**Capston Project 2**

**Ed-Tech Apps Adoptions and How to Improve**

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.

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

1. Which countries/regions/age groups dominate in educational app usage, and/or have the fastest growing trend?
2. What features contribute to an app’s rating/score, Overall? and by category/ gender/age?
3. 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)?
4. For each category such as professional training app, language learning, what do users value the most, by gender, by age, by region? For example, for educational apps specifically catered to complement school learning, or are intended to be adopted by schools, do the apps truly achieved the following benefits as proponents argue,

* Enhanced Parent/Caregiver Communication: No longer do we have to hope that our kids relay important information to us. Now we can check Schoology or PowerSchool ourselves and see. This can be a great tool for parents whose kids struggle with Executive Functioning issues and forget things. The adults can see the assignments themselves.
* Maintain Updated Information: With apps, when information changes, the learning can be updated in the app. No need to rewrite, re-edit and reprint an entire book.
* Kids Prefer Them: Apps and technology appeals to kids. And, fact is, they won’t be able to get a job in this century without knowing it. Learning how to use an app or coding with a fun educational game is low risk for the student, so they are more likely to try it out. But if you ask a student if they’d rather learn via a lecture or an app, they’ll pick the app most of the time.
* Learning Can Be Individualized: In a classroom lecture, everyone receives the same information at the same time. Many educational apps have levels or segments, so it can be individualized. A student won’t move on to the newer content until they’ve mastered the previous content.
* Increased Test Scores: There have been some studies that show students who consistently used learning apps scored better in some academic areas, particularly math.
* Improved Comfort and Skill with Technology: Practice makes perfect. Not every child has access to technology at home. Using educational apps can help them learn technology in addition to the skill the app is designed to teach.
* Progress on an App is Private: Technology may give students with learning a venue to learn that they cannot access in a traditional classroom environment. For example, there are apps that focus on helping dyslexic children to read and autistic children to develop social skills. Making progress individually, without judgement or classmates watch may be important for students who are self-conscious or have social anxiety.

And do users really complained about the disadvantages about tech learning vs traditional learning, such as

* Not Learning “Old School” Skills
* Less In-Person Interaction: An app doesn’t have emotions. It doesn’t give you feedback, encouragements/disciplines, like parents and teachers do. Only getting impersonal feedback can desensitize a person to emotions and reaction. Or it can make them hypersensitive due to lack of practice reading pragmatics and body language.
* Overstimulating and Distracting: Some students may find the noise, colors and activities overstimulating and distracting.
* Widens the Existing Gaps: household income and parents’ comfortable level with technology do matter.
* Apps are Sedentary and Singular: With most apps, the child is sitting and on the apps by himself/herself. If it’s several hours a day, that can be a problem for both physical and emotional development.

1. Why some apps get more reviews but not others. What are the differences that caused the discrepancies? What can app developers do about to get users to write review to help them improve?
2. 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?