

# A STUDY OF WEB-BASED LEARNING TO TRADITIONAL LEARNING IN MEDIA EDUCATION

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## Abstract

*For decades, scholars have debated which learning method is more effective. Some scholars argue that web-based learning is more effective than traditional learning, some argue that web-based learning is less effective than traditional learning. But still, others debate that both the learning methods are equally important. The study is focused on how the integration of web-based learning can prove beneficial for media education. The study would reveal which of the learning method is more effective for students in media education. For the study, undergraduate students pursuing a media course and teachers teaching under media institutions located in Mumbai were considered. For this study, a quantitative research methodology was used and a sample size of 110 was taken, in which 100 were students and 10 were teachers. By analyzing the data received using the SPSS statistical software version-16, it was used to derive if web-based learning is as effective as traditional learning. Through this study, we could conclude that web-based learning could play an equal role as traditional learning in media education.*

**Keywords:** *Web-based learning, Traditional learning, Media education, Mixed Learning, Media students, Conventional learning, Unconventional learning.*

## INTRODUCTION

The term learning means obtaining knowledge with a systematic study approach, nowadays with the emergence of technology institutions are using different methods of learning to increase the learning efficiency for their students. Students are themselves adapting the different learning methods approach to learn and understand the concepts better. There are different types of learning used by institutions that are conventional learning and unconventional learning, conventional learning is traditional learning, and unconventional learning is web-based learning, some of the institutions are using the web-based learning as they are adopting technology so fast, and whichever learning methods gives the best outcomes the institutions are adopting it, but some of the institutions are still not adapting technology and still believe in traditional learning method, which is difficult to assess the students' outcome and Institution should use both the learning method traditional and web-based learning if the classroom will be internet-based it will help students to use the internet when needed the most to understand the curriculum. In media courses, if learning methods such as traditional and web-based learning then students will be able to understand the curriculum better. Media institutions in Mumbai are using web-based learning only if teachers while teaching think they want to apply some examples with the syllabus, so not all the media courses have an internet-based classroom, the institutions which only have some internet-based classroom with the technological device in it such as projector, which helps teachers in teaching the curriculum to students in a better way. So media courses having designed curriculum for media students to understand their profession in a better way, so the curriculum has subject such as Public Relations, Film Studies, Television studies, Radio, etc. which needs web-based learning with traditional learning to understand the concepts in media more clearly and to apply it in the real world.

As technology has evolved, education sector or others sector has also been evolved, nowadays the education sector is using technology for the betterment of their institutions, whereas institution is using technology for the betterment of their students to understand the curriculum effectively, to enhance students knowledge. Nowadays Institution has been using mixed learning methods (Traditional and web-based learning) to make the curriculum more engaging for the students and better outcomes. Institutions are using traditional and web-based learning both the learning methods in classrooms so that students get a more authentic or real-world context of the particular topic. Web-based learning can also provide a useful source of supplementary materials to conventional programs. If web-based learning and traditional learning used properly in classroom learning then the outcome of students learning will be great and the student who desires to learn more in-depth through the classroom will be beneficial.

Besides various difficulties, web-based learning is a more prominent way of learning especially in higher

education. The comparative analysis of traditional and web-based learning shows that web-based learning is very much helpful in improving learner's outcome, it increase the outcome of learners in comparison to traditional learning. The outcome includes learning, satisfaction, and performance.

### LEARNING METHODS

There are types of learning methods traditional or web-based learning methods when it comes to classroom learning for students. Learning methods used by the institution also depends on the curriculum, institutions designed. There are two learning approaches used while teaching by the lecturers to make learning more effective that is Teacher centered approach and a Student- centered approach.

In Teacher centered approach, the Teacher becomes the primary controller in the classroom and students are just merely the listener and remain passive in the whole duration of discussion. (Rechell Mae Lacs Mapesos,2017).

A student-centered approach is an instructional approach used by the teachers recently, this method aimed to develop the learner's critical thinking and their communication skills. This kind of approach helps teachers on how to motivate and encourage students by letting them choose on their field they want to engage and also by acknowledging their voice s, interests and needs.

Therefore, the student-centered approach is more effective than any other approach; it's a way better to use as a teaching method for students. This will help a teacher to be more effective and to be a good facilitator, guardian, and teacher to their students, bear in mind that the influence of a good teacher and facilitator can never be erased on the student's mind. It is like a match that ignites light and hopes for their students (Rachell Mae Lacs Mapesos,2017).

### TRADITIONAL LEARNING

In the education sector, the traditional learning method is an effective learning method for students, where face to face learning happens with proper classroom discussion and with the board and chalk method.

Traditional learning gives the instructor a chance to create interest in a subject and clarify the confusion immediately. A teacher can understand a student's psychology during learning. The instructor can deal with questions, unanticipated student ideas, and comments. Teachers can give compliments to the students when they perform well. Text material and be provided and discussed then and there. Allow the teacher to influence students when they are actively working

with the material. In traditional learning students plays a passive role rather than an active one. Mostly one-way communication is possible as all students listen to the teacher (Kavita Saini1, Dr. Abdul Wahid2, Dr. G N Purohit3, 2014).

### WEB-BASED LEARNING

Web-based classroom learning is also considered to be an effective medium in education, where Internet-based classrooms are provided with a projector to enhance a better understanding of the concepts regarding the subject taught. The web is increasingly used both as a learning tool to support formal education and as a means of delivering online learning programs.

Web-based learning encourages more independent and active learning, web-based learning is a student-centered approach, which focuses to give a basic understanding of the curriculum to students. Web-based learning provides students authentic learning and the real-world context to understand the curriculum in a better way (Javed Wasim1, Sunil Kumar Sharma1, Irshad Ahmad Khan2, Dr. Jamshed Siddiqui2, 2014).

### RESEARCH METHODOLOGY

The objective of the research is to identify a student's perception of Web-based learning as an effective tool in media education. The method used for this study is Quantitative Research. To study the topic, 'A Study of Web-Based Learning to Traditional Learning in Media Education' a survey was conducted in Mumbai with a sample size of 110, out of which 10 were teachers between the ages of 25-55 and 100 were students between the ages of 18-22

### FINDINGS AND OBSERVATION

Students Data Collection and Analysis

Learning methods that are been followed

Learning Methods	Frequency	Percent
Valid		
Traditional learning	15	14.7
Web-based learning	8	7.8
Traditional and Web-based learning	77	75.5
Total	100	98.0
Missing		
System	2	2.0
Total	102	100.0

Students were asked what learning method they follow to which 14.7% responded by saying they followed traditional learning, 7.8% said they follow web-based learning, and 75.5% follow traditional and web-based learning.

### Learning methods that respondents think is efficient

Efficient Learning Method		Frequency	Percent
Valid	Traditional learning	8	7.8
	Web-based learning	24	23.5
	Traditional and web-based learning	68	66.7
	Total	100	98.0
Missing	System	2	2.0
Total		102	100.0

The respondent was asked to specify which learning method is efficient in media education to which 7.8% responded with Traditional learning, 23.5% with web-based learning, and 66.7% responded with traditional and web-based learning.

Web-based learning plays an equal role as Traditional learning

		Frequency	Percent
Valid	Yes	68	66.7
	No	15	14.7
	Maybe	17	16.7
	Total	100	98.0
Missing	System	2	2.0
Total		102	100.0

This was what actual study was about, to find out whether web-based learning plays an equal role as traditional learning in media education or not. Then for the further understanding students were asked for their opinions whether web-based learning plays an equal role as traditional learning in media education, so as per the students 66.7% think that web-based learning plays an equal role as traditional learning in media education, 14.7% think web-based learning does not play an equal role as traditional learning and 16.7% are still not sure whether web-based learning plays an equal role as traditional learning or not.

Teachers Data Collection and Analysis  
Teachers preferred teaching method

		Frequency	Percent
Valid	Traditional method	1	10.0
	Web-based method	1	10.0
	Traditional and Web-based method	8	80.0
Total		10	100.0

As per data analysis, teachers were asked which teaching method they would prefer most while teaching, so 10% said they would prefer traditional learning, 10% said they would only prefer web-based learning, and 80% said they would prefer traditional and web-based learning both of the mediums while teaching. Teaching method that is considered to be more efficient

		Frequency	Percent
Valid	Traditional method	1	10.0
	Web-based method	2	20.0
	Traditional and Web-based method	7	70.0
Total		10	100.0

10% teachers think the traditional method is more efficient in media education, 20% think the web-based method is more efficient in media education, and 70% think both the methods web-based and traditional are efficient in media education, it was noticed here, that teachers are more inclined towards both the teaching methods' Perspective on Web-based being equal to traditional learning

		Frequency	Percent
Valid	Yes	5	50.0
	No	1	10.0
	Maybe	4	40.0
	Total	10	100.0

Here teachers were asked if web-based learning plays an equal role as traditional learning in media education, so 50% said yes web-based learning plays an equal role as traditional learning in media education, 10% said no web-based learning does not play an equal role as traditional learning in media education, and 40% said they are still not sure whether web-based plays an equal role as traditional or not.

## FINDINGS

This chapter focuses on the findings received by the data analysis and interpretation done in the previous chapter to understand if web-based learning plays an equal role as traditional learning in media education or which learning method is more effective for students to gain desired knowledge.

The main objective of this research study was to explore students' perception of web-based learning as an effective learning tool, specifically in media education. The data analysis was done to mainly understand if web-based learning help students to gain the desired knowledge of their curriculum.

The researcher was trying to understand teachers' perception of web-based learning or is web-based learning makes teaching more convenient for teachers or not. So here teachers have responded to their opinions on web-based teaching methods or other teaching methods. These responses were so helpful for researchers to understand whether teachers feel more comfortable with web-based teaching methods while teaching in the classroom or other teaching methods, if not web-based makes teaching more convenient for teachers than which teaching method is more convenient for them.

The responses received by 10 teachers teaching in media institutes who responded the survey does give a clear idea that does teachers think web-based plays an equal role as traditional learning in media education or do they think web-based learning is more efficient in media education, and their perspective on the essential teaching methods should be used while teaching in media education.

So here with this survey which is filled by teachers, help to find out whichever learning method students are desired to learn from our teachers are similarly comfortable with those methods while teaching.

To gather data for my research study, a survey study questionnaire was virtually circulated amongst 100 individuals media students and 10 individual teachers teaching in media institutes. This descriptive analysis method was used as my study is more audience-centric and aims at exploring students' perception of web-based learning vs traditional learning in media education. And however, conducting a survey was the ideal way to fulfill the purpose of this research and to achieve an authentic result.

## CONCLUSION

The findings conclude that students and teachers preferred web-based learning and traditional learning both of the learning methods as equally as important. The teachers and students think if web-based learning incorporated in media education with traditional learning then it will be easy to derive desired results.

Through the research, it is been observed that students need web-based classrooms while learning or studying so that it will be easier for students to understand the curriculum. Students are now aware that web-based learning if incorporated with traditional learning, would be more efficient.

Research also found out that teachers who responded to think traditional and web-based learning should be more often used in the classroom while teaching and they also stated that web-based and traditional method makes there teaching more convenient. When it comes to web-based learning very few have said no to web-based learning should be the only medium in media education while learning and teaching, but students and teachers are more inclined towards both the methods web-based and traditional.

While doing this research it is found that web-based method is rarely used while teaching and learning, so if universities and institutes incorporated web-based learning with traditional learning then students will gain their desired knowledge and also it will impact the academic performance of students in the institutions.

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