Capston Project 2

Ed-Tech Apps Adoptions and How to Improve

CONTEXT

Educational tech apps are committed to the development of a new way of generating and delivering knowledge to motivate learning. They have been widely used in a variety of ways, including online learning, interactive whiteboards, and other forms of digital learning. EdTech can also be used to create virtual classrooms, where students can interact with each other and their teachers in real time. EdTech is becoming increasingly popular in schools and universities, as it allows for more personalized instruction and can be used to help students with a variety of learning styles.

EdTech is arguably to have the following benefits: enhance parent/caregiver communication, maintain updated information, motivate kids learning, individualize learning, increase test scores, improve comfort and skill with technology, make progression private. For these reasons, efforts should be made to integrate m-learning into development of more effective and efficient educational apps, to complement traditional learning channels.

CRITERIA FOR SUCCESS

In the scope of this machine learning capstone project, we would like to answer some or all of the following questions:

- Which countries/regions/age groups dominate in educational app usage, and/or have the fastest growing trend? Any political background?

- What features contribute to an app's rating/score, Overall? and by category/ gender/age?

- Why some apps get more reviews but not others. What are the differences that caused the discrepancies?

- What can app developers learn to help delivering more effective and beneficial Edtech?

SCOPE OF STUDY

- We will look into Edtech data worldwide to find out the distributions of usage of educational apps on different measures. Political and demographic factors will be taken into consideration.

- By slicing the reviews/comments, we would like to find out that overall, what users value the most by using the apps vs traditional learning styles (classrooms, books)? For each category such as professional training app, language learning, what do users value the most, by gender, by age, by region?

- We would like to see if educational apps truly offer the claimed benefits, and if the disadvantages (such as not learning "old school" skills, less in-person interaction, overstimulating and distracting, widening the existing social-economic gaps and being

sedentary and singular) have been issues that preventing apps' adoption;

- Why some apps get more reviews but not others. What are the differences that caused the discrepancies? Does an app's summary/description help increase membership/encourage signups? Does a free trial offer matters to singup/membership? Do users tend to give reviews during trial periods or after becoming members? Do apps provide interfaces of difference languages attract more users to signup? What can app developers do about to get users to write review to help them improve?

CONSTRAITS

- The project will have to be finished within the period of attending Data Science Training program.

- More professional knowledge on development of educational apps maybe needed to help answer some of the questions

- The resources where datasets can be sorted are limited

DATA SOURCES

- [Top 75 Ed-Tech Apps in Play Store | with Reviews | Kaggle](#)

- [EdTech Students Achievements | Kaggle](#)

- [Top Indian Educational apps reviews | Kaggle](#)