



Knowledge Management in the digital era: Students' Perception towards Digital Learning

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Abstract:

Information technology affects all aspects of human activity and education is not an exception. A digitally literate citizen will be able to learn and take responsibility for learning. Learning is a never ending process. The attitude to learn determines how well the knowledge can be aligned with creating competence. A lot of emphasis in the present times is on transmitting towards student centric learning which helps in engaging the learners in higher order thinking as compared to traditional classroom teaching. As the education system moves towards student centric and the outcome based education, use of technology in teaching and learning becomes more relevant. Knowledge of how students engage in digital learning tools can play a vital role in managing technology for enhancing the student learning. Digital learning can be taken as a means of education that incorporates electronic equipments and tools and the interactivity between these and people involved in the learning process. Digital learning is relatively new phenomenon. With the development of ICT and relative exposure of students to it the present study examines students' perception about digital learning. The study made an attempt to understand the preference and attitude towards electronic learning among the students of higher education. The study involves primary data analysis of 65 students of MBA in Dakshina Kannada District.

Key words: Knowledge, Digital Learning, ICT, Student centric.

Introduction:

Learning is a never ending process. The attitude to learn determines how well the knowledge can be aligned with creating competence. A lot of emphasis in the present times is on transmitting towards student centric learning which helps in engaging them in higher order thinking as compared to traditional classroom teaching. Information technology affects in all aspects of human life and education is no exception .A digitally literate citizen will be able to learn and take responsibility for learning. As the education system moves towards student centric and outcome based education, use of technology in teaching and learning becomes more relevant. A paradigm shifts from instructional teaching to student centered learning has been observed in higher education. We are in the era of Internet of Things and Artificial Intelligence. So creative thinking and self learning is the necessity of today's organization. These skills need to be developed in individuals during the period of their formal learning at educational

institutions. So the learning institutions are required to engage the students in various activities by creating participative learning environment. Knowledge of how students engage in digital learning tools can play a vital role in managing technology for enhancing the student learning. The present paper is an attempt to understand student's perception towards digital learning. The study involved primary data analysis of 65 students studying MBA in Dakshina Kannada District.

Objectives:

1. To understand the awareness level of students on digital learning platforms in higher education institutes.
2. To explore the student attitude and the perception on the effectiveness of digital learning.

Scope of the study:

The study is done with reference to the students of various Management Education Institutions of Dakshina Kannada District. The study is to know the perception of students towards digital learning.

Methodology:

The study is based on both primary data and secondary data. Primary data is collected by administering questionnaire. The secondary data is collected from books, journals and E-sources.

Statement of the problem:

Electronic learning is changing the way teaching and learning is taking place in university campuses. As digital learning is a relatively new phenomenon, presently both students and teachers are struggling with the idea of its implementation. So at present there is a need to know the attitude of students towards the use of digital learning tools. Studies shows that no much research works have been done on perception of MBA students towards digital learning in D.K. District. So there is a need to understand the perception about digital learning from students point. Hence the study titled “**Knowledge Management in the digital era: Students’ Perception towards digital learning**” has been undertaken.

Limitations of the study:

This study limited to the perception of students towards digital learning in D.K. district. The study was limited to the students of business management school. This study can be extended to other disciplines and other streams of education in university too. Further there is a scope to study the impact of digital learning on academic performance as well as student’s placements.

Literature Review:

Several studies have been carried out on the use of digital learning technology by students in India and abroad by University and college faculty members In the light of this topic a survey of available literature is made here to make this study more strengthen and widen. In addition to the potential cost saving, digital learning has pedagogical potential beyond traditional methods of learning. For e.g. digital learning tools allow learners to apply concepts realistically and animations can help to understand the concepts more

easily than in traditional classes. E-learning can deliver “new” information not contained in traditional sources (**McEwen, 1997**)

A positive relationship is seen between the student engagement in learning technologies and the learning outcomes. The integration of internet technologies into traditional face-to-face class results in a more convenient and an effective learning experience (**Chen et al, 2010**)

Virtual classes are now preferred by students all over the world. The flexibility and ease of learning combined with the availability of rich and deep content makes internet learning an ideal choice. Plus, this form of education thoroughly enjoyed by the students leading to better attention and engagement (**Lochan, 2012**)

A study by **Mahajan and Kalpana (2018)** showed the maximum students are tech-savvy and technology plays an important role in their daily activities. However, there is a need for a proper well established e-learning platform like Learning Management System (LMS) for students which will be in accordance with their learning needs and their curriculum too. This will serve as a supplement to the traditional teaching methods and will enhance the students’ educational experience.

Rekha Attri and Pooja Kushwaha (2019) have studied the impact of digital learning tools on the performance of students in B-schools in India. According to them, academic performance is strongly correlated with the time spent on digital learning tools.

Data Analysis

In order to study the attitudes of students on the effectiveness of digital learning, a questionnaire was developed using Google forms and sent to 65 students who studying their MBA in 10 different colleges in Dakshina Kannada District. Response from 65 students has been received. The collected data has been analyzed in the following tables.

Table1: Students’ Awareness on Digital learning

1.Gender	No of respondents	Percentage
Male	44	67.69
Female	21	32.31
2. Awareness on digital learning.		
yes	65	100
3.Frequency of use of internet for study purpose		
Daily	31	47.69
Once in a week	31	47.69

Once in month	3	4.62
4.Does your institute has digital learning facility		
Yes	61	93.85
No	4	6.15
5. which platform do you often use for digital learning		
Google Search	47	72.31
YouTube	5	7.69
Any other	13	20
6.Devices used for digital learning		
Mobile phone	40	61.54
Laptop	23	35.38
Personal Computer	1	1.54
Browsing center in the library	1	1.54
7.Have you done or doing any online course in addition to regular studies		
Yes	33	50.77
No	32	49.23
8. Preference level of learning platform		
Online(electronic)	37	56.92
Print	6	9.23
Both	22	33.85
9.Purpose for which you use digital learning tools		
Updating subject knowledge	33	50.77
Presentation/Assignment	16	24.62
Preparation for examination	12	18.46
Project work	4	6.15
10.Do you access online journals in college library		
Yes	44	67.69
No	24	32.31
11. Does your faculties encourage digital learning?		
Yes	45	69.23
No	20	30.77
12.Does your course modules necessitates use of digital learning tools		
Yes	65	100

Source: Survey Data

Table 2.Descriptive Statistics for the effectiveness of Digital Learning

Factors	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
1.Digital learning can be effective method of learning as it can give immediate support	16 (24.61)	19 (29.23)	13 (20)	9 (13.84)	8 (12.30)	65
2.Digital learning will bring new opportunities of learning	15 (23.07)	23 (35.38)	9 (13.84)	10 (15.38)	8 (12.30)	65
3.Digital learning is more flexible as it can be done anywhere and anytime	25 (38.46)	25 (38.46)	6 (9.23)	7 (10.76)	2 (3.07)	65
4.Digital learning can be cost effective	20 (30.76)	16 (24.61)	11 (16.92)	12 (18.46)	6 (9.23)	65
5.Digital learning is difficult because of poor networking in some places	17 (26.15)	18 (28.69)	11 (16.92)	10 (15.38)	9 (13.84)	65
6. Use of digital learning tools require proper training	10 (15.38)	12 (18.46)	20 (30.76)	18 (28.69)	5 (7.69)	65

Source: Survey Data (figures in the bracket represent percentage)

Table 2 shows percentage of the descriptive statistics for the effectiveness of digital learning. Response to each of the indicator on effectiveness of digital learning were

measured on a Likert Scale of 1 to 5 ranging from strongly agree to strongly disagree. From the above table it is clear that more than 50% of the students agree that digital

learning can be effective method of learning as it can give immediate support, it will bring new opportunities of learning, it is more flexible learning method as well as cost effective. Majority have agreed that network

connectivity in some places is the hindrance for digital learning. At the same majority of the students were neutral on the indicator that the training is required for the use of digital learning tools.

Table 3: Level of satisfaction in the use of digital learning tools

Satisfaction level	No. of Respondents	Percentage
Highly Satisfied	16	24.62
Satisfied	48	73.85
Average	1	1.53
Dissatisfied	Nil	Nil
Total	65	100

Source: Survey Data

Finding of the study:

Based on the above analysis following major findings have been observed.

1. The study is based on a sample of 65 respondents out of whom 67.69% are male.
2. It is interesting to note that all the respondents (100%) are aware about digital learning.
3. Majority of the students (47.69%) use internet for daily for study purpose and the same percentage of respondents use once in week.
4. Students use Google search as a major platform for learning followed by YouTube and other platforms like udemy.com, Coursera, etc.
5. Mobile phones are the major devices used by the students for learning purpose that is almost 62% .and 35.38% of the students use laptops. However use of personal computers and browsing center in the college library were the least.
6. It is a welcoming sign that 51% of the students are doing online courses in addition to their regular MBA degree. Students are doing their online course in different platforms like LinkedIn Learning (Lynda.com), Udemy.com, Coursera, edX, Bloomberg etc .Further they are doing online courses on the topics like Digital marketing, MS Office, MS Excel, SAP courses and few other certificate courses.
7. More number of students (56.92%) prefer online mode for learning and 33.85% prefer both electronic and print mode. But only 9.23% of the students prefer only print mode for learning.
8. Students use digital learning for updating subject knowledge (50.77%) followed by presentation or assignment purpose 24.62%, exam purpose 18.46% and for project work 6.15%.

9. 67.69% of students' access online journal made available in their college library.

10. It is a good sign that almost all the higher education institutes encourage digital learning among their students and provide guidance from time to time for the use of digital learning tools.

11. It is also observed that the syllabus of business administration necessitates the use of e-learning for the students.

12. Majority of the students (more than 50%) have agreed that digital learning can be effective method of learning as it can give immediate support, it will bring new opportunities of learning, it is more flexible learning method as well as cost effective. Majority have agreed that network connectivity in some places is the hindrance for digital learning. At the same majority of the students were neutral on the indicator that the training is required for the use of digital learning tools.

13. Out of 65 respondents 48 are satisfied, 16 are highly satisfied and 1 is average satisfied in the use of digital learning tools. However none is dissatisfied in the digital learning.

Suggestion:

Based on the analysis of data and findings of the study following suggestion can be given.

1. More and more digital technologies need to be used in higher education institutions. Faculties must use online Learning Management System (LMS) and collaborative learning tools which will help the instructors to create and deliver content, monitor student participation and carry out online assessments.
2. Tools like discussion forums, video conferencing and recording the classroom lecture and making it available to the students later etc will help in making digital learning effective.

3. Students should be encouraged to register for additional certificate courses available online. Some of these courses are available free of cost and some at low cost.

4. Besides this, the students should be encouraged to enroll in MOOC and nptel online courses.

Conclusion:

The use of information and communication technologies no doubt is gaining momentum in educational institutions. Digital technology is used by students in securing information. The present paper investigated the students' attitudes and perceptions towards the effectiveness of digital learning by taking a sample of 65 students of different colleges of Dakshina Kannada district. The analysis points that students have become tech savvy and use more and more technology based gadgets for learning. However they are unaware of different platforms available for online learning. Institutes must take necessary steps to train the students for the effective use of technology for learning and skill enhancement. Students must be encouraged to enroll in more and more certificate courses available online and thereby add value to their resume. Classroom teaching combined by digital learning will help the students in acquiring the skills and knowledge required for the present situation.

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