



2017-18
Journal
Impact
Factor:
4.5

*Pioneer in Research
Publishing*

Volume: 6 & Issue: 22 (April – June 2019) PP: 45-48 Date: 30-04-2019

DISRUPTIONS WITH RESPECT TO DIGITAL LEARNING - IMPACT ON STUDENT PERSONAL AND EDUCATIONAL LIFE IN J P NAGAR

By: B. Rammya

Associate Prof, VET First Grade College, J P Nagar, 2nd Phase, Bangalore-560078

Email: rammyakarthish@gmail.com

Abstract:

Digital disruption in learning has become an accelerating trend in the recent times. Digital disruption is the change that occurs when new digital technologies and business models affect the value proposition of existing goods and services. These have both positive and negative impact on the student life. The positive impact includes students become aware of the latest technology which helps them to climb greater heights, increases access of knowledge and information for students and makes the whole world fall into their small pockets. The negative impacts include students getting addicted to the new technology, loss of social and personal touch and other health related problems. The objectives of the study are to analyse the impact of digital disruptions on the personal and professional life of the students, to identify the benefits of digital disruption among students and to analyse the awareness level of students regarding the recent digital disruptions. The researcher identified the need for the study due to the latest digitisation that's happening at an alarming rate now across the world. For this purpose the researcher proposes to collect information from 100 students using a structured questionnaire containing twenty questions. The research is descriptive and the researcher proposes to use random sampling to collect the data and analyse it through various tools like graphs charts etc. Digital Disruption in education has had a positive impact on the students personal and professional lives.

Key words: Digital Disruption, students, e-learning, ICT, impact

Introduction:

Digital disruption is the change that occurs when new digital technologies and business models affect the value proposition of existing goods and services. Digital disruption is a rather broad way to describe various changes that affect technology markets and other related markets. Definitions differ a bit – for instance, TechTarget defines digital disruption as "the change that occurs when new digital technologies and business models affect the value

proposition of existing goods and services" and specifically distinguishes those phenomena from other changes involving any competition among digital technologies, while Gartner describes digital disruption as "an effect that changes the fundamental expectations and behaviors in a culture, market, industry or process that is caused by, or expressed through, digital capabilities, channels or assets."

Digital disruption is a transformation that is caused by emerging digital technologies and business models. These innovative new technologies and models can impact the value of existing products and services offered in the industry. This is why the term 'disruption' is used, as the emergence of these new digital products/services/businesses disrupts the current market and causes the need for re-evaluation.

Eg .Kodak were one of the first to introduce cameras to the mainstream market. They monopolised the markets for the majority of the 20th century, but unfortunately failed to keep up with the changing identities of their customers and the changing needs and expectations that came along with them.

Digital cameras made the move from being a just piece of photographic equipment to being a much more life-friendly, fun gadget. And where as Kodak originally had their target consumer pegged as female, the male digital camera market opened up thanks to the 'gadget' culture. Some clever marketing from other digital technology brands led to changes in consumer perceptions and created a new 'need' for photographic gadgets.

This allowed brands such as Sony and Canon to swoop in and steal the hearts of the consumers with their new technologies and approaches, while Kodak stuck to their guns and fought the change for as long as they could. Despite rapidly losing market share, they refused to succumb to the inevitable force of digital disruption and in 2012 they eventually declared bankruptcy.

The digital disruption in the field of education include the fact that classrooms, lectures and textbooks are paving way for online learning, video lectures and e-books. This may be rewarding to the students or may prove negative with respect to the students. Distance learning is the new buzz word.

The researcher has taken the digital learning aspect in this study to find out whether the digital learning has had an impact on their personal and professional lives.

Positive impact

The following are the positive impact of Digital disruption with respect to digital learning to the students

- Expanded learning opportunities
- Better engagement of students
- Personalized attention
- Competency based learning
- Immediate and quick assessment
- Access to better quality learning
- Availability of updated content
- Makes students self motivated and more accountable
- Increases employability

Limitations:

Every coin has two sides and following are the problems associated with digital learning among the students.

- Problems of self discipline
- No personal touch
- Connectivity issues
- May not suitable for rural and illiterate population
- Requirement of skilled personnel to handle

Review of Literature

Mitchell Weisberg, June 2011, This research was undertaken at the Sawyer Business School of Suffolk University in Boston, Massachusetts. Student attitudes and behavior toward their use of digital textbooks (eTextbooks) in higher education was examined in an ongoing longitudinal study over two years at Sawyer Business School, Suffolk University. Students in the class were divided into six teams. Five of the teams were assigned an eTextbook device and the sixth team was given a paper textbook for use through the semester. The digital technologies examined were: Amazon Kindle, Sony eReader Touch, Apple iPad, enTourageDGe, and CourseSmart. Student attitudes and behaviors were examined pre and post class by survey each semester, and during the semesters through quizzes, journals and classroom discussion. Differential learning was measured between the six teams. Student attitudes and behaviors are becoming more receptive to an accepting of using digital textbooks each year. There was no significant difference in learning between the eTextbook devices teams or between them and the paper textbook team.

Crittenden, W. F et al (2019) It is imperative that college students gain exposure to such cutting-edge technologies and ingrain the conceptual, inquiry, critical thinking, creativity, and integrative learning skills needed to add value in a world where machines will work alongside human professionals. They suggest that by embracing rather than banning technology, faculty enfranchise students through increased sensory experiences and enhanced digital activities, which will lead to greater learning. They contend that vested stakeholders—institutions of higher education, professional associations, publishing companies and technology companies—need to support and strengthen faculty efforts in embracing technology to continuously enhance learning.

Robson, K. (2019) Gamification is increasingly being implemented in higher education to engage students. This article presents a gamified pedagogical exercise intended to motivate students to consider how their in-person and digital behaviors affect their personal brands. Students receive and lose points for various behaviors.

reflect on whether these behaviors support or conflict with their desired brand image. Points can be redeemed for assignment extensions or resubmissions, and can lead to exam exemptions. Challenges and limitations of the exercise, as well as recommendations for marketing educators, are discussed.

Need for the study:

There are lots of technological innovations that are happening in today's world. The mantra in today's world is "innovate or perish". Hence digital innovations are need of the hour but these innovations should not become disruptions in the lives of youngsters both personally and professionally. Hence the researcher felt the need to analyse the impact of digital disruptions in education in the students personal and professional lives.

Objectives of the study:

The objectives of the study are

- To analyse the impact of digital disruptions on the personal and professional life of the students with respect to digital learning.
- To identify the benefits of digital disruption among students.
- To analyse the awareness level of students regarding the recent digital disruptions in education.

Research methodology:

This study is a descriptive study involving both primary and secondary data. The researcher has collected primary data by administering questionnaire to 100 students both at the graduation and post-graduation level in J P Nagar. The secondary data has been collected from websites and journals.

Sampling technique – Simple random sampling

Sampling tool – Structured Questionnaire

Sampling size – 100 students of under-graduation and post-graduation.

Analysis and Findings:

1. 82% of the respondents are aware of the term digital disruption in education.
2. Close to 54% believe that use of ICT in classrooms is the most acceptable meaning of the term digital disruption in education. Also 25% opine that it's a combination of ICT, classes through videos, online access to materials and online availability of the classes. This shows that students are taking the digital learning as the prime important source in their life
3. Among the e-resources students are aware of, Google and Nlist tops the list with 88% and students have poor awareness about Sodhganga and Sodhsindhu. Much of the information from these resources are basically collected for understanding the concepts.
4. 97% of the students opine that digital capabilities are required for the students growth and development which shows that the students are living in the technological era
5. Though they feel that digital capabilities are basic requirement, 91% of them are using the traditional resources and not the digital resources and this is mainly due to the financial constraints on them.
6. The preferred mode of digital learning among students include a combination of using PPTs, E-books, videos and PDF notes
7. Nearly 60% of the students would wish to use digital learning in their educational career
8. Almost 88% of the students are aware of the online courses and materials available but only 24% of the students have registered for such online courses.
9. Nearly 47% of the students have accessed the e-books and almost everyone i.e 97% of them feel that e-learning resources are highly useful.
10. 12% of the respondents feel that digital learning gives them rich source of learning, 6% chose quick access as the major advantage, 21% believed that it improved their knowledge, 18% felt that their competitiveness in the market increased due to digital learning and remaining 43% felt

that they could get all the above benefits in a bouquet.

11. Regarding the impact of the digital disruption on their personal front, 3% felt it led to attitude change, 3% felt that it boosted their confidence, 9% felt that their creativity improved, 21% felt that it made them to think critically and 64% experienced all the above benefits.
12. 56% of the respondents felt that digital disruption in education had a positive impact on their life -both professional and personal.
13. Still 6% prefer traditional learning due to its face to face contact and touch, 6% prefer only digital learning going with the technological era we are in and a whopping 88% prefer a combination of both traditional and digital learning in education.

Limitations of the study:

The limitations of the study are as under

- The study is limited only to the field of education
- The researcher has not included the implication of digital disruption in other fields
- The sample size is 100 and hence the results may be different if large sample size is taken.

Conclusion:

It can be concluded that digital disruption in learning has had a fruitful result on students' life both at the professional level and at the personal level. These disruptions have acted in favour of the students. Digital Disruptions with respect to digital learning is very important in education sector to remain competitive and to have an edge over other students. Students' digital experience needs to be not only integral to learning but also contemporary in terms of technology. There is a challenge to integrate and choose the 'right level' of digital into education; it is difficult to choose tools and fully understand what technology concepts will work and succeed. Also students excessive use of digital learning would take them totally away from the traditional method and even though we are in technological era, students prefer both traditional as well as digital method of teaching and learning.

Bibliography

- Mitchell Weisberg, June 2011, Student Attitudes and Behaviors Towards Digital textbooks, *Publishing Research Quarterly*, June 2011, Volume 27, Issue 2, pp 188-196
- Crittenden, W. F., Biel, I. K., & Lovely, W. A. (2019). Embracing Digitalization: Student Learning and New Technologies. *Journal of Marketing Education*, 41(1), 5-14.
- Robson, K. (2019). Motivating Professional Student Behavior Through a Gamified Personal Branding Assignment. *Journal of Marketing Education*.
<https://doi.org/10.1177/0273475318823847>
- <https://www.flame.edu.in/in-the-media/digital-disruption-in-the-education-sector> accessed on 05/03/2019
- <https://medium.com/navitas-ventures/digital-transformation-in-higher-education-17688f19fd59> accessed on 05/03/2019
- <https://news.microsoft.com/apac/2018/09/26/digital-transformation-of-higher-education-institutions-in-asia-will-lead-to-significant-improvement-in-student-engagement-levels/> accessed on 05/03/2019
- <http://www.panworldeducation.com/2017/03/23/benefits-of-digital-learning-over-traditional-education-methods/> accessed on 22/3/2019
- <https://www.activia.co.uk/blog/8-disadvantages-of-e-learning> accessed on 22/3/2019
- www.gettingsmart.com/2015/11/the-shift-to-digital-learning-10-benefits/ accessed on 22/3/19
- <https://observer.com/2018/02/a-year-of-disruption-7-education-trends-for-2018/> accessed on 29/3/2019