IJAIR

IMPACT FACTOR

7.36

International Journal of Advance and Innovative Research

* ISSN : 2394-7780 *

International Journal of
Advance and Innovative Research

International Journal of Advance and Innovative Research

Volume 9, Issue 2 (VII): April - June 2022

CONTENTS

Research Papers

A STUDY OF GROWTH OF ONLINE EDUCATIONAL   TEACHING APP "BYJU'S" POST COVID

[1]Atul Laxman Yewale and [2]Dr. Varsha More (Guide)
[1]Student, TY.BMS/ Marketing
[2]Assistant Professor, BMS Department
[1,2]Satish Pradhan Dnyanasadhana College of Arts, Science & Commerce – Thane

ABSTRACT

Due to this Covid situation many students are in lockdown, they are in him attending online lectures. In this situation Byju's giving platform to students for online learning. Byju's e-learning App is one of the most used online learning mobile app in India. Byju's app brings new and innovative trends in education, specifically in online education. The application's main segment is to provide an electronic learning platform with numerous examples to improve students' concentration. It is focused only on learning the concept by various methods and through various animated videos. This paper is attempted to study of growth of BYJU'S after covid and Students behaviour on that.

Keywords: Online Education, Students response towards e-learning, teaching.

INTRODUCION

Learning styles have significantly changed over the years. Gone are those days when we memorized the concepts and put it down during exams. The current teaching-learning environment prefers personalized learning. The teacher is now a facilitator, a mentor and a guide. He/she is not just a content provider. The teacher constructs knowledge through interaction with the students. . The facilitators construct the knowledge through the active participation of learners. Learning is student-centred and the students are autonomous. Teachers promote critical thinking of the students. They guide their students to find solutions to a problem. The modern learning is highly technology oriented. Teachers make use of modern amenities like smart boards, projectors, audio visual aids, and online sites for teaching. Teaching and learning materials are available at the click of a button. The internet, which is the largest network, has become a major tool for teaching learning process. Multimedia resources, blogs, online forums, online libraries and various websites, provide information necessary for the user. Educational apps like vedantu, Unacademy, Byjus: The Learning App,etc. are designed keeping the learner in mind. Byjus for instance is one of the biggest educational apps in the world.

Once a startup Byjus now caters to almost 300 million students in India. The app uses 3-D animation, motion graphics and visual effect technique to provide an immersive learning. Started by Byju Raveendran from Kerala, Byju's is now the most valued Edtech Company in the world. This paper helps to understand their gowth after pandemic.

OBJECTIVE

1. In this paper, we analyse Byju's app's influence on students during the COVID-19 pandemic. 2. This paper also analyses how e-learning apps can focus on enhancing the experience of students.

REVIEW OF LITERATURE

Singh and Sangeeta [2015]

States that in the constructive learning process students do not sit idly remain as passive gainers of knowledge but are active constructors of "knowledge through experience, observation, documentation, analysis and reflection.

Shumaila Bhutto and Imran Umer Chhapra [2013]

In the paper, An Exploratory View," opines that teachers who are part of the constructive process "should receive appropriate training with awareness of overall progress and the quality and quantity of support and practical suggestions. The training the teachers undergo and qualitative and quantitative assessments they make increase the validity of Constructive methodology.

Sarrab, Laila and Hamza [2012]

M-learning access as a handy system that interact with the learner and teacher and facilitates teaching-learning process. Both teachers and students need a proper and handy system to interact with each other and facilitate the teaching-learning process. "M-learning systems are not to replace the traditional classrooms, but they can be used to complement the learning process in our schools and universities

Adnan Majeed [2015]

In the paper, "Survey Paper on Mobile Learning and Education," explicates that Mobile Learning transforms the entire educational scenario and it has lot of business and education applications. Students increasingly use smartphones, tablets, iPads, PDAs, online education apps to improve productivity in their studies.

Ansari [2017]

Studies show that students have adequate knowledge, awareness and know how of mobile technology and the Internet. Students highly agree that mobile learning apps are very important for their learning and research purposes. Modern educational scenario expects that learners and instructors should prepare themselves for the next generation of teaching and learning.

Renu Yadav (2016)

In "Role of Constructivism in Learning," opines that in the Constructive classroom, scaffolding helps the students to "develop the ability of reflection,"

Ann Marie Casanova (2018)

In her paper, "Case study - Cultivating a love of learning in K 12: BYJU's: How a Learning App is Promoting Deep Conceptual Understanding that is Improving Educational Outcomes in India (English)," elucidates that Byju's App "wants to revolutionize the way millions of students think and learn"

Nayak (2013)

Constructive techniques ensure that students learn difficult subjects with effectiveness and ease. Constructivism enhances the students to be critical learners**.**
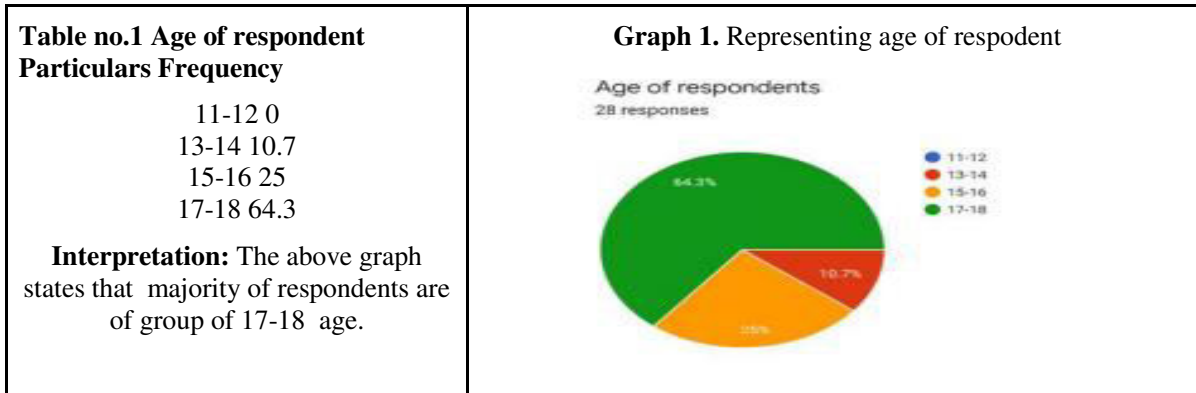
RESEARCH METHODOLOGY

Primary Data- A survey is conduct for students related to online education through Byju's app during COVID 19 pandemic.
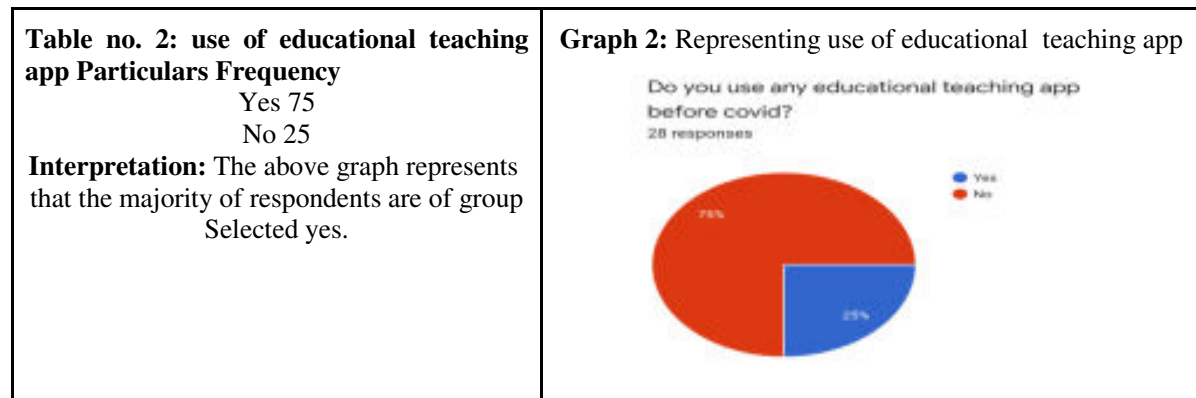
Secondly Data-In addition, analyze the information collected from the survey and from various scholarly articles.

DATA ANALYSIS AND INTERPRETATION

Q. 1 Age of respodent

Table no.1 Age of respondent **Particulars Frequency**	**Graph 1.** Representing age of respodent
11-12 0 13-14 10.7 15-16 25 17-18 64.3 **Interpretation:** The above graph states that majority of respondents are of group of 17-18 age.	

Q.2 Do you use any educational teaching app before covid?

Table no. 2: use of educational teaching app Particulars Frequency	**Graph 2:** Representing use of educational teaching app
Yes 75 No 25 **Interpretation:** The above graph represents that the majority of respondents are of group Selected yes.	

Q3. Which other app you prefer other than BYJU'S?

Table no. 3: App prefer other than BYJU'S	Graph 3: representing app you prefer than BYJU'S
Particulars Frequency Brainly 50 Unacademy 35.7 Vedantu 14.3 **Interpretation:** The above graph represents the majorly students prefer to brainly app other than byju's.	Do you use any other Educational teaching app other than BYJU'S? 28 responses ● Brainly ● Unacademy ● Vedantu

Q.4 Do you think BYJU'S enhance your academic performance?

Table no. 4: BYJU'S enhance your academic performance?	Graph 4: representing enhance of academic performance
Particulars Frequency Yes 32.1 No 32.1 Maybe 35.7 **Interpretation:** The above graph represents that most of students voted for maybe on byju's enhance their academic performance.	Do you think BYJU'S enhance your academic performance? 28 responses ● Yes ● No ● Maybe
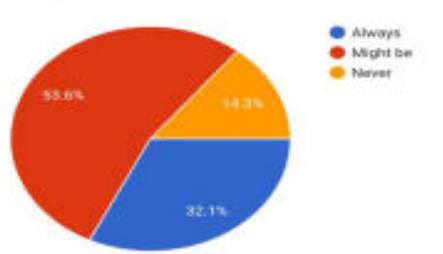
Q.5 From where you know about BYJU's?

Table no. 5: where you know about BYJU'S	Graph 5: Represents from where you know about
Particulars Frequency Tv 39.3 Social Media 35.7 Parent 10.7 Other 14.3 **Interpretation:** The above table shows that 39.3% of students know about BYJU'S from medium of television**.**	From where you know about BYJU'S? 28 responses ● Tv ● Social media ● Parent ● Other
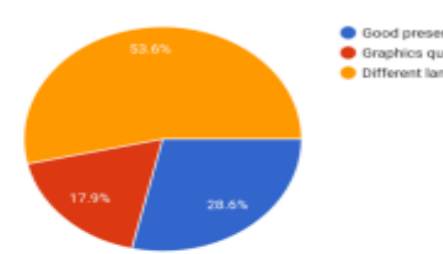
Q.6 Rate the content by understanding

Table no. 6: rate the content	Graph 6: Representing the content by understanding
Particulars Frequency Easy 25 Very easy 7.1 Average 57.1 Very hard 3.7 Hard 7.1 **Interpretation:** The above table shows that 57.1% student voted for average for rate of content	Rate the content by understanding 28 responses ● Easy ● Very easy ● Average ● Very hard ● Hard

Q.7 Will you recommended BYJU'S to others?

Table no. 7: recommended BYJU'S to others **Particulars frequency** Always 32.1 Might be 53.6 Never 14.3 **Interpretation:** The table represents that most of the students might be recommended app to others**.**	**Graph 7:** Representing recommended BYJU'S to others Will you recommended BYJU'S to others? 28 responses

Q. 8 is BYJU'S need some additional content?

Table no. 8: Need some additional content **Particulars Frequency** Good presentation 28.6 Graphics quality 17.9 Different Languages 53.6 **Interpretation:** The above table shows that majority students want additional different languages in the app.	**Graph 8:** Represents need some additional content Is BYJU'S need some additional content? 28 responses

Q. 9 Do you prefer e-learning?

Table no. 9: Do you prefer e-learning? **Particulars Frequency** Always 21.4 Sometimes 64.3 Never 14.3 **Interpretation:** The graph shows that 64.3% students prefer e-learning for sometimes.	**Graph 9:** Represent you prefer e learning Do you prefer e-learning 28 responses

FINDINGS AND CONCLUSION

1. Majority of students are in group of 17-18 years.

2. Majority of students are using e-learning app before from covid.

3. Other than BYJU'S 50% students prefer brainly app.

4. Majority students are selected maybe for e learning enhance their academic growth. 5. Majority of students get aware of BYJU'S from television media.

6. Students majorly responded average for rate of content of BYJU'S.

7. Majority of students might be recommended BYJU'S to others.

8. Most of students selected different languages for additional feature.

9. Majority of students prefer e-learning for sometimes.

SUGGESTIONS

• Develop Artificial Intelligence in Byju's app, also integrate augmented reality (AR) and virtual reality (VR) in online education.

• It is suggested to reduce the subscription cost of Byju's app. Then only ordinary people can use it

• Provide offers to loyal customers, and introduce scholarships to advanced students. • Make offline video available to the students, then they can use the app while there is no internet.

• Produce more original content lecture videos on regional languages

REFERENCE

• Singh, Dr. Sunita and Sangeeta Yaduvanshi. Constructivism in Science Classroom: Why and How. International Journal of Scientific and Research Publications, Vol. 5(3), PP. 1- 4., 2015.. pdf. (URL for Paper Publication).

• Bhutto, Shumaila and Imran Umer Chhapra. Educational Research on "Constructivism" - An Exploratory View. International Journal of Scientific and Research Publications, Vol. 3(12), PP. 1-7, 2013. pdf. (URL link of Paper Publication)

• Sarrab, Mohamed, Laila Elgamel, and Hamza Aldabbas. Mobile Learning (M-Learning) and Educational Environments. International Journal of Distributed and Parallel Systems (IJDPS), Vol. 3(4), PP. 31-37, 2012. 8219f50a4730f3f40c10d.pdf. (URL for Paper Publication).

• Majeed, Adnan. Survey Paper on Mobile Learning and Education. Scientific Research Journal (SCIRJ), Vol. 3(5), 39-43, 2015. Survey_Paper_on_Mobile_Learning_Education. (URL for Paper Publication).

• Ansari, Mohd Shoaib. An Investigation of Effectiveness of Mobile Learning Apps in Higher Education in India. International Journal of Information Studies 2017. An_Investigation_of_Effectiveness_of_Mobile_Learning_Apps_in_Higher_Education_in _India. (URL for Paper Publication).

• Yadav, Renu. Role of Constructivism in Learning. International Journal of Educational Studies, Vol. 3(3), PP. 93-97, 2016. Role_Of_Constructivism_In_Learning. • Casanova, Ann Marie. Case study - Cultivating a love of learning in K 12: BYJU's : how a learning app is promoting deep conceptual understanding that is improving educational outcomes in India.

• Nayak, DR. Rajendra Kumar. A Study on Effect of Constructivist Pedagogy on Students' Achievement in Mathematics at Elementary Level

LINKS

• https://www.researchgate.net/publication/319187545_

• http://www.ijsrp.org/research-paper-1213/ijsrp-p2406