Embracing the Change: SWOT Analysis of the Education Technology in Online Learning

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Abstract- **Progress of any society, is based on their reliance in education and development. India is one of the multi cultured and ethnicity country which firmly believes in this concept. The advent of new age technologies and innovations made most of the traditional education obsolete. The workforce of this generation must be multitalented and multifaceted. Embracing the education technology tools and MOOCs became the bridge to the new world. This paradigm shift is essential in lieu with the global education. The education id changed from tutor centric to learner centric (Pragati, 2016).**

Higher education is projected to increase from less than 100 million students in 2000 to over 250 million in 2025 globally (Lay Cheng Tan (UNESCO, 2011a)). This includes adult population who engage in updating their skillset. The exploitation and accessibility of internet and smart mobile usage considered to be the biggest factor which enables the people to learn online. The percentage of students graduating from school is interested to continue their education. The expected benefit of higher studies and the imminent perks associated with job also stimulate the workers to upgrade their skill and learn new technologies in their domain. In this paper we are going to discuss about the awareness among students in embracing the education technology (ICT).Higher education is undergoing a major revolution in terms of increased accessibility. With changing technology, information sharing and, knowledge management are applied to the higher education. Developing quality educational content and innovative instruction method is important.

Index terms- **ICT, education technology, MOOCs**

LITERATURE REVIEW

E-Learning became instrumental in digital era which creates student-cantered learning and educational practice, offering new more flexible learning methods (Shopova, 2012). Better outcomes can be achieved only through integrating education system and ICT (Industry Canada, 2001). With the limited capacity of existing classrooms at 3 academic institutions and the prohibitive cost of building new facilities, e-learning is an attractive alternative (Werbach, 2000). According to Love and Fry (2006), colleges, universities, and other institutions of higher learning are in a race to advance online course capability in a speedily enveloping cyber education market. Higher education sector must have to be kept on par with technological changes by providing ideal learning environment in order to respond to changing demand (Tham and Werner, 2005).Almost all courses delivered by universities have some online component, using web-based technology to either to facilitate delivery of course contents or towards assignments (Allen and Seaman, 2011).Ultimately, future employers will expect that students with a degree, no matter if completed online or in person, will have obtained the necessary skills and knowledge to perform the job requirements. Fully online degree programs are emerging at a fast rate due to the increased demand (Allen and Seaman, 2011).

ONLINE EDUCATION IN INDIA

India has become the hub of Information Technology (IT) and IT enabled services industry. Online learning holds particular relevance to India as the youth constitute its major population and there is no other way to take education in such a scale without the intervention of technology.

E-learning has the potential to overcome the inadequacy of qualified teachers in rural India (Yuen, 2010). Live online tutoring; live streaming videos and virtual classrooms are some of the online learning solutions for such problems. ELearning is looked upon as a best substitute for effective and organized classroom teaching. Computerized Assessment of learners' academic performance becomes easier to the instructor especially for the

courses where the enrolment is large. ELearning is increasing the percentage of literate population in the total population of India.

Category	USD (In Millions)
Online education Market	247
Primary and secondary	73
supplemental education Test	43
preparation Reskilling and online	93
certifications Higher education	33
Language and causal learning	5

[Source: KPMG in India' research and analysis 2017]

ONLINE TECHNOLOGY TRENDS IN INDIA

Content Delivery using IT/ICT
Institutions have started delivering contents using IT/ICT in higher education with the increased penetration of computers and internet.

Open Education Resources
Many institutions and universities around world provide free education resources to promote learning.

Gamification
Gamification in online learning is the use of game theory and game mechanics in nongame contexts to engage and motivate users to perform better.

Wearable technologies
Wearable technologies are gadgets and device whch can be worn by us, and connected to internet. We can control the outcome using that.

Tutor Marketplace
Online platforms enable students to meet tutors in relevant discipline in online and offline modes. This trend is gaining increased acceptance especially from tier 2 and tier 3 cities.

SWOT ANALYSIS

SWOT stands for strength, weakness, opportunities and threats. It is also known as SWOT. Strength represents positive aspects; weakness represents the negative aspects or the disadvantages, opportunities represents favourable condition prevails for its growth and threats as limitations or unfavourable conditions. In this study analysis e-learning in higher education with the help of SWOT analysis and suggest strategic solution for the implementation and growth of e-learning higher education in India.

E-Learning - Strengths
The major strength of E-learning is easy access in any place and time. User group of present millennium are of digital citizens, they obtain process and transfer information digitally and this suits for education system too. End-users can undergo learning or teaching process at their place in convenient time and also it does not have any restriction of time. (James,2002).E-learning in higher education is moulded with flexibility, Agility, Geographical liberation which in turn gives the self-sufficiency to the students pursuing Higher education through E-learning.

E-learning provides extensive customization of learning opportunities that suffice the need of students. learner (Clark & Mayer, 2008, 2011).Enhancing collaboration among the student group is one among the strength of e-learning. Even though they are scattered geographically, but still connected via Voice and video Conference, virtual classes, individual and group chat with tutors and with fellow students (FarajAllahi & ZarifSanayei, 2009).

E-Learning – Weakness
Though e-learning has lot of strengths, it also has few weaknesses in learning and teaching process of higher education. The major difference between the traditional and E-learning is absence of tutor, which causes deleterious effects on academic enhancement and personal development of the students. Lack of relationships and direct communication between the students and tutors and complete dependency on technology leads to isolation of learners or students (Ozuorcun and Tabak, 2012).

E-learning is incompatible for practical courses in Higher education. E-learning provides information and training related to practical session but the learner cannot test their performance or real-time experience rather than master in envisaging. There is no use of knowing things and transferring it in unsystematic manner.

Information that are available in e-learning may be erroneous at times and may not be confirmed scientifically which leads to misperception and learning as challenging one (Hodavand, 2008). The technological service provided by e-learning is irreconcilable with psychological factor persist in the learning process.

E-Learning - Opportunities

Lot of opportunities are created on successful combination of education and the technology. Student provided with internet facility has access to lot of training materials, journals, digital library, virtual training and conferences, etc. E-learning or online education not only save time but also provide opportunity for work-life balance. It provides opportunity to pursue higher studies in spite of commitment which includes family, employment, etc.

Universities has only limited number seats, it cannot offer higher education to all graduates, in the other hand there are many students who cannot attend direct classes due to various reasons. Higher education through online learning or e-learning bridges the gap. (Hodavand, 2008)

Limitations of E-learning

E-learning helps in the simplification of learning process and boost up the speed of growth of higher education (Faraj Allahi & Zarif Sanayei, 2009), but it has many restrictions and limitations while implementing it. To pursue higher education through e-learning, availability of computers and access to internet is mandatory, but availability of computers and access to internet connection to everybody is bit impossible due to economic and geographic distribution in developing countries. E- learning available in regional languages but still most of the courses are offered in English. Students might be proficient in their regional language and not in English has one of limitation of E-learning (Asmal, 2003).

Infrastructure is another important factor that impact the usage of e-learning in higher education The velocity of bandwidth available in our country is not sufficient for the implementation of e-learning n higher education (Sharif, 2014).

E-learning method of training is not suitable for all of courses. Professional and practical courses like

Medical, aeronautical, agriculture is impossible to be taught through online.

CONCLUSION

Strengths:	Weakness:
•Independence of access to time and place •Impartiality •Enhancing the individual and group participation. •Exposure to Global standard of education	•Absence of teacher: • Access to unsupportive information: •Students' assessment and feedback is limited: •Being unsuitable for practical courses in agricultural education:
Opportunities:	Threats:
•Enrollment of more number of students in Higher education •Graduation without disturbing the Work- life Balance •Time saving and cost efficient for learners. •Education to all category of pupil.	•Threat to Uniqueness and consistency High implantation and maintenance cost: Lack of technology and Infrastructure Security and authorization issues. •Lack of computer knowledge

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