subscription fees is one of the biggest problems with these apps,45.8%(55) stated about the problem of health issue like eyes strain and headache,4.1% were not aware about any problems and 1.6% stated other reasons like insomnia and not getting instant solution of problem.

What problem you face while using EdTech Apps?

120 responses

Category	Count
Internet connectivty	28 (23.3%)
Insufficient content	14 (11.7%)
Less Interaction with teacher	45 (37.5%)
Heavy subscription fees	59 (49.2%)
Eyes strain and headache	55 (45.8%)
Nothing	2 (1.7%)
Insomnia	1 (0.8%)
Never use	1 (0.8%)
Didn't get instant solution of qu…	1 (0.8%)
Not used	1 (0.8%)
-	1 (0.8%)

- 38.3%(46) respondent agreed that the EdTech app they use provide better learning resources than their own college and coaching,26.7%(32) disagreed with the samefact completely and 35%(42) respondent were not sure about same.

Do you think EdTech app provide more learning sources than your coaching Or college?

120 responses

Yes — 38.3%
No — 26.7%
Maybe — 35%
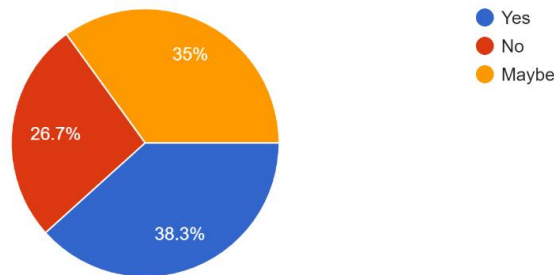
- 45.8%(55) respondent agreed that education through EdTech App should be promoted in future,31.7%(27) do not agree that it should be promoted and 22.5%(38) were not sure about same.

Do you think education should be promoted through EdTech Apps?

120 responses

Yes — 45.8%
No — 22.5%
Maybe — 31.7%
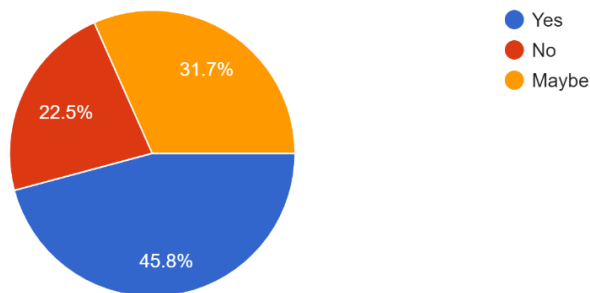
Secondary Data

The data was collected from An Omidyar Network India –RedSeer Report 2019-20"EdTechIn India" stated The Post-K12 EdTech industry is divided into 4 segments, each catering to different education needs and outcomes: higher education, technical skilling, test preparation for government jobs, test preparation for other jobs. There is ample opportunity for market expansion here, provided certain obstacles are adequately addressed. The industry will grow threefold by 2022, swelling to $1.7 BN in sales. Much of this will come from EdTech offerings focusing on higher education, as it does today.
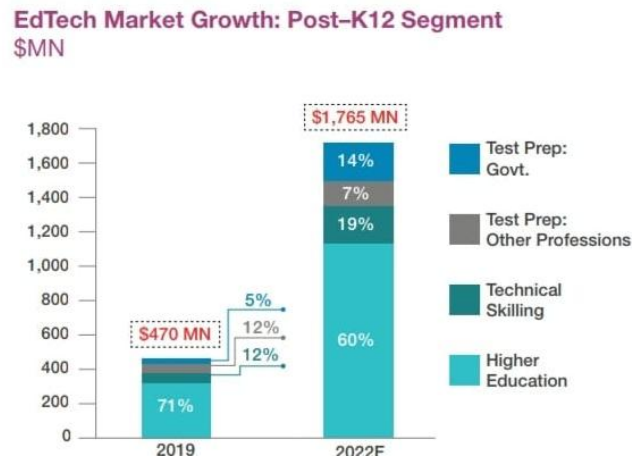

Image source: Redseer Report 2019-20

The above graph is stating about Post-K12 segment i.e. education after class 12 belonging to youth. It indicates that in 2019 from 470 million market of EdTech 71%was from higher education,12% from technical skilling,12% for test preparation of other profession and 5% was from government test preparation. It is also indicating an estimation that EdTech Market will grow to 1,765 million from which 60% will be for higher education,19% for technical skilling,7% for test preparation of other professions and 14% is for government test preparation. The above data explains that interest of youth towards Edtech app is expected to groom in future more.

Recommended Suggestions

The researcher has also collected the suggestions in survey for EdTech app. Some of the relevant suggestions are as under:

- The subscription fees of EdTech app should be reduced and more of the relevant content should be made cost free so that more students can have access to it.

- More live sessions of interaction between Teacher and student should be promoted so that students query and doubts can be solved quickly.

- The content should focus more on higher education syllabus also as many of them are based on competitive exam preparation only.

- Suggestions were also given to prepare free courses for primary education so that e-learning can be promoted within low-income group also at initial level.

- The resource material provided must contain more of valuable content of related course.

Conclusion

The above study has given the reasons for increase in demand of EdTech application among Youth. The quality of content provided and the availability of these materials 24/7 is one of the leading factors towards it. Most of the competitive exams are conducted in online mode and thus majority of youth use EdTech App for using preparation of these examinations. Although some of them still considered that traditional mode of education is better,but they still believe the education should be promoted through EdTech Application. In order to promote E-learning in India EdTech Industry has a very bright future ahead and to secure the future of traditional mode of education in India it is relevant to promote online education not just by conducting online classes but using attractive ICT tools for teaching learning purpose like EdTech app does.

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