

# Chapter 7

## Evaluation of Students' Adoption of Online Learning in Higher Education

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### ABSTRACT

*Information technology is revolutionizing the methods in which knowledge is conveyed in the educational sector. In India, e-learning is gaining a lot of popularity as technology develops. E-learning promotes sustainability and offers instructors and students new perspectives. The purpose of this study is to look at how external factors affect students' uptake of online learning. The Technology Adoption Model (TAM) examines how students' behavioral intentions are influenced by their perceptions of the learning surroundings, perceived utility, perceived usability, and learning satisfaction. The information was gathered from the several universities in India's northern regions. The purpose of the 271-person sample was to investigate the acceptability of e-learning in Indian higher education institutions. The proposed hypotheses have been assessed using SPSS multiple regression analysis. The perceived ease of use (PEOU) is positively impacted by the learning atmosphere, however the relationship between PEOU and perceived usefulness (PU) is not statistically significant.*

### 1. INTRODUCTION

The term “traditional education” describes in-person teaching led by a teacher. Traditional learning has limited potential for adaptability. It provides a narrow understanding of the course material. It results in a lack of information among students. Traditional education is more costly, less productive, and less efficient. On the other hand, the development of computerization and information technology has resulted in recent modifications to the learning environment (Lau and Woods, 2008). The e-learning mechanism is spreading quickly around the world

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and helping to create a sustainable form of education (Liaw, 2006). The importance of sustainability literacy in education has intensified (Chen et al., 2022).

A wide range of technologies are used in e-learning, such as networking, computer-based training, online education, and technologically sophisticated classrooms. To better serve students' requirements, several educational institutions are investing large sums of money in updating their e-learning platforms (Urdu and Weggen, 2000). The purpose of information and communication technologies (ICTs) is to offer better facilities to students. The development of information technology has increased demand for e-learning as a more successful, efficient, economical, profitable, and beneficial method of instruction (Suri and Sharma, 2013). Better techniques and resources, in terms of technology and software, are provided by e-learning.

In India, the practice of delivering education using digital means like as computers, projectors, the internet, CDs, and others is a relatively new development. In addition to this digital media, other technologies such as text, photos, videos, 3D objects, animations, and virtual objects are also available to provide e-learning. ICT is utilized in education because it is thought to be a more informative and valuable tool than traditional ones, which benefits educators as well as students. Moreover, e-learning encompasses almost all subject areas and wide range of categories. These materials are available for learners to use anytime and whenever they wish.

Additionally, India is the world's second-largest source of online learning. The Indian education market is estimated to be valued US\$ 5.7 billion by the end of 2025, up from its present value of US\$ 2 billion, according to the IBEF Report. The Indian government has already made the decision to permit full FDI in the education sector. The International Finance Corporation (IFC) has made a substantial \$50 million investment in the online learning company with the aim of increasing its market share. To encourage e-learning throughout the nation, Dish TV has launched 32 learning channels from the HRD Ministry. It is projected that investments in the education industry would rise from US\$ 8 billion in 2015 to US\$ 26 billion in 2025 in order to deliver services utilizing cutting-edge technology like computers, the internet, and others.

Three main aspects make up e-learning: expanding educational opportunities, improving instruction and learning quality, and developing an ambitious environment to take advantage of the transformation in the education industry (Newton, 2003). When compared to traditional learning, students express higher levels of satisfaction with e-learning, which they view as a very successful and efficient learning method. An overview of online learning versus traditional classroom training is given in the Table 1.

Students' perceptions of technology are among the most significant factors affecting the uptake and effectiveness of e-learning platforms in India. Using Davis's Technology Adoption Model (TAM), university students' attitudes about e-learning are examined (1989). This method was developed to evaluate students' intentions about the use of new technologies. TAM states that attitude toward technology comes after goals in determining how e-learning is employed. If the system is easy to use and maintain, people will behave positively toward it.

*Table 1. Traditional versus E-learning.*

| <b>Traditional Learning</b>   | <b>E-learning</b>   |
|---|---|
| Teacher-controlled lectures are delivered and very less chance is given to students for discussion.                                       | Students are given more opportunities for discussion compared to teacher  |
| Lectures are delivered as per the set curriculum and syllabus.  | Lectures are based on different sources of information such as websites, audio, visuals and so on.  |
| Students and teachers are usually involved in fulfilling the compulsory curriculum and don't initiate problem-solving and extra learning. | Learners have usually connected themselves with the real world as the teacher provides extra sources of information and data for solving real-world problems. |
| Students are less motivated as their participation is quite low.  | Students are highly motivated due to more participation in the content.   |
| The whole authority in the class lies with the teacher.   | Students are directed by the teacher toward the source of information.  |
| Conventional learning is quite less dynamic.  | E-learning is flexible in nature.   |

**Rashty (1995):** Retrieved from: [http://www.click4it.org/images/t/t5/Traditional\\_Learning\\_vs\\_eLearning.pdf](http://www.click4it.org/images/t/t5/Traditional_Learning_vs_eLearning.pdf)

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