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RESEARCH ARTICLE

A STUDY OF POPULAR ONLINE EDUCATIONAL PORTALS (WEB APPS) IN INDIA

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Abstract

This research paper investigates the landscape of popular online educational portals in India, examining their features, user engagement, and impact on learning outcomes. As the demand for digital education surges, especially post-pandemic, platforms like BYJU'S and Unacademy have emerged as significant players. The study employs a study of secondary data from the selected portals. Key metrics analysed include user accessibility, content variety, pedagogical effectiveness, and user satisfaction. Findings reveal a diverse range of educational resources tailored to different learning needs, highlighting the effectiveness of interactive tools and personalized learning paths.

A Modern-Day Approach: The NEP 2020 has a special focus on online education. Universities and institutions like NITs and IGNOU will be conducting pilot research studies to maximize the benefits of digital learning in India. Online tools and platforms like DIKSHA and SWAYAM (Study Webs of Active Learning for Young Aspiring Minds) will be upgraded with new insight into training content, in-class resources, assessment aids, profiles, etc. that will allow seamless interaction. It also focuses on the creation of public digital and interoperable infrastructure that can be utilised by multiple platforms. NEP 2020 emphasizes the creation of virtual labs wherein students can practice their theoretical knowledge and make course content available in different languages. The newly renamed Ministry of Education proposes to set up a dedicated unit for the promotion of digital learning. The dedicated unit will comprise experts from the field of education, educational technology, administration, and e-governance who will focus on the online learning needs of both the school and higher education. More emphasis will be given to online assessment and examinations. The present age is driven by digital technology and the whole globe comes under the influence of the Internet and the World Wide Web. The internet equipped both the education seeker as well as the education provider and laid them together under the virtual roof. Due to this, the concept of virtual classrooms is already popularized across the globe. Therefore, in the modern era, the role of online technology in providing education is vital and with its flexible nature online educational technology has gained popularity. The online education is now more accessible to the less privileged groups in comparison to the centralized classroom education system.

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Introduction:-

The Portals are the sites that act as an entrance to other sites on the internet; they bring information from various sources in a coherent, united and logical way. Users obtain information on education, news, weather or stock by beginning their sessions on portals. Portals are some of the most visited sites on the internet. They also provide standard-based means to aggregate information for campus developers and information providers to offer applications and information to end users via an array of platforms including mobile. To know more about the users for improving software design, service offerings, etc., portals generate repeated use of their services. It is a common goal for portals to develop a loyal user base that visits the site frequently and spends sufficient time per visit. Portals may be of many types, depending on the subject area, industry, market or trend. Here the focus is on one of the most significant portals in the perspective of education and that is the e-learning portal.

Portal is a term, commonly synonymous with gateway, for a global Web station that is or proposes to be a main beginning station for users when they get associated with the Web or that users tend to visit as an anchor station. There exist general portals and specialized or role portals.

Need of the Study

As India marches rapidly toward an ambitious agenda of economic growth and social advancement, one major challenge it faces is to provide widespread access to high-quality higher education opportunities. Dr Leigh-Anne-Perryman (2013) noted that the dynamic between India's education system and open learning is complex, influenced by centuries of social divides and a digital divide that is widespread across India, like many Commonwealth countries.

There were various studies have been conducted on E-learning and, the application of ICT and CAI, but only a few studies conducted related to the Educational Portal and other areas of the field of Education. Researchers have found a gap in the field of Popular Online Educational Portal, there were few studies on Popular Online Educational Portal in India. So, Researchers have selected this Topic to fill the gap in the studies.

Research Questions

1. What are the characteristics of Online Educational Portals (Websites & Applications)?
2. What is the Analysis of the Learning Process of Online Educational Portals (Websites & Applications)?
3. Which types of Content are being used by Online Educational Portals (Websites & Applications)?

Operational Definitions of Important Key Terms:**Portals:**

Portal is a term, generally synonymous with gateway, for a Worldwide Web site that is or proposes to be a major starting site for users when they get connected to the Web or that users tend to visit as an anchor site. Neil Butcher (2002)

Educational Portals:

Education portals, as knowledge portals, refer to portals that provide educational services to their users. Such portals consist of three main components: a community of practice, a body of knowledge, and services to maintain the body of knowledge. I.T. Hawryszkiewicz (2002)

The education portal is a one-stopshop and brings effortlessness to the table. From information about the syllabus to exam dates to admission, all the major information can be accessed through the portal.

Online Educational Portals

Online Educational Portals are innovative concepts coming through the access of the internet (Dangawal& Mishra, 2020). The education portal is a uniquely planned site that provides a large group of educational information, administrations, and content. The term portal was generally used to depict a port or area of numerous stacking and offloading exercises. It is currently utilized most broadly to portray a multi-work website that incorporates public and private, information recovery and entries devices, customized content, and regular connections or associations with instruction-related frameworks or administrations.

1. To study the characteristics of Online Educational Portals (Websites & Applications) based on the following Indicators:

(i) Authority (ii) Educational objectives (iii) Mode of accessibility (iv) User community (v) Presentation and navigability of information

2. To study the Learning Process and Method of Online Educational Portals (Websites & Applications) based on the following indicators:

(i) Learning process (ii) Support (iii) Objectivist learning (iv) Constructivist learning (v) Language level (vi) Interaction and feedback process

3. To analyse the content of different Online Educational Portals (Websites & Applications) based on the following indicators:

(i) Online Course Catalogs / Classification (ii) Online Education Courses (iii) Electronic library or online learning resources repositories (iv) News Services (v) Content Rating (vi) Content Association Features (vii) Content Alert Services (viii) Search facilities (ix) Building and Exploiting (x) Information Bases

(ii) Content management (i) Resources / Content Pool (ii) Taxonomy (iii) Content Upload (iv) Malicious Content Detection (vi) Rights Management

Methodology:-

Method:-

As per the need of the study the Qualitative Content Analysis and Mixed method have been used in the present study.

Population-

In the present study Online Educational Portals (Websites & Applications) in India consist of the population in India.

Sample and Sampling Technique

The sample of the study consisted of 200 Online Educational Portals (Websites & Applications) which were drawn from 28 Educational Portals selected for the sample of the study. For selecting the sample Purposive sampling was used in the present study.

Data Collection

The term "data" is used to refer to numerical and textual information that has been gathered. Data collection often occurs after an experiment or observation has been completed. Both primary and secondary data can be used to inform planning and estimation. Quantitative and qualitative methods of data collection exist. Secondary Data Collection To conduct studies, researchers often use what's known as "secondary data," or information that has already been acquired. Secondary research is studies that have already been conducted and published elsewhere. Information that has been gathered from the original sources and made available for Data Collection Primary Information in academia, "secondary data" refers to information that has already been gathered. This is information that was obtained in the past but is still helpful. It's conceivable that data obtained for one study was made available for use in a different study by the same researcher. The information for this study was gathered secondarily.

Statistical Tool

A sample of the target population would be used to acquire the area's replies of the representative. Statistical Technique is the approach the researcher uses to choose this sample. To do true statistical analysis, one must learn to use professional commercial statistical tools such as MS Excel.

Sample and Sampling Techniques

Top 200 Online Educational Portals (Websites & Applications) Consist for the study of the features, and out of these 200, the researcher selected (25-30) Online educational portals in various categories purposefully. Top 200 Online Educational Portals (Websites & Applications)

Findings of The Study

The findings of the study have been given objective-wise as follows:

Findings related to Objective: 1

Objective 1 To study the characteristics of Online Educational Portals (Websites & Applications)

Objective 1.1 To Study the characteristics of Online Education Portals (Websites & Applications) based on Authority

Portals:**Online Educational Portals:****Authority:**

The twenty-eight scales are assessed based on are:

1. BYJU'S 2. Vedantu 3. Classplus 4. Meritnation 5. Flipclass 6. Practically 7. Upgrad 8. Unacademy 9. Askcareers 10. AptusLearn 11. GetMyUniversity 12. Inurture 13. Textbook 14. Adda247 15. Entri 16. Gradup 17. Edx.org 18. HeneryHarvin 19. Whaitehatjr 20. MasaiSchool 21. SkillSanta 22. Imarticus learning 23. Diksha 24. Eacharya 25. Swayam 26. E-PG Pathshala 27. NPTEL 28. Gradup

Finding 1.1

In the present study analysis of Objective 1.1 Authority of online education portals are Concluded as Private Sector Education Portal or Public Sector Education Portal -

Private Sector Educational Portals –

These Portals are Private Sector Educational Technology Companies for their profit objectives. In this study there are 23 Education Portals out of total 28 Education Portal Under this Study. They Are enlisted as- 1. BYJU'S 2. Vedantu 3. Classplus 4. Meritnation 5. Flipclass 6. Practically 7. Upgrad 8. Unacademy 9. Askcareers 10. AptusLearn 11. GetMyUniversity 12. Inurture 13. Textbook 14. Adda247 15. Entri 16. Gradup 17. Edx.org 18. HeneryHarvin 19. Whaitehatjr 20. MasaiSchool 21. SkillSanta 22. Imarticus learning 23. Dlpindia

Public Sector Education Portals –

These Portals are Public Sector Educational Technology Portals that are Governed and operated by Public Sec. In this study there are 05 Public Sector Education Portals out of a total 28 Education Portal in this Study. They Are enlisted as 1. Diksha 2. E Acharya 3. Swayam. 4. E- PG Pathshala. 5. NPTEL

Objective 1.2 To Study the characteristics of Online Education Portals (Websites & Applications) based on Educational Objectives

Findings 1.2

In the Present Study the characteristics of Online Education Portals based on Educational Objectives, the Researcher has analysed it according to their specification of courses such as Primary Education, Secondary Education, Higher Education, Admissions Oriented Competition Classes, Jobs Oriented Competition Classes, Skill Education & Career Guidance Portal.

Portals for Primary Education –

BYJU's, Vedantu, Classplus, Meritnation, Flipclass, Unacademy, Diksha, E Acharya, Swayam, E PG Pathshala, NPTEL

Portals For Secondary Education –

BYJU's, Vedantu, Classplus, Meritnation, Flipclass, Practically, Unacademy, Diksha, E Acharya, Swayam.

Portals for Higher Education –

BYJU's, Upgrad, Meritnation, unacademy, Inurture, Edx.org, HeneryHarwin, E Acharya, Swayam, E PG Pathshala, NPTEL

Portals for Admissions Oriented Competition Classes –

BYJU's, Vedantu, Classplus, Meritnation, Unacademy, Adda247, Gradup

Portals for Job Oriented Classes –

BYJU's, Meritnation, Unacademy, Textbook, Adda247, Entri, Gradup

Portals for Skill Education –

Aptuslearn, Inurture, Textbook, Entri, Henery Harvin, Edx.org, Whitehatjr, Masaischool, Skillsanta, Imarticus Learning, Dlpindia, NPTEL

Portals For Career Guidance –

Askcareers, Getmyuniversity

Objective 1.3 To Study the characteristics of Online Educational Portals (Websites & Applications) based on Mode of accessibility.

Paid Online Educational Portals –

In the Present Study Researcher found that These Portals are Paid Sector Educational Technology Companies for their profit objectives. In this study, there are 23 Education Portals out of a total 28 Education Portal Under this Study. They Are enlisted as- 1. BYJU'S 2. Vedantu 3. Classplus 4. Meritnation 5. Flipclass 6. Practically 7. Upgrad 8. Unacademy 9. Askcareers 10. AptusLearn 11. GetMyUniversity 12. Inurture 13. Textbook 14. Adda247 15. Entri 16. Gradup 17. Edx.org 18. HeneryHarvin 19. Whitehatjr 20. MasaiSchool 21. SkillSanta 22. Imarticus learning 23. Dlpindia

Unpaid Educational Portals –

In the Present Study Researcher found that These Portals are Public Sector Educational Technology Portals That are Governed and operated by Public Sectors. In this study, there are 05 Public Sector Educational Portals out of a total 28 Educational Portals in this study.

They are enlisted as 1. Diksha 2. E Acharya 3. Swayam. 4. E- PG Pathshala. 5. NPTEL

Objective 1.4 To Study the characteristics of Online Educational Portals (Websites & Applications) based on user community

Finding –

In the Present Study Researcher found that out of 28 Online Educational Portals, there are only four that facilitate Teachers & Students - Classplus, Flipclass, Unacademy, Diksha. Rest 24 portals are specific to Students for their Educational needs.

Objective 1.5 To Study the characteristics of Online Educational Portals (Websites & Applications) based on presentation

Finding –

These Online Educational Portals Are Followings: BYJU's, Meritnation, Unacademy, Textbook, Whitehatjr, Masaischool, Skillsanta, Imarticus learning, Diksha &swayam are the 10 portals that consist all the four-type content (Audio- Video, text and Animation). The Researcher has found that of these 28 portals, 3 portals use only text Data (AskCareers, Getmyuniversity, E Acharya). Other 15 Left Educational portals were used for Audio visual Data. These Educational Portals are used for different educational purposes.

Objective 1.6 To Study the characteristics of Online Educational Portals (Websites & Applications) based on the Navigability of information

Finding –

In the Present Study Researcher found that All the Above-Mentioned Online Educational Portals (28) in this Study have a Navigability Facility (Home, About Us & Contact Us) These Studies have been useful for School teachers, Professors, Academician, Policy makers & Researchers

Objective 2. To study the educational effectiveness of Online Educational Portals (Websites & Applications)

Objective 2.1 In the present study To Study the Educational Effectiveness of Online Educational Portals (Websites & Applications) based on Learning Process.

Finding –

Learning Process- Synchronous & Asynchronous- In the Present study researcher has found a Learning process through Synchronous & Asynchronous, Support Systems including audio-video, text & animation, Language level-Direct, Bilingual & Multilingual Portals are found.

Objective 2.3 & 2.4 In the present study To Study the Educational Effectiveness of Online Educational Portals (Websites & Applications) based on learning Methods (Objectivists and Constructivist learning)

Finding –

In the Present Study Researcher found that, out of 28 Online Educational Portal in Research 18 Portals were found Objectivist, 4 Portals were Constructivist, and 6 Portals used both approaches.

Objective 3 (I to x) To analyse the content of different Online Educational Portals (Websites & Applications)

Findings –

In the present study, The Researcher has found the Results through the Site Analyser tool that are given –

EducationPortal	Content	Design	Performance	Accessibility	SEO	PageAnalysis Score
BYJU'S	66.2	78.3	39	66.4	72.6	73.2
Vedantu	58.5	64.9	73.2	76	72.6	76.3
Classplus	10.2	72.2	73.2	72.5	51.8	60.5
Meriitnation	51.9	71	73.2	51.5	59.5	66.7
Flipclass	6.4	71	61	52.9	41.5	48.8
Practically	50.4	44.9	40.2	50.4	40.9	47.5
Upgrad	51.5	71	40.2	86.7	72.6	75.4
Unacademy	40	78.3	59.8	86.8	86.7	79.1
Askcareers	56.9	55.7	47.6	92.2	75.5	78.3
AptusLearn	73.1	55.7	73.2	75.7	95.1	81.1
GetMyUniversity	63.7	55.7	70.5	84.5	61.9	72.9
Inurture	63.6	63.8	70.5	79.8	63.5	74.1
Textbook	67.2	58.9	52.4	79.8	87.7	76.9
Adda247	47.1	62	52.4	75	74.9	72.8
Entri	60.5	63.8	73.2	86.8	86.8	78.8
Gradup	65.8	58.9	39	66.4	95.1	71.1
Edx.org	63.5	72.1	39	79.8	80	75.1
HeneryHaryin	24.4	50.3	52.4	79.8	66.9	62
Whaitebatir	54.7	78.3	61	64	73	78.1
MasaiSchool	21	78.3	59.8	86.8	67.2	70.4
SkillSanta	60.7	68.5	73.2	63.3	53.6	56.1
Imarticuslearning	75.8	72.1	73.2	69	85.3	78.9
Dlpindia	80.4	56.5	73.2	58	37.4	56.4
Dikhsa	39.2	78.3	73.2	100	65.5	74.3
Eacharya	64	74.6	73.2	45.5	65.3	67.5
Swayam	49.5	67.4	61	58	39.1	52.7
EpgPathshala	30.9	71	74.4	47.6	37.4	51.5
NPTE1	9.5	75.7	86.6	75.5	34.3	52.6

Conclusion of the study:-

As per the findings of the Research in conclusion has been drawn based on the results as follows:

1. The present study denotes that Online Educational Portals are very important in Online learning and teaching. Educational Portals play a significant role in the development of Online learning, Online teaching, participation and Presentation for Academic enhancement.
2. The Educational Portals are important Tools and Instruments for Online learning, teaching and interaction for Students, Teachers, Professors, Educational Administrators and Educational Leaders.
3. It develops links between the learners and Academicians for Academic achievement and the development of knowledge about Online Educational Portals.

Educational Implications:

1. The present study should be very useful to the Students of Secondary Schools.
2. The Present study should be very useful to School teachers and Educational Administrators.
3. The Educational Portals and Websites and its Applications should be beneficial to Academicians and Educational Leaders.
4. This Study should help Educational Administrators and Policy Makers in framing of Management of further Educational Portals.
5. The Present study should be very useful to Academicians and Educational Leaders for applications of Portals and Websites.

Suggestions for further research:-

1. The Researchers can use different types of data collection tools for further studies to find new results for different dimensions from the same research.
2. Researchers can use different areas of education of Online Educational Portals for different studies.
3. The Researchers can frame many research areas based on the present study.
4. The Researchers can explore and investigate the field of portals based on Online Educational Portals.
5. The Researchers can conduct various research studies online and in other related fields of Online Educational Portals.

Limitations of the Study:

1. There were Mixed data, Qualitative and Inductive methods used in the present study.
2. The present study was limited to secondary data only.
3. The incompatible data was used to justify the objectives of this study.
4. The present study was limited to online educational portals only.
5. The present study has been confined to only a few factors like higher, secondary, primary, and distance and government Educational Portals.

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