


Online Learning Analysis



By Marcus Hendricks

Objectives

- Differences, Advantages & Disadvantages between conventional lecturing and Online learning.
- What is EdTech?
- What are Learning Management Systems and MOOCs?
- Explore different regions globally.
- What subjects do Online learning platforms offer?
- Do highly recognized tertiary institutions actually use online platforms.
- Has South Africa started implementing online learning.
- Hit on Education industry during Covid-19 lockdown.



- Conventional way of teaching as we know started as early as 1800's which is still used today.
- With an advantage of voice, gesture, movement, facial expression, and eye contact can either complement or detract from the content.
- Interactive learning, questions answered on the spot.
- No matter what your topic, your delivery and manner of speaking immeasurably influence your students' attentiveness and learning.

Limitations

- Attendance times can be restrictive/inconvenience.
- No Flexibility.
- Textbooks cost.
- Lectures fail to provide instructors with feedback about the extent of student learning.
- Information tends to be forgotten quickly when students are passive.

What is EdTech?

Educational technology is the use of both physical hardware, software, and educational theoretic to facilitate learning and improve performance by creating, using, and managing appropriate technological processes and resources.

**First introduced by the United States in 1999*

What is Learning Management System(LMS)

A **learning management system (LMS)** is a software application(Online learning platform) for the administration, documentation, tracking, reporting, and delivery of educational courses, training programs, or learning and development programs.

Advantages of Online Learning

- More comfortable learning environment.
- Convenient and flexible.
- Transportation factor



- Variety of programs & courses to choose from.
- More affordable option.
- Join virtual study groups.

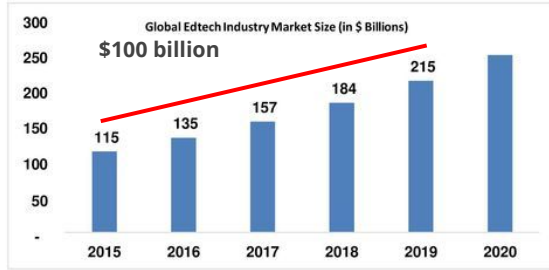
Top 10 LMS Globally

Platforms	Country_of_Origin	Student_Count
BitDegree	Lithuania, Europe	150k
PluralSight	Farmington,USA	17 700(Business accounts)
DataCamp	New York, USA	4 million
Udemy	San Francisco, USA	24 million
Thinkful	New York, USA	3000
Skillshare	New York, USA	2 million
Khan Academy	California, USA	2.5 million
Codecademy	New York, USA	24 million
Cousera	Mountain View, USA	53 million
edX	Massachettes, USA	18 million

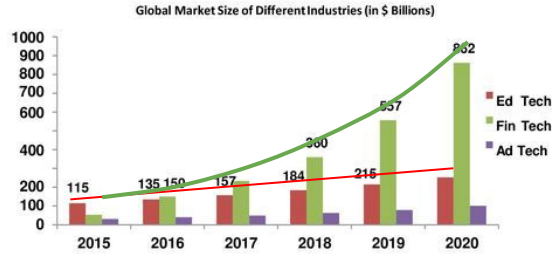


Education Technology Market Analysis

Growth of the EdTech Market Size globally, 2015 – 2020
(in \$billion)



Comparison of market sizing of various industries
(in \$billion)



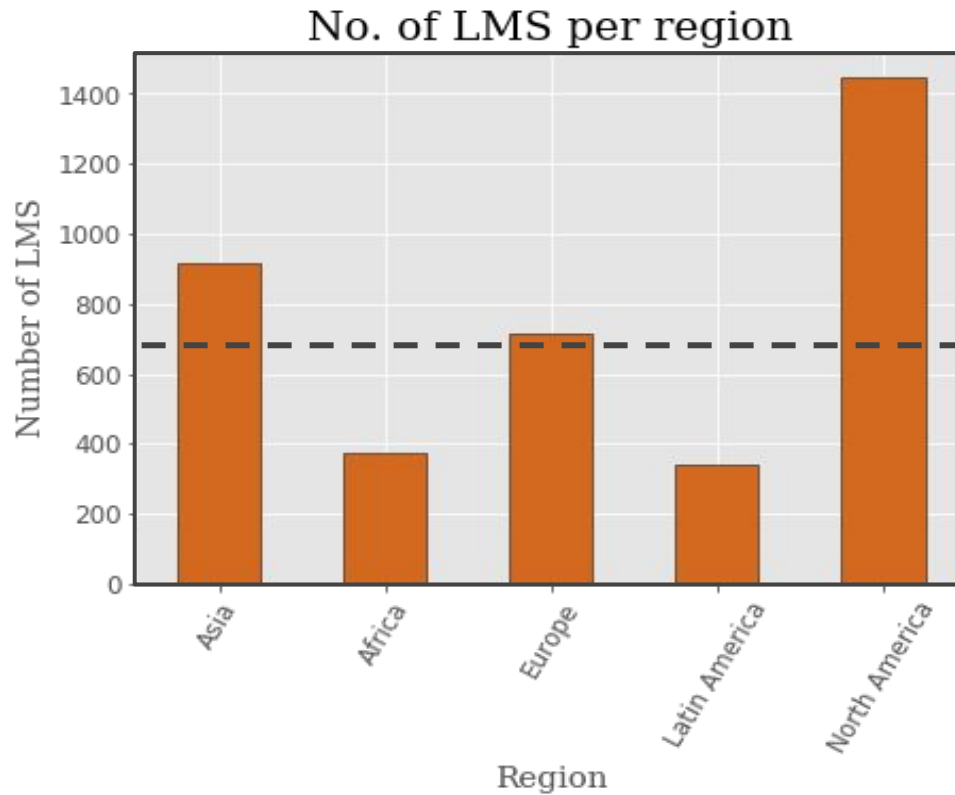
Growth of the LMS industry globally, 2013 – 2018 (in \$billion)



- EdTech market size over 5 years(\$1 billion).
- Compared to other industries.
- Learning Management system(LMS) growth(\$5 billion).
- EdTech current market in 2020 \$252 billion (\$140 billion)

Global View by Region

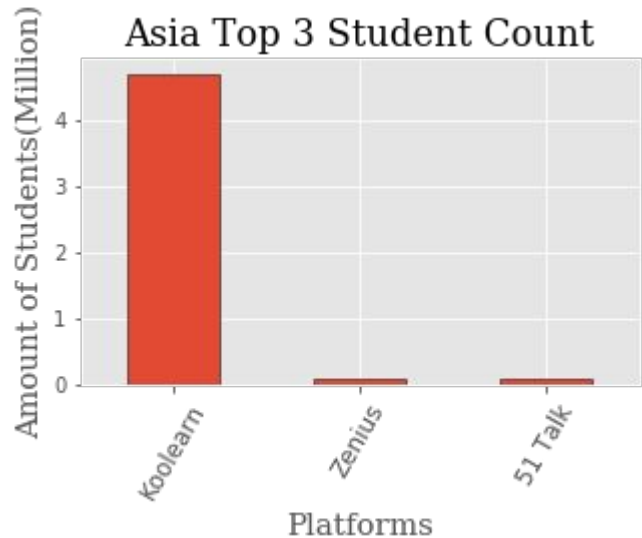
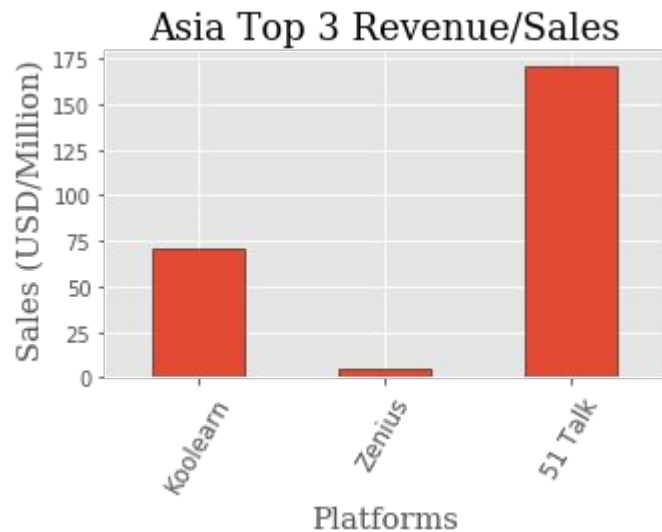




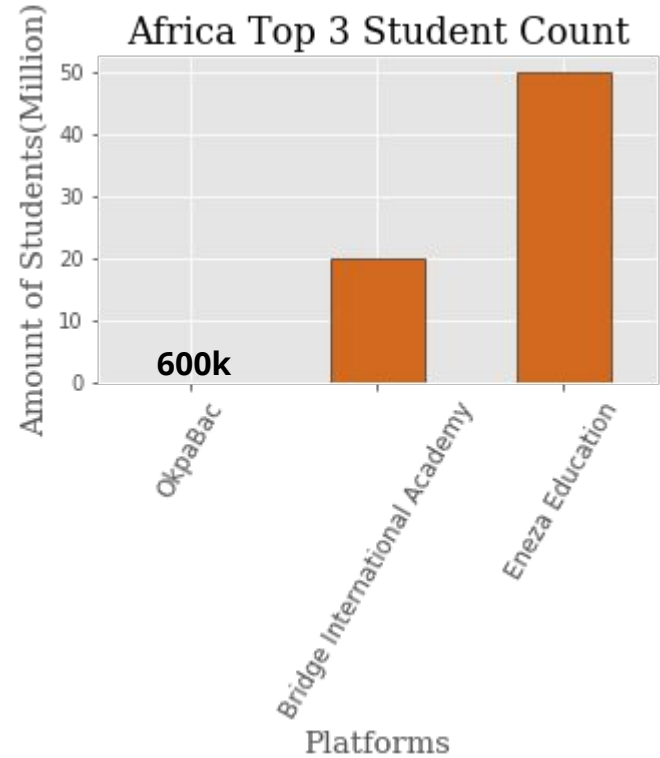
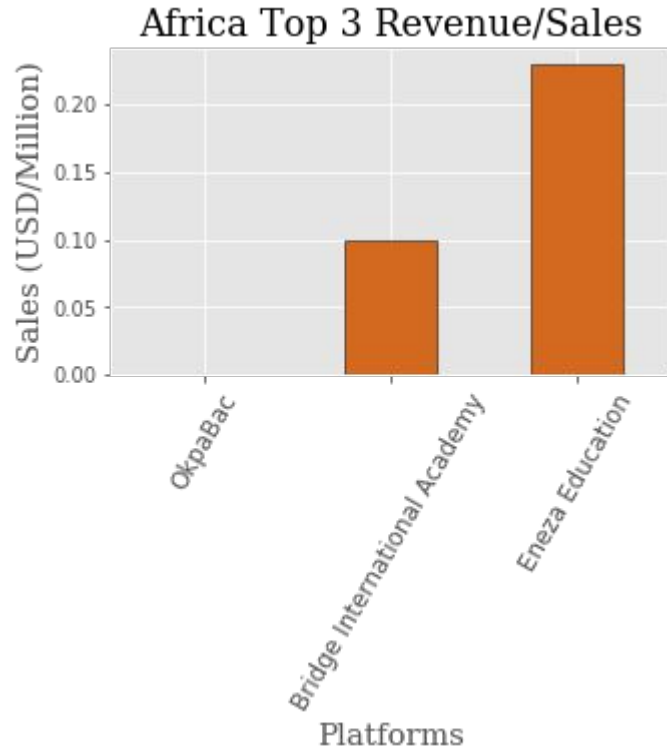
Number of LMS
platforms by region.

Global
average of
758.4

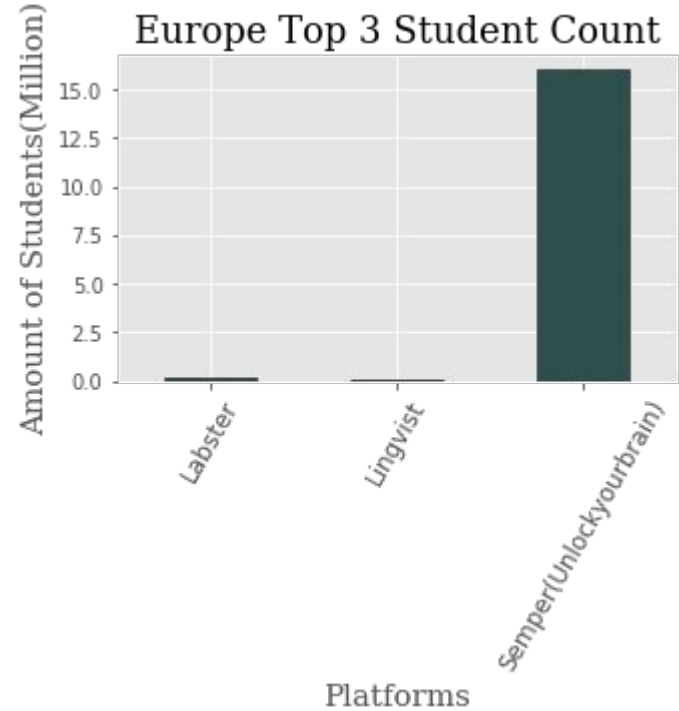
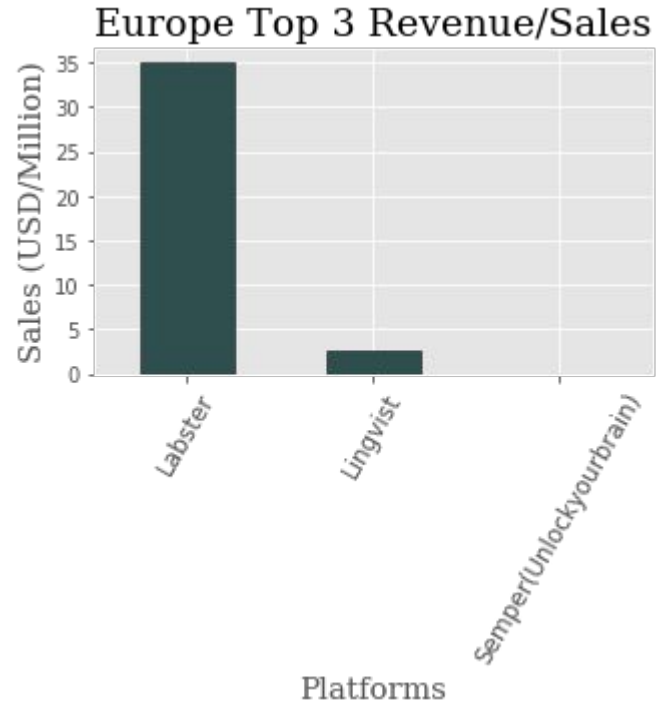
Asia's Top 3 Platforms



Africa

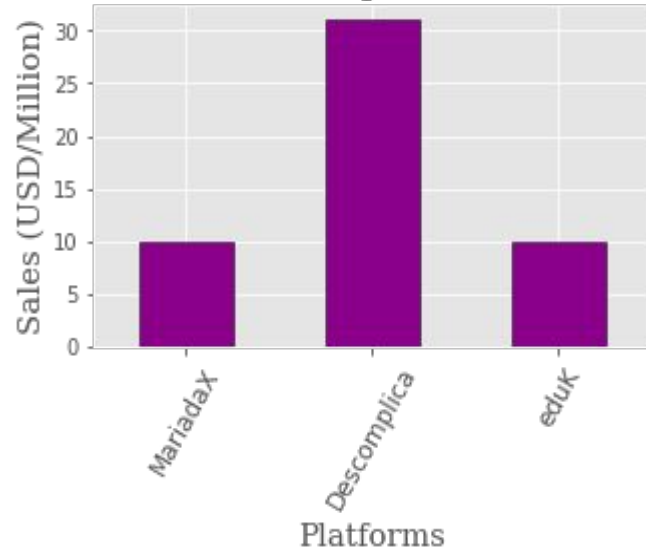


Europe

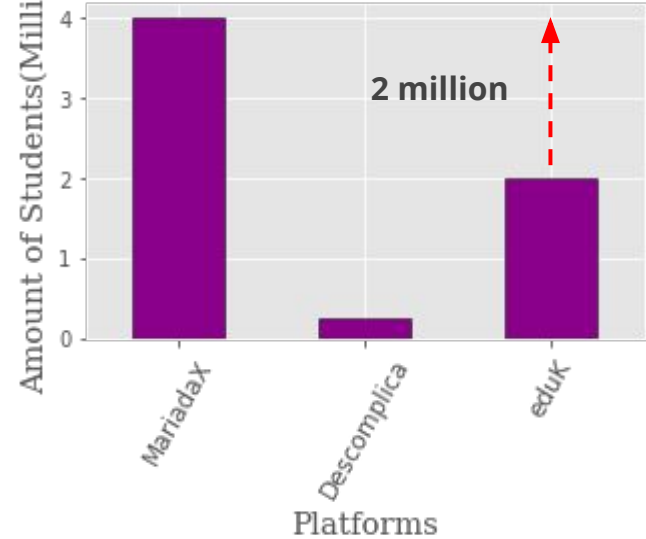


Latin America

Latin America Top 3 Revenue/Sales

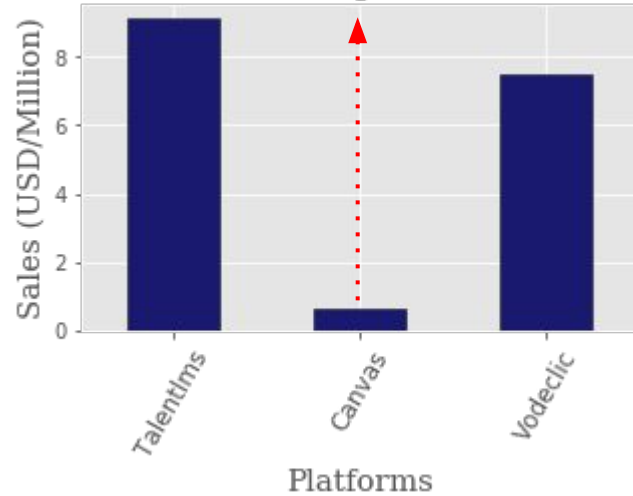


Latin America Top 3 Student Count

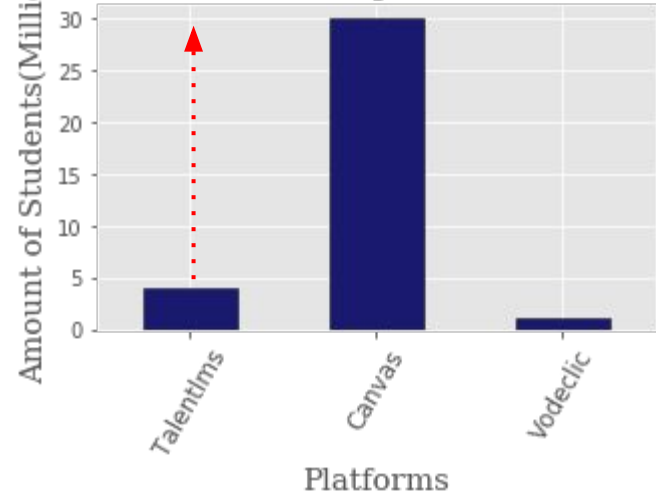


North America

North America Top 3 Revenue/Sales



North America Top 3 Student Count

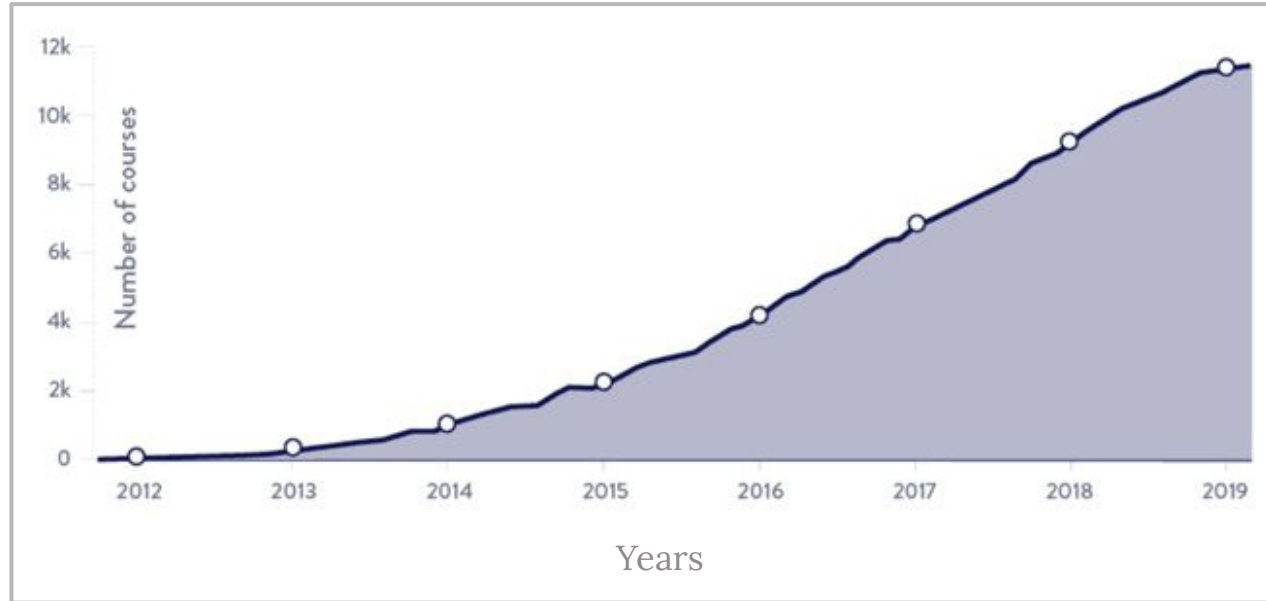


What is a MOOC?



- A Massive Open Online Course (**MOOC**) , easily accessible. MOOCs give you the chance to study with top universities around the world digitally.
- Universities use LMS platforms(eg.Coursera, TalentLMS) to deliver & distribute their MOOCs (courses).
- MOOCs show growth over the past years.

Global Growth of MOOCs



MOOCs By 2020

CLASS CENTRAL

 **110M**

Students

 **900+**

Universities

 **13.5k**

Courses

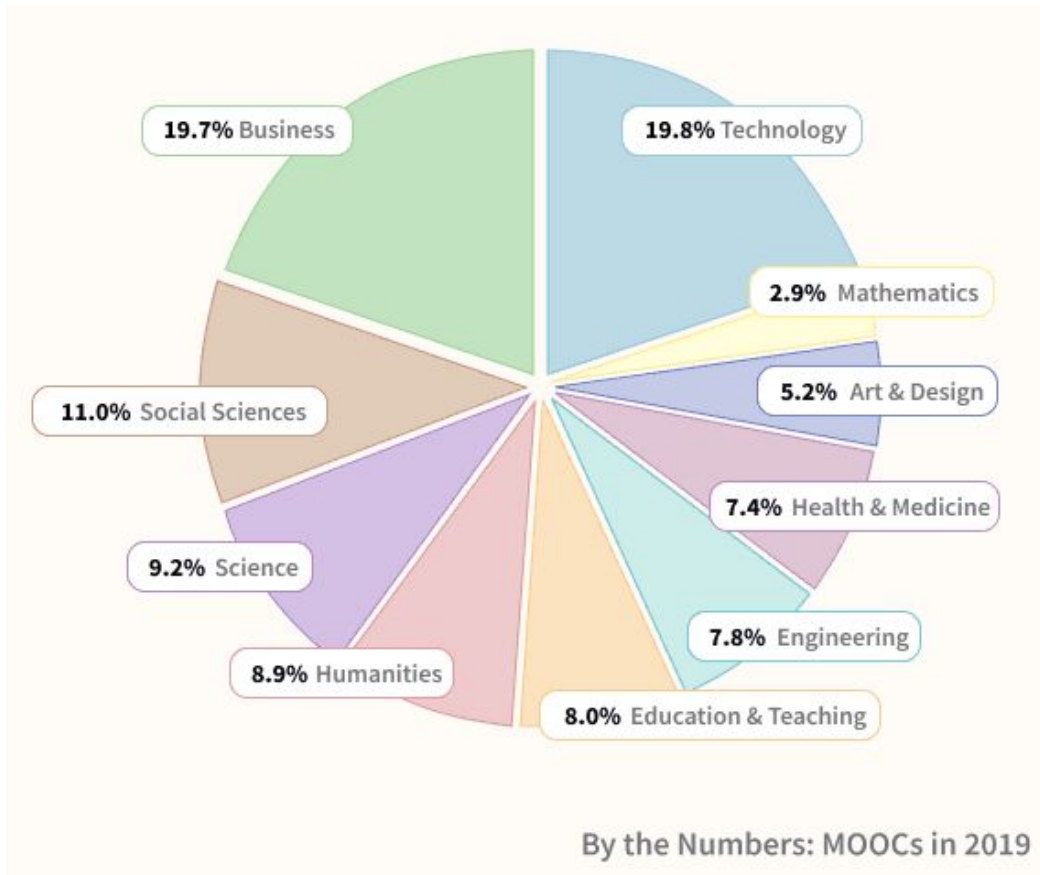
 **820**

Microcredentials

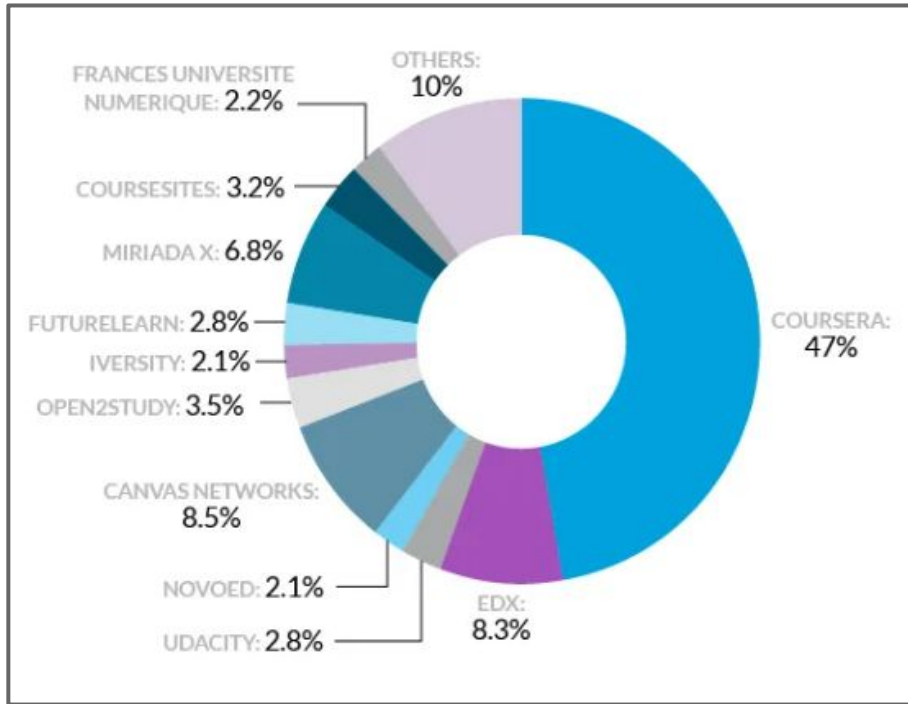
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MOOC-based degrees

Course Distribution by Subject

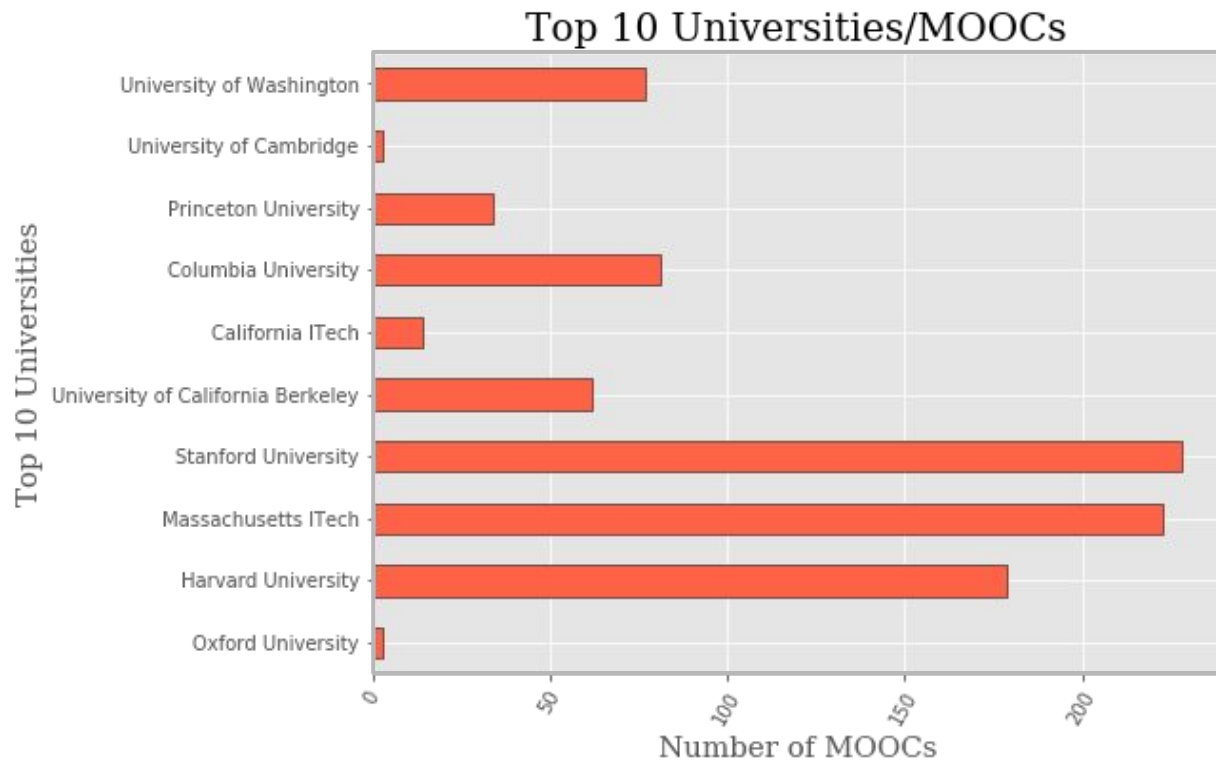


LMS by MOOCs Breakdown

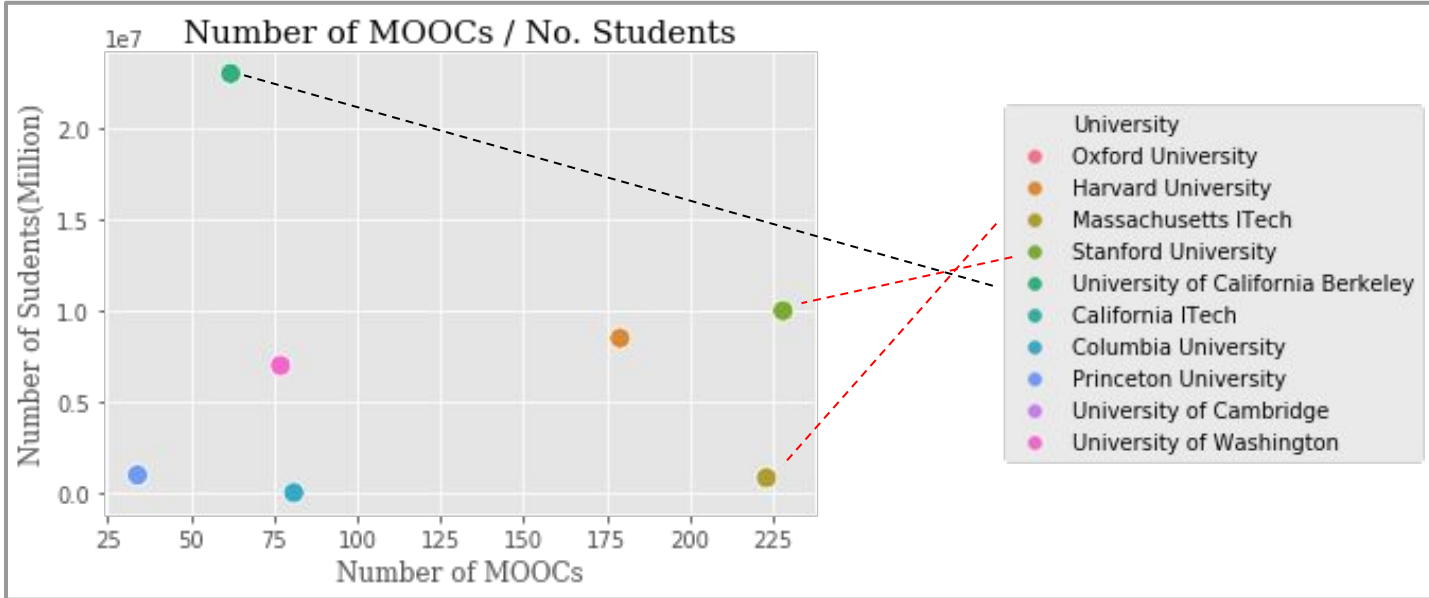


- Do highly recognized tertiary institutions actually use online platforms?

Top 10 Universities Globally



No. MOOCs by No. Students



Institutions in South Africa

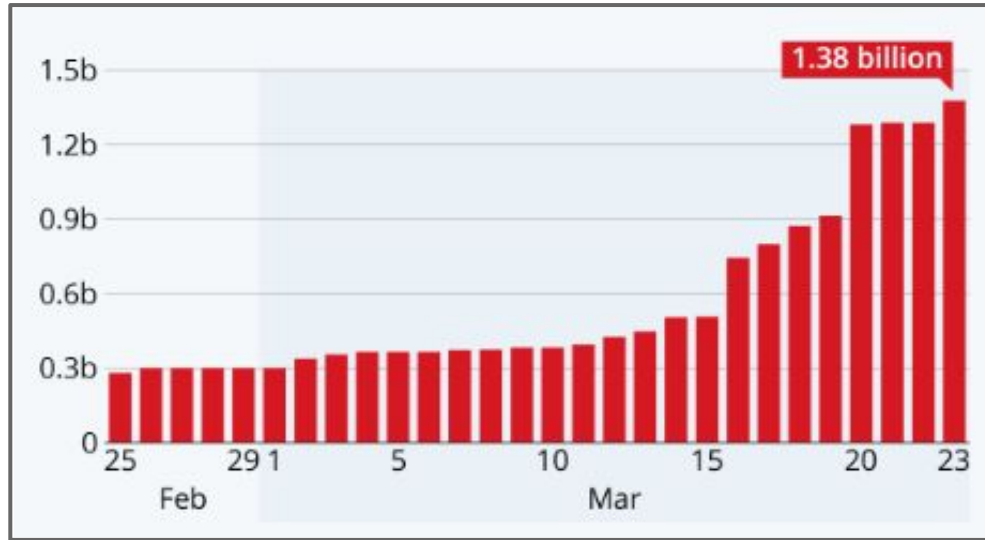
Institutions	Years of Online	Level
Think Digital College	4	Grade R - Grade 12
Virtualschools.co.za	7	Grade R - Grade 12
Wits(Online)	5	Tertiary
University of Johannesburg(Online)	6	Tertiary
Stellenbosch University(Online)	4	Tertiary
MANCOSA	6	Tertiary
Regent Business School	4	Tertiary(HR Mngmt)
UNISA(Online)	1	Tertiary
Hatfield Christian Online School	10	Grade 8 - Grade 12

Pre-primary -
Tertiary

Average past 5
years.

Potential
growth.
(articles)

Covid-19's Impact on Global Education



Number of learners impacted by national school closures worldwide.

Includes pre-primary, primary, secondary and tertiary.

UNESCO Statistics

Covid 19

15 April 2020

Country-wide school closures in **191** countries

1,575,270,054 learners impacted

over **63,000,000** educators affected

Based on UNESCO monitoring data

Thank You...

Sources

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