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EXPOSURE OF MOOCs PLATFORMS AMONG LEARNERS

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ABSTRACT

Massive Open Online Courses (MOOCs) have revolutionized the method of learning by providing accessible and flexible learning opportunities to a diverse learner. This study investigates the exposure of learners towards MOOCs platforms and examines the factors influencing their intention to learn through these digital platforms. For that data collected from the 117 learners, using snowball sampling method. The research explores how awareness, accessibility and the preferences of MOOCs platforms contribute to their adoption. To analyses the data simple percentage and Weighted Average Ranking methods are employed. The findings highlight that the exposure to MOOCs platforms is significantly influenced by institutional promotions like: learning institutions: school, colleges, Friends/ Colleagues. And SWAYAM, NPTEL, Coursers and spoken tutorial are the most preferred platforms among learners. The study underscores that the most of the learners are studying due to its flexibility in learning time and earn a certificate. Moreover it is identified that for greater adoption users are need more awareness to bridge the learning app and education.

Key words: MOOCs Platforms - Awareness - Online learning – Reason

INTRODUCTION

In the rapidly evolving digital world, Massive Open Online Courses (MOOCs) have emerged as a strong influencer for transformation in education. Offer learners worldwide opportunity to access quality educational resources from leading institutions, breaking barriers, and also it help the learners to achieve their goals. With the proliferation of MOOCs, understanding how learners discover these platforms, their level of awareness and their preferences has become a critical area of study. This article explores the exposure to MOOC platforms focusing on the sources of awareness the extent of their knowledge about available MOOCs platforms and their preferences when choosing platforms to pursue learning. By examining these aspects, the study seeks to uncover patterns and motivations that drive learner's engagement with MOOCs providing valuable insights for educators, platform developers, and policymakers aiming to optimize online learning experiences.

REVIEW OF LITERATURE

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Reecha Jrall and Juhi Gupta (2014), entitled a study on “Awareness about the MOOCs Platforms and Its Usage: Need of an Hour in Pandemic” to study the awareness and usage of Massive Open Online Course among teacher at M.Ed level. The study finds that both male and female teachers are aware about MOOC platforms but they are not aware SWAYAM is an Indian MOOCS platform. And the study also finds that most of the female’s educators are enrolled for self evaluation

Laxmi Mustika & Cakrawati (2017), entitled a study on”Students' Perceptions on the Use of Online Learning Platforms in Efl Classroom”, to study the students' perceptions on the use of online learning platform in English as a Foreign Language (EFL) Classroom. The study finds that the majority of participants considered the use of Edmodo or Quipper in English teaching and learning is effective and efficient in terms of time. And also slow-speed internet is the one of the main problem and in their perception online learning platforms helps practicing language skills, new vocabularies and also it help to understand the lesson.

Desy Try Rahayu Bagata & Desy Try Rahayu Bagata et al., (2020) entitled a study on “Efl University Students' Perception of the Use of Online Learning Platform”. To analyses the Perception of the Use of online Learning Platform among Islam Malang University students. The study finds that the students from Islam Malang University have positive opinion about online learning platforms. And also it is identified from the study male and female students have different perception. Moreover it is identified that male student’s male students have a more positive opinion in Online Learning Platform.

Shweta Smrita Soy (2019), entitled a study on “A Study on the Awareness of MOOCs among Students of Higher Learning in Paschim Bardhaman District of West Bengal”. The objective of the study is to find out the Awareness towards different Aspects of MOOCs. The study finds that majority of the students thought that in term of affordability and access, MOOC platforms are expensive and also have tedious registration process and the students like to learn in a traditional way rather than online and they feel there is low level of interaction between learner and educator, moreover they thought that MOOCS are not recognized institutions.

Nilanjana Purkayastha (2021), in their study entitled “ Awareness on Massive Open Online Courses (MOOCs) among the Postgraduate Students of North East India with Special Reference to Assam University, Silchar and Tripura University, Agartala: A Study”. To Journal of the School of Language, Literature and Culture Studies

analyses the students' awareness towards MOOCs and their willing to take a course, problems faced during study period. The study finds that learners are not aware on the enrollment process in the MOOCs platforms and choice based credit systems. And majority of the learners are interested to study online and take a MOOCs courses.

Statement of the Problem

The rapid proliferation of Massive Open Online Courses (MOOCs) has transformed the education landscape, offering accessible and flexible learning opportunities. Despite their growing popularity, it is crucial to identify how learners become aware and prefer MOOC. So in this context it is important to study exposure of MOOCs platforms among learners and their intention to learn. So an attempt has been made to study the levels of awareness and preferences regarding various MOOCs platforms. The study may help to Addressing this gap and will provide valuable insights.

OBJECTIVES

- ✓ To analyses the learners Sources of awareness on MOOC platforms
- ✓ To know the learners awareness towards various MOOC Platforms
- ✓ To analyses the Learner's preference towards various MOOC platforms to learn.
- ✓ To analyses the Learner's Reason to enroll in MOOCs platforms

RESEARCH METHODOLOGY

The present study is based on primary data which have been collected through issue of well structured questionnaire. It contains questions relating to the learners socio-economic profile, Sources of awareness on MOOC platforms Learners Awareness and preferences towards MOOC platforms. The data for the study have been collected from 117 learners through Google forms. Snowball sampling technique has been adapted to collect data. The data collected have been analyzed using simple percentage and weighed average ranking

FINDINGS

(i) Socio - Economic Profile

- ✓ Majority of 61(52.14%) of the learners are female.
- ✓ Most of 40(34.19%) of learners are at the age between 21-25 years.
- ✓ Majority of 60(51.3%) of the learners are from rural area.
- ✓ Majority of 33 (28.21%) of the learners are students and research scholars

ii) Learners Usages of MOOC Platforms

- ✓ Among 117 learners 52(44.44%) of the learners have earned certificate in more than Two to three courses.
- ✓ Among 117 learners 42(35.89%) of the learners have earned certificate in one course.
- ✓ Among 117 learners 38(32.47%) of the learners are spending less than an hour a day for learning.
- ✓ Majority of 57(47.8%) of the learners are using mobile phone for study.
- ✓ Majority of 59(50.4%) of the learners are applying MOOCs course just to get experience that to only in free courses.
- ✓ Majority of 117 learners 55(74.00%) of the learners are applying more than one course for collecting materials.
- ✓ Among 117 learners 70 (59.82%) of the learners are like to work with user- friendly learning environment.
- ✓ Among 117 learners 86(73.50%) of the learners are need more awareness programs to get aware about various learning platforms.

iii) Sources of awareness on MOOC platforms

An attempt has been made to analyze the Sources of awareness on various MOOC platforms. Weighted Average Ranking has been used to know the Sources of awareness on MOOC platforms. There are five sources like Learning Institution (professors), Friends/ Colleagues, Relatives, self, and Advertisement are list for the study.

Table: 1 Sources of awareness- Weighted Average Ranking

Sources	Rank
Learning Institution (professors)	I
Friends/ Colleagues	II
self	III
Relatives	IV
Advertisement	V

It is observed that learning institutions is the main sources of awareness for the learners to choose appropriate platform for the study as well as for the material collection and also some of the institutions have a credit transfer system. Followed by Friends/ Colleagues, self, Relatives and Advertisement are other sources of information for the learners.

iv) Learners Awareness on MOOC platforms

The this technology era there are lots of online learning platforms are available like Coursera, Edx , Udacity , Spoken Tutorial, Udemy, Future Learn , NPTEL , Mookit, Khan Academy, IITBX and SWAYAM . Learners are asked to identify their level of awareness on theses platforms.

Table: 2 Learners Awareness on MOOC platforms

MOOC Platforms	Strongly Aware	Aware	Not aware
COURSERA	65 (55.55%)	42 (35.90%)	10 (8.55%)
EDX	55 (47.00%)	43 (36.75%)	19 (16.24%)
UDACITY	37 (31.62%)	31 (26.50%)	49 (41.88%)
SPOKEN TUTORIAL	94 (80.34%)	14 (11.97%)	09 (7.69%)
UDEMAY	87 (74.35%)	14 (11.97%)	16 (13.68%)
FUTURE LEARN	76 (64.95%)	35 (29.91%)	06 (5.13%)
NPTEL	98 (83.76%)	10 (8.55%)	09 (7.69%)
MOOKIT	27 (23.07%)	30 (25.64%)	60 (51.28)
KHAN ACADEMY	56 (47.86%)	46 (39.32%)	15 (12.82%)
IITBX	36 (30.76%)	30 (25.64%)	51 (43.59%)
SWAYAM	100 (85.47%)	12 (10.26%)	05 (4.27%)

It is identified from the above table that among learners Swayam platform having higher awareness followed by NPTEL and Spoken Tutorial, Udemy, Future Learn and COURSERA. And platforms like Mookit, IITBX and UDACITY have low level of awareness among learners.

v) Learner's preference towards various MOOC platforms to learn

Weighted Average Ranking has been used to know the learners preferences towards different online platforms irrespective of their awareness. Online platforms like Coursera, Edx , Udacity , Spoken Tutorial, Udemy, Future Learn , NPTEL , Mookit, Khan Academy, IITBX And SWAYAM are listed.

Table: 3 Learner's preference towards various MOOC platforms to learn

Learning platforms	Rank
SWAYAM	I
NPTEL	II
COURSERA	III
SPOKEN TUTORIAL	IV
FUTURE LEARN	V
KHAN ACADEMY	VI
EDX	VII
MOOKIT	VIII
IITBX	IX
UDACITY	X
UDEMY	XI

From above table it is identified that learner are ranked swayam is the most preferred platform to learn followed by NPTL, Coursera, Spoken Tutorial and Future Learn. Moreover MooKIT, IITBX, Udacity and Udemy are the platforms least ranked by the learners.

vi) Reason for Enrolling in MOOC's Platforms:

The below table: 4 shows the various reasons that influence learners to enroll in the MOOC's platforms.

Table: 4 Reasons for Enrolling in MOOC's Platforms

Reason for enroll in MOOCs platforms	Strongly Agree	Agree	Disagree
It is free/ Nominal fees	46 (39.32%)	43 (36.75%)	28 (23.93%)
To development my knowledge	40 (34.19%)	43 (36.75%)	34 (29.06%)
Part of syllabus	54 (46.15%)	40 (34.19%)	23 (19.66%)
Gain experience	38 (32.48%)	45 (38.46%)	34 (29.06%)
Study other major courses not related to my area of study	53 (45.03%)	41 (35.04%)	23 (19.66%)
To gain experience from world class institutions	60 (51.28%)	39 (33.33%)	18 (15.38%)
To earn a certificate	70 (59.83%)	26 (22.22%)	21 (17.95%)
To get more knowledge about my field of study	46 (39.32)	54 (46.15%)	17 (14.53%)
easy to study during work /study flexibility	71 (60.68%)	24 (20.51%)	22 (18.8%)

From the above table: 4 it is inferred that majority of the learners are strongly agreeing that they are enrolling the course due to its flexibility in learning time, they can learn any were at any time and also to get a certificate. And most of the learners are strongly agreeing that they are enrolling the course due to its nominal fees and to gain experience from world class institutions and also it is part of their syllabus. Most of the learners agreeing that they opt the courses to get more knowledge about their academic field of study.

IV. SUGGESTIONS

Based on the data analyzed and learners suggestion in this study as follows;

- Credit transfer system from all the MOOCs platforms may enhance the learning levels.
- Cost is the major problem for the learners.
- More promotion is need in many MOOCs platforms.

CONCLUSION

The present study provides a better understanding of learner's exposure of MOOCs platforms. Digital world changed the way of learning among learners and their intention to learn. The study concluded that the learners are at all the level of age is highly aware on online platform they enroll to earn a certificate and gain knowledge on other areas which are not their major subjects. This denotes that now a day's learners are learn any things irrespective of their major subjects and this may help them to update.

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