

# Perception Of Learners Towards Digital Education Platforms: A Comprehensive Investigation

Ayushi Arora , Dr Ambika Bhatia

Research Scholar, Punjabi University Patiala/ Assistant Professor CGC Landran  
Associate Professor, Punjabi University Regional Centre Mohali

---

## **Abstract:**

Digital education platforms have emerged as a significant player in the field of education, providing learners with new avenues for knowledge acquisition and skill development. This research article aims to explore the perceptions of learners towards digital education platforms and investigate the factors influencing their preferences, satisfaction, and challenges. Utilizing a mixed-methods research design, this study collected data from a diverse sample of learners across different age groups, educational backgrounds, and geographic locations. The findings shed light on the advantages and limitations of digital education platforms, as well as the implications for educators, policymakers, and learners seeking to optimize their online learning experiences.

**Keywords:** Digital Education, Perception, Learner, Platforms

---

Date of Submission: 06-09-2023

Date of Acceptance: 16-09-2023

---

## **I. Introduction:**

The advent of digital technology has revolutionized the education landscape, leading to the rapid growth of digital education platforms. These platforms offer a variety of online courses, interactive content, and virtual learning environments that have transformed the traditional concept of education. Understanding learners' perceptions towards these platforms is crucial for effectively harnessing their potential and addressing potential challenges in the digital learning ecosystem. The main aspects related to learner's perception regarding digital education platforms are:-

**Convenience and Flexibility:** Many learners appreciate the convenience and flexibility offered by digital education platforms. They can access course materials, lectures, and assignments at their own pace and schedule, making it easier to balance education with other commitments like work or family.

**Diverse Learning Options:** Digital education platforms often offer a wide range of courses on various subjects. Learners appreciate the opportunity to explore diverse topics and fields of interest that may not be available in traditional educational settings.

**Access to High-Quality Resources:** Top-notch digital education platforms partner with reputable institutions and educators, providing learners with access to high-quality educational content and expert knowledge.

**Cost-Effectiveness:** Online courses are often more affordable than traditional, on-campus programs. Learners can save money on commuting, housing, and other expenses associated with attending physical institutions.

**Global Reach:** Digital education platforms break down geographical barriers, allowing learners from different parts of the world to access the same educational resources. This global reach can lead to diverse perspectives and a richer learning experience.

**Interactive Learning Experience:** Many platforms incorporate interactive elements, such as discussion forums, quizzes, and virtual classrooms, which enhance engagement and collaboration among learners.

**Lack of Direct Interaction:** Some learners may feel that digital education platforms lack the personal touch and direct interaction with instructors and peers that traditional classrooms provide. This can be challenging, especially for those who thrive in face-to-face learning environments.

**Self-Discipline and Motivation:** Online learning requires self-discipline and motivation, as learners must manage their time effectively and stay motivated to complete courses without the structure of regular classroom sessions.

**Credibility Concerns:** While there are reputable platforms, the proliferation of online courses has also given rise to less credible options. Some learners may be cautious about the legitimacy and recognition of certificates or credentials obtained from certain platforms.

Technical Challenges: Accessing digital education platforms relies on stable internet connections and functional devices, which may pose challenges for learners in areas with limited connectivity or limited access to technology.

India has witnessed a significant rise in digital education platforms, driven by factors such as increased internet penetration, smart phone adoption, and the growing demand for accessible and flexible learning options. These platforms cater to learners of all age groups, from school students to working professionals. Here are some prominent digital education platforms in India:

- **BYJU'S - The Learning App:** BYJU'S is one of India's leading EdTech startups, offering a comprehensive learning app with courses for school students from classes 1 to 12. It provides interactive content, video lessons, and personalized learning experiences.
- **Unacademy:** Unacademy is a popular online learning platform that focuses on test preparation and academic subjects for students preparing for competitive exams like UPSC, SSC, Banking, and JEE/NEET.
- **Coursera:** Coursera is a global MOOC platform that partners with universities and institutions worldwide to offer a wide range of online courses and specializations in various fields.
- **edX:** edX is another popular MOOC platform that collaborates with prestigious universities to provide free and paid courses on diverse topics.
- **UpGrad:** UpGrad specializes in providing industry-relevant certification courses and postgraduate programs in collaboration with industry partners to upskill working professionals.
- **Toppr:** Toppr offers personalized learning solutions for K-12 students, including adaptive practice questions, live classes, and test preparation.
- **Vedantu:** Vedantu is an online tutoring platform that connects students with qualified teachers for personalized, live interactive classes.
- **Adda247:** Adda247 is a platform primarily focused on providing preparation material for competitive exams like banking, SSC, and railways.
- **WizIQ:** WizIQ is an online learning platform that facilitates live virtual classrooms, course creation, and assessments for educators and learners.
- **Khan Academy India:** Khan Academy India offers free video tutorials and practice exercises on various subjects, targeting school students and test preparation.
- **Swayam:** Swayam is an initiative by the Indian government offering free online courses and resources from various institutions across the country.

These platforms offer a diverse range of content, including video lectures, interactive quizzes, practice exercises, and live classes. They have become popular among learners seeking supplementary education, exam preparation, and professional development opportunities. Moreover, many of these platforms have made efforts to address the language diversity in India by providing content in regional languages, making online education accessible to a wider audience.

## II. Review of Literature

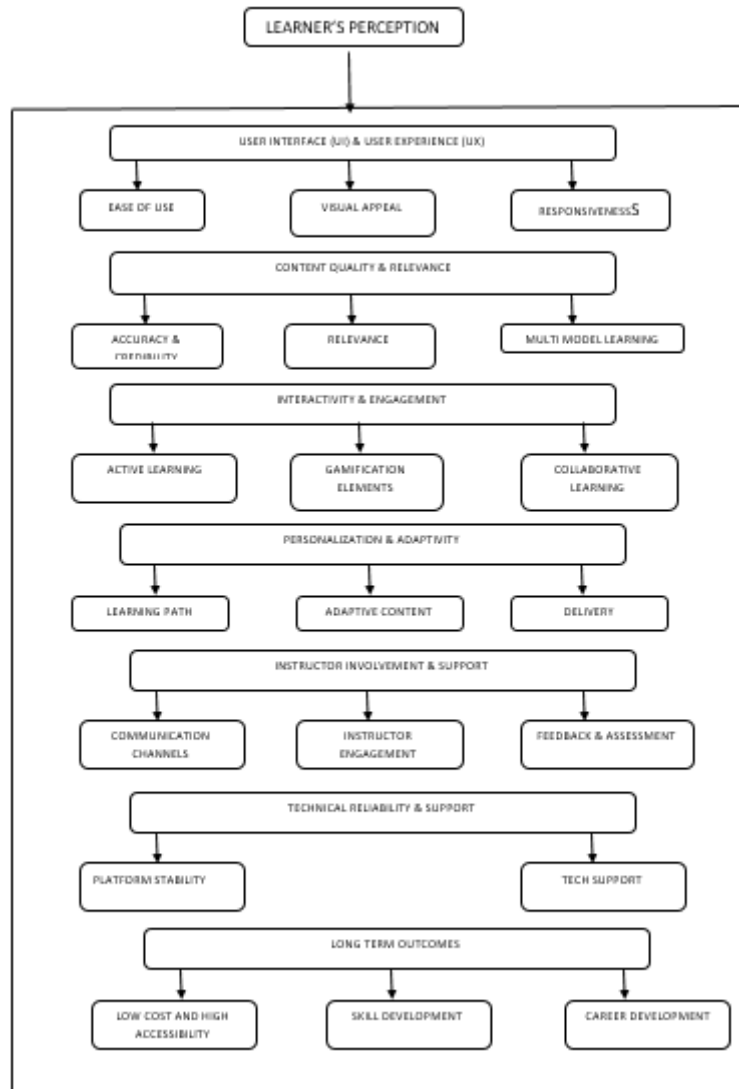
- In sum, today's era of offline education alone is obsolete. The education system must adapt and make the best possible use of available technological advancements. However, online education alone cannot provide comprehensive development to students, i.e. grooming a child in a way that they can explain their views as well as sympathize and cooperate with others. These inter-personal qualities are essential to live in a society, something the online medium fails to address. We can conclude, for now, ICT is a perfect aid to boost our understanding of a subject. Also, the education system must be reformed in ways to strike a balance between the two and provide the best learning experience to students. The future of education belongs to hybrid learning and its integration in the traditional classroom courses. Gasification of courses as well as technologies like augmented reality and virtual reality can play a vital role in transforming the education sector. These technologies can make online learning a more social experience. ICT truly has the potential to revolutionize education and make it free and accessible to all.
- BM Zeeshan Hameed, Bhaskar Somani (2021) conducted a survey to understand the role of hybrid urological meetings comparing to face to face and online meetings during and after COVID 19 pandemic. The other focussed outcome was to find the most preferable webinar setting. They conducted the online global survey covering 56 countries survey using Survey monkey between June 6 and July 5 2020 and the participants were 526 urology health providers. Through the survey they found out that opportunities for networking was identified in face to face meetings and online webinars as they were cost effective and learning opportunity and reach of audience was higher in hybrid meetings. And for online webinar format Zoom platform was preferred. Even there is greater place for face to face meeting, COVID 19 pandemic made to prefer hybrid model which is ideal for global reach in the future.

- Yuvika Singh(2021) in her article states that the major goal of this article is to determine if COVID-19 served as a wake-up call or aided in the exploration of new and creative pedagogies and technologies in the education sector, and if so, how. This report also discusses the Indian government's initiatives. There is no doubting that, while the epidemic worked as a shock wave, it also provided enough opportunity for learning and creating new tactics in every industry, and in a very short period of time, which has aided in the development of new technologies and reorganising the educational system's foundations on a global scale. As a result, the education sector has a golden opportunity to choose an online platform to pursue competency-based learning and teaching programmes. In this new normal, education stakeholders have quickly adapted to e-learning and online learning and moving towards a teaching modality that does not have a significant impact on student performance. Without any professional training in this area, a hybrid system of teaching and learning is used. She concluded by saying that in this current phase all are exploring and experimenting on the innovative strategies and hybrid model is considered as being a successful strategy.
- Sabina Potra, Adrian Pugna, Romeo Negrea, Luisa Dungan(2021) in their article states the purpose of the paper as to uncover lessons learned and to develop a systematised model based on students perception regarding face-to-face, online and hybrid systems. This study was conducted mainly because of the high number of student dropouts in higher education institutions. The research questions were based on how online system is perceived by students and to examine the strength and weakness hybrid approach in COVID 19 pandemic approach. 149 Romanian students answered the research question in an online environment. The finding was that 12 COVID 19 pandemic has forced the movement of educational process to an online form which resulted in real psychological impact on both students and teachers that had to adapt faster to this type of education. The main outcome of this research is theoretical model regarding hybrid education system obtained based on student perception
- Javed Suleni(2020) in the research work states the purpose of the study is to find how students grade their virtual learning experience and to what extent they would like to extend the virtual mode. 265 students participated in this study. The outcome of the study confirms that a substantial chunk of students graded their virtual learning experience as sufficient or better. This suggest that students will positively accept it if higher education institution would like to continue education virtually. This study recommends that universities meet the expectation of most students by continuing to deliver virtual education during and post COVID 19 pandemic. And considering the unpredictability of COVID 19, hybrid learning could be a good solution for the upcoming academic year
- Jodi Potter(2015) in his journal "Applying a hybrid model: Can it enhance student learning outcomes" states that Hybrid model has been gaining popularity as it combines the advantages of both traditional and online learning model. In his research he used 100 students as sample. These students were enrolled in three sections of an undergraduate level introductory management course offered at the school of business. The classes were conducted in traditional format, online format and hybrid format. 60% students in traditional model, 40% in online model and 25 students in hybrid section. At the end of the course a t-test was conducted to determine which was better. The data analysis has proven that hybrid sections have significantly more end-of-course grades. The findings have added to the literature focussed on understanding the benefits of hybrid model and its applicability of use in higher education.

### **III. Methodology:**

To comprehensively explore learners' perceptions, a mixed-methods research design was employed. An online survey was distributed to a diverse and representative sample of learners, consisting of both closed-ended and open-ended questions. Additionally, semi-structured interviews were conducted with a subset of participants to delve deeper into their experiences and insights.

By reviewing some articles and doing a survey here is diagram for learners' perception of digital education platforms can help represent the various factors and their interrelationships. Here's a simple diagram illustrating the key elements affecting learners' perception



This diagram presents the main elements that shape learners' perception of digital education platforms, each represented in boxes, and the relationships between these elements are depicted with arrows. Keep in mind that this is a simplified representation, and there could be additional factors influencing learners' perceptions. The model aims to provide a holistic view of what contributes to learners' overall experience and satisfaction with digital education platforms.

The above model that outlines key elements affecting learners' perception of digital education platforms:

- **User Interface (UI) and User Experience (UX):**
  1. **Ease of Use:** How intuitive and user-friendly is the platform's interface? Is navigation straightforward and accessible to learners of all skill levels?
  2. **Visual Appeal:** Is the platform visually engaging, with a design that supports learning objectives and avoids distractions?
  3. **Responsiveness:** Does the platform load quickly and function smoothly across different devices and screen sizes?
- **Content Quality and Relevance:**
  1. **Accuracy and Credibility:** Are the learning materials and resources accurate and up-to-date? Is the content sourced from reputable and reliable authors/institutions?
  2. **Relevance:** Does the content align with the learners' needs, interests, and learning goals?
  3. **Multimodal Learning:** Does the platform offer a variety of content formats (e.g., text, video, interactive simulations) to accommodate diverse learning preferences?

- **Interactivity and Engagement:**
  1. **Active Learning Opportunities:** Does the platform encourage learners to participate actively through quizzes, discussions, and interactive exercises?
  2. **Gamification Elements:** Are there gamified features, such as points, badges, or progress tracking, to motivate learners and enhance their engagement?
  3. **Collaborative Learning:** Does the platform facilitate collaboration and peer-to-peer interaction among learners?
- **Personalization and Adaptivity:**
  1. **Learning Path Customization:** Can learners personalize their learning journey based on their prior knowledge and learning pace?
  2. **Adaptive Content Delivery:** Does the platform use data-driven insights to adapt content based on learners' strengths, weaknesses, and progress?
- **Instructor Involvement and Support:**
  1. **Communication Channels:** Are there effective channels for learners to contact instructors and receive timely support?
  2. **Instructor Engagement:** How active and responsive are instructors in addressing learners' queries and concerns?
  3. **Feedback and Assessment:** Do instructors provide constructive feedback on assignments and assessments?
- **Technical Reliability and Support:**
  1. **Platform Stability:** Is the platform consistently available, with minimal downtime or technical issues?
  2. **Tech Support:** Is there accessible technical support to help learners overcome any challenges they face while using the platform?
- **Long-Term Outcomes:**
  1. **Cost and Accessibility:**
    - Affordability:** Is the platform cost-effective and does it offer value for money?
    - Accessibility:** Is the platform accessible to learners with different economic backgrounds, including provisions for free or reduced-cost access?
  2. **Long-Term Outcomes:**
    - Skill Development:** Do learners perceive tangible skill development and knowledge acquisition from using the platform?
    - Career Advancement:** Is the platform seen as contributing to their professional growth and career opportunities?

#### IV. INTERPRETATIONS

##### **Advantages of Digital Education Platforms:**

- a) **Flexibility and Accessibility:** A significant number of learners appreciated the flexibility of digital education platforms, enabling them to access learning materials and lectures at their own pace and convenience. The ease of access to courses from anywhere with an internet connection was also noted as a major advantage.
- b) **Diverse Learning Options:** Learners expressed enthusiasm for the vast array of courses available on digital platforms, which allowed them to explore diverse subjects of interest beyond the constraints of traditional educational institutions.
- c) **Self-Directed Learning:** Participants valued the autonomy and control over their learning journey, which digital education platforms provided through self-paced courses and personalized learning paths.

##### **Challenges and Concerns:**

- a) **Lack of Personal Interaction:** Some learners voiced concerns about the absence of face-to-face interactions with instructors and peers, which they felt could limit collaborative learning experiences and social connections.
- b) **Technical Issues:** Connectivity problems, platform usability, and compatibility with devices were cited as obstacles that affected the overall learning experience for certain learners.
- c) **Credibility and Quality Assurance:** A portion of participants expressed reservations about the credibility and recognition of certifications obtained from digital education platforms, questioning their value in the job market.

##### **Learners' Satisfaction and Motivation:**

Learners who reported high levels of satisfaction with digital education platforms cited factors such as the ease of navigation, engaging course content, and timely feedback from instructors. Additionally, learners' intrinsic motivation to acquire new skills and advance their knowledge contributed to their positive perception of these platforms.

Comparison with Traditional Learning:

Participants identified key differentiators between digital education platforms and traditional learning environments. While digital platforms were praised for their flexibility and accessibility, traditional classrooms were perceived as fostering better interpersonal connections and immediate feedback from instructors.

### **V. Implications and Recommendations:**

Based on the research findings, several implications and recommendations emerge:

- a) **Technical Support and Infrastructure:** Educational institutions and platform providers should prioritize investing in robust technical support and infrastructure to mitigate technical challenges faced by learners.
- b) **Pedagogical Strategies:** Designing interactive and engaging learning experiences, incorporating group projects, and fostering peer interactions can enhance the social aspect of digital education platforms.
- c) **Quality Assurance and Accreditation:** Collaboration between digital education platforms and accredited institutions can enhance the credibility of certifications, ensuring they align with industry standards and are recognized in the job market.
- d) **Professional Development for Instructors:** Faculty members should receive training and support to effectively leverage digital tools and adapt pedagogies for online environments.

### **VI. Conclusion:**

This research article provides valuable insights into learners' perceptions towards digital education platforms, offering a comprehensive understanding of the advantages, challenges, and motivations of learners in the digital learning landscape. As digital education continues to evolve, incorporating these insights into the design and implementation of online learning experiences can lead to more effective and engaging platforms, fostering a positive and impactful educational journey for learners in the digital era.

### **References**

- [1]. Hameed, B. Z., Tanidir, Y., Naik, N., Teoh, J. Y. C., Shah, M., Wroclawski, M. L., ... & Somani, B. (2021). Will "Hybrid" Meetings Replace Face-To-Face Meetings Post COVID-19 Era? Perceptions And Views From The Urological Community. *Urology*, 156, 52-57.
- [2]. Singh, Y., & Atwal, H. (2020). Changing The DNA Of Higher Education Through Innovative Approaches. In *Enhancing Learning Design For Innovative Teaching In Higher Education* (Pp. 296-305). IGI Global.
- [3]. Potra, S., Pugna, A., Pop, M. D., Negrea, R., & Dungan, L. (2021). Facing COVID-19 Challenges: 1st-Year Students' Experience With The Romanian Hybrid Higher Educational System. *International Journal Of Environmental Research And Public Health*, 18(6), 3058.
- [4]. Potter, J. (2015). Applying A Hybrid Model: Can It Enhance Student Learning Outcomes?. *Journal Of Instructional Pedagogies*, 17.
- [5]. Faustmann, G., Kirchner, K., Lemke, C., & Monett, D. (2019). Which Factors Make Digital Learning Platforms Successful?. In *INTED2019 Proceedings* (Pp. 6777-6786). IATED.
- [6]. Feoktistov, A. V., Trofimenko, O. N., Ognev, S. P., Lyakhovets, M. V., & Koynov, R. S. (2020, November). Digital Educational Platform As A Personnel Management Tool. In *Journal Of Physics: Conference Series* (Vol. 1691, No. 1, P. 012067). IOP Publishing.
- [7]. <https://www.jirs.ac.in/blogs/introduction-to-digital-education-and-its-benefits-for-students>
- [8]. <https://byjus.com/free-ias-prep/digital-education-in-india/>
- [9]. <https://www.skoolbeep.com/blog/how-digital-learning-is-changing-the-face-of-education/>