The Examination of User Habits through the Google Analytic Data of Academic Education Platforms

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ABSTRACT

A web-based Learning Management System (LMS) can have hundreds, or even thousands users, student, teacher, manager and normal user. The increase in the Web traffic of the LMS brings with it the problem of hardware and infrastructure capable to host this traffic, and therefore solutions suitable to developing technology are required. Due to this reason, it is very important for LMS developers and instructors to use web mining tools and/or using services such as Google Analytics ensuring the analysis and evaluation of user behaviors. In this study, the authors aim to analyse the Google Analytics data pertaining to 2011 year of the Enocta Akademik Eteacher, managu LMS (EAEP l user. The increase in the Web traffic of the LMS brings with it the problem of hardware and infrastructure capable to hostof LMS user data may be used while carrying out a detailed analysis of LMS and in the efforts to develop and improve LMS. The increase of student satisfaction and learning success may be ensured through making changes on LMS according to student behaviors.

Keywords: Analysis of LMS Usage, Distance Education, Learning Analytics, Learning Management System (LMS), Web Mining

1. INTRODUCTION

Societies have firstly experienced the agriculture and industry process in the name of different social needs and being able to compensate them, nowadays started to live a new process called information society with the increasing value. The effort of gaining accurate information quickly has provided to come out different technologies in this process. Undoubtedly, it can be stated that internet technologies have taken place as the first when considering the other developing technologies used widely to access the quickest information.

Internet technologies have put a new view to the individual's lifestyles by having quite active role in their life especially provided innovations which would economize the time. Just as, different applications such as health, municipality and commerce have been put into service in the field of health, community commerce, communication, education and the others. It is probably stated that the classical configuration has a big and quite important transition with the developments of internet technologies in education among these fields.

In the last circumstance approached, learning has started to become widespread in every field of life in the name of life – long learning not only limited in the school. Life – long learning is known as learning activities being fulfilled in the whole life in term of improving skill individually or socially even if it has a formal feature or not (Ersoy, 2009). The importance of process of unlimited location and time learning has increased gradually. On the other hand, effects of widespread adoption of digital culture in social life are observed on education system and integration of new technologies on education is needed (Oprea, 2014). Besides of classical education perception, with the support of information and communication technologies (for example internet technologies), different education concepts and new educational perspectives have occurred such as e-learning, distance education, web based education and many institutions provide these concepts to their students (Sun, Tsai, Finger, Chen, & Yeh, 2008; Phipps & Merisotis, 1999). Although these concepts are widely used as interchangeable terms, there are some differences (Tsai & Machado, 2002). For example the design of learning environments of these concepts can depend on target group, learning objective, access type (physical, virtual and/or both) and kind of content (Moore, Dickson-Deane, & Galyen, 2011).

Nowadays, with these new education concepts and developing technology, modern education system depends on technology, for this reason teaching learning process has to be redefined. At this point, Learning Management System (LMS) have become increasingly attractive (Cavus & Alhih, 2014) and have started to be used widely. It has been a concern to determine the user's habits and the performance of these systems with the increase of LMS usage.

Within the context of this work, it is aimed to determine this LMS user's habits by analyzing Google Analytics data belongs to LMS and define the

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