Growth of e-learning

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ABSTRACT

We are living in the age of information and technology where every aspects of life is affected by it. Specially the applications and services available on Internet is very useful and important in our daily life. It is vital in the field of marketing, purchasing, medical, politics, social, and education also. Now days the communication, education and learning through internet is very common, less expensive, fast, and popular for every person. Hence the big market of interactive distance learning in corporate field is now known as Electronic learning or in short 'e-learning,' It has exponentially boomed with the increase and advancement in the Internet technology and also due to intranets established by corporates." Growth of e-learning the global market for corporate e-learning will grow nearly 27%, compounded annually (McGee, 2004). Percent increase over the number reported the previous year e-learning platforms are generally created with one or more of these three types of tools: HTML, PowerPoint and some Specialty Tools: such as Captivate, Articulate, Lectora, Raptivity, eXe etc.

KEY WORDS

WBT(web based training), JIT.

We can define e-learning in different ways:

Definition Based on Network and Internet

According to Marc Rosenberg (2001) "E-learning to the internet is the use of current advance and popular technology -internet used to deliver a very large array of solutions which enhances our knowledge and improves our performance. Three basic fundamental criteria on which it is based on are:

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- ➤ networked
- ➤ With the help of computers of internet end-user receives the contents.
- ➤ This is broadest approach of learning .

According to Allison Rossett : e-learning or on-line learning is basically Web-based training (WBT), it is also known as training which exists on a server or exist in host computer which is connected in the WWW.

WBT or e-learning Is belongs to Technology-Based Training — which is a training delivered entirely or partially by electronic medium using h/w and s/w or both .

Another definition : By Clark Adrich (2004)[1]. He defines- "E-learning is a large combination of different contents, various processes, and large infrastructure, it uses computers and different networks to scale and advancement in any single or more significant things of a learning of value chain, it includes delivery and management".

The main objective is to reduce management cost and improve accessibility of employees , e-learning is more useof advannced learning techniques like simulations.

Definitions Based on Electronic

According to ASTD's Learning Circuits : "E- learning" covers a huge set of processes and, applications like computer-based learning, web-based learning, digital collaboration and virtual classrooms learnings. It includes any content delivery through internet or intranet or extranet (by LAN or WAN), audio data and video programmes, broadcast through satellite, CD-ROM and interactive TV. So any learning based on electronic things is E –learning.

Eccentric Based Definitions
Everything but Training

Brook Manville [3] defines that: E-learning - includes every courseware which is published in the internet, different managing tools and modularization tools which handles the followings:

- ➤ Different electronic and non-electronic forms.
- ➤ Learning objects which includes contents of class room.
- ➤ Just-in-time learning.
- ➤ asynchronous learning, like virtual laboratories
- ➤ Virtual classrooms .
- ➤ Publishing programs.
- ➤ Simulations,
- ➤ Document repositories,
- ➤ Any Tools used for learning,
- ➤ Any Tools which are used for achieving goals,
- ➤ Any Tools used for handling e-commerce,
- ➤ Any Tools used for financial transactions related to learning,
- ➤ All utilities and capabilities used in informal type learning.

In other words, Electronic-learning does almost everything in the business and commercial world which is related to learning except for training.

Value Chains of High Velocity

According to Mr.Drucker (2000)[2],- "E-learning is basically JIT, education which is integrated with value chains of high velocity."

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Experience

According to Elliott Masie e-learning can be defines as: the EXPERIENCE dimension of e-learning includes following factors - curiosity, engagement, practiceand simulation.

Framework Based Definition

According to a famous global practice leader of International Business Machine Mr. Victor Jeurissen, "Electronic -learning is: the learning by the use of latest technologies and by latest learning models so that individuals and organizations can achieve new skills and they can access knowledge in effective way. He says that learning is a combination of interaction, information and collaborations in persons."

The learner compares its electronic learning experiences with traditional methods and finds e-learning better than traditional one.

Growth of e-learning

The global market for corporate elearning will grow nearly 27%, compounded annually (McGee, 2004)[5]. IDC forecasts that the elearning market, which was about $6.5 billion in 2003, will increase to more than $21 billion by 2008, and hit $52.6B by 2010.
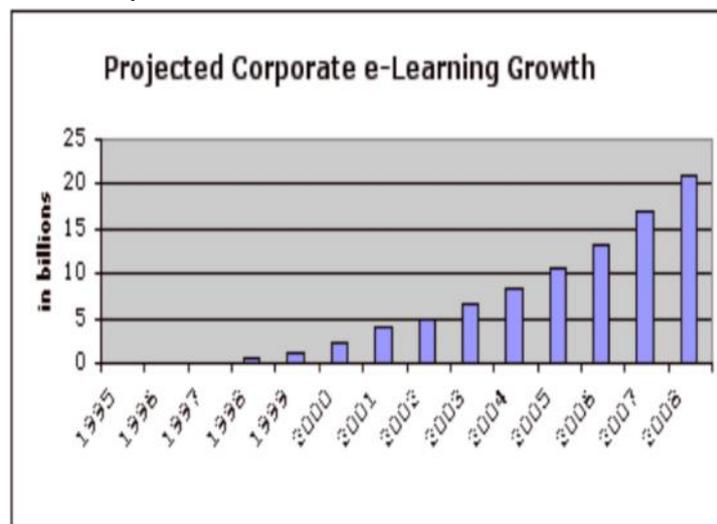
The 2007 United States, Electronic -learning market was $17.5 billion . The U.S. enterprise e-learning adoption accounts for 60% the market, in Europe's 15%, in Asia it is predicted to get of 25% to30% annual growth rate percent in coming years.

According to Training Magazine (2006)[6], training organizations are shifting their staffing models away from a dominant focus on trainers and are now more focused on design, e-learning, and service and support activities. In addition, they are now outsourcing much of the delivery. A few years ago, more than 70 cents of every training dollar went to payroll. Today the figure is about 65 percents. Training magazine also reported that e-learning now accounts for 15 percent of all training delivered, which is a two-fold increase from just one year ago, and signifies that e-learning is here to stay as a mainstream training delivery vehicle. Meanwhile, classroom training has dropped from 70 percent to 62 percent, however, it still remains the dominant form of training.

As per ASTD's 2010report - its growth rate was only 23.1% 14 years ago but now it is approx 27.7% of corporate training.

Education

During the year 2006 more than 3.5 million higher education students were taking admission in online course but in every year they are increasing nearly 10% in higher education students population.

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e-learning Tools

Followings are the main Electronic Learning platforms and tools:

HTML (Webpages)

HTML is the very popular and versatile tool for creating e-learning since today's each personal computers contents one or more web browsers which is used to display web pages of web sites which are based on HTML. we can build e-learning platforms which are based on webpages codded in simple text editors like WordPad and Notepad . Some time we can use HTML makesour design task more easier. DreamWeaver is an popular example.

(Presentations Software) PowerPoint

Microsoft PowerPoint is a very popular S/W for Electronic-learning because it commonly used in corporate computers and personal computers. It allows to create and play the presentations. Some Other well known presentation applications softwares are Prezi, Apple's Keynote, OpenOffice and GoogleDocs.

Along with these some tools, like Adobe Presenter and Articulate Presenter, increase the e-learning capabilities of PowerPoint.

Specialty Tools

Popular examples of speciality tools are- Raptivity, Articulate, Lectora,Captivate, eXe which is open source, and SmartBuilder, these allow us to capture and present very interactive s/w simulations. These tools add additional functionalities and capabilities to an e-learning platform hence it is often used in corporate learning platforms.

Supporting Tools

Some other tools also assist us for creating an effective e-learning platforms, these include:

➢ **Audio:** For recording and editing audio programs we can use Audacity free s/w, Soundbooth.

➢ **Video:** CNET is a free software for editing ,playing, and converting videos .

➢ **Images:** CNET is also used as image editing software. Some other examples are: Flickr, iStockphoto, and stock xchng.

➢ **Flash:** Adobe Flash is used to Create advanced learner interactions with users. We can use it to Create interactive MCQs quiz with Adobe Flash.

➢ **Drag and Drop:** Dragster s/w is used for Creating activities which are based on drag and drop.

➢ **Characters:** We can tell story. Photos of people in various poses . Here every characters must have a clear background.

CONCLUSION

As shown, e-learning is surely a increasing area in the training market and education. But it is difficult to say exactly how much of the educational and training market share it will capture.

Nowadays, e-learning, especially just-in-time learning, has better technologies for delivering video, audio content, and live discussions to the worker's computers, notebooks, and iPods. Thus, as these technologies improve, the advantages of face-to-face meetings will lessen.

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