

# **A Comparative Analysis On Medium Of Learning For Management Education Among Chennai Students**

**Dr.S.C.Rajan Daniel**

*Asst. Professor, Faculty of Management, SRM University, Chennai*

## **Medium of learning**

The study is carried out to understand the preference of the students in choosing their medium for learning. Learning is the act of acquiring new, or modifying and reinforcing, existing knowledge, behaviors, skills, values, or preferences and may involve synthesizing different types of information. As the world is moving towards innovation and development in all fields, it has become more complex to be updated and track all the information. There are new channels which have been developed in the recent years to communicate the information such as E-Books, Internet, Smart phone apps while there is also the existence of the traditional mediums such as books and newspaper. These developments in technology have influenced the reading pattern in terms of academic and non academic. Therefore we need to find the proper medium to deliver and as we all have our own way of learning and choice of medium. Medium is an intervening substance through which something else is carried on. This study will help you to understand the preference of medium in the current trend and the influence of technology. On a better understanding of the preference in the trend University's and publishing industries can focus on the readers need, so that it will benefit both the reader, institution and the industry behind it

## **Objective**

### **Primary Objective**

To analyze the preference of management students in Chennai city for learning of management education

### **Secondary Objectives**

To analyze students perception on medium of learning for management education

To assess students level of comfort on medium of learning for management education

To evaluate students option on medium of learning for management education

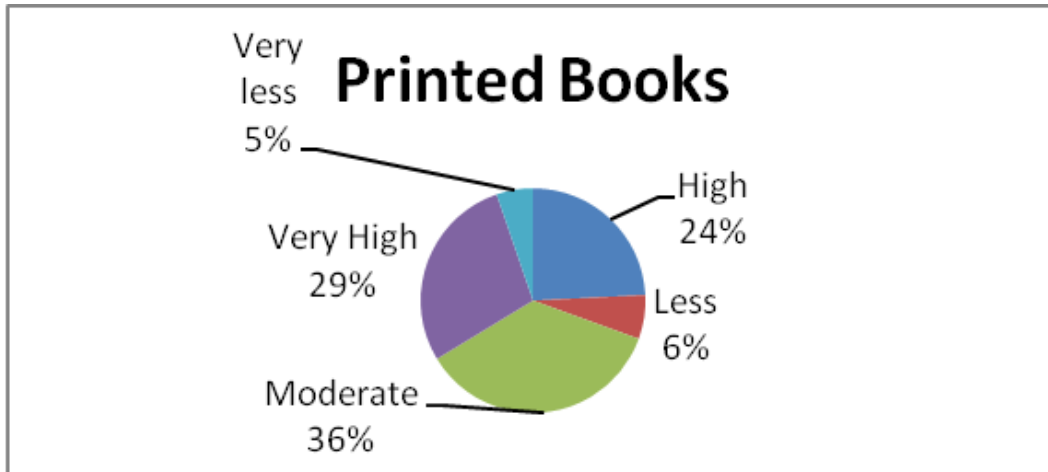
### Research Methodology

The research design is descriptive in nature. Questionnaires were administered among students to assess their preference on medium of learning for management education. List of colleges offer MBA program were identified in Chennai city and 96 questionnaires were administered among I year MBA students among top five colleges chosen by stratified random sampling method.

### Data Analysis

**Table 1**

Values	Count of Rate your usage of printed Books
Very High	27
High	23
Moderate	34
Less	6
Very Less	5
Total	95

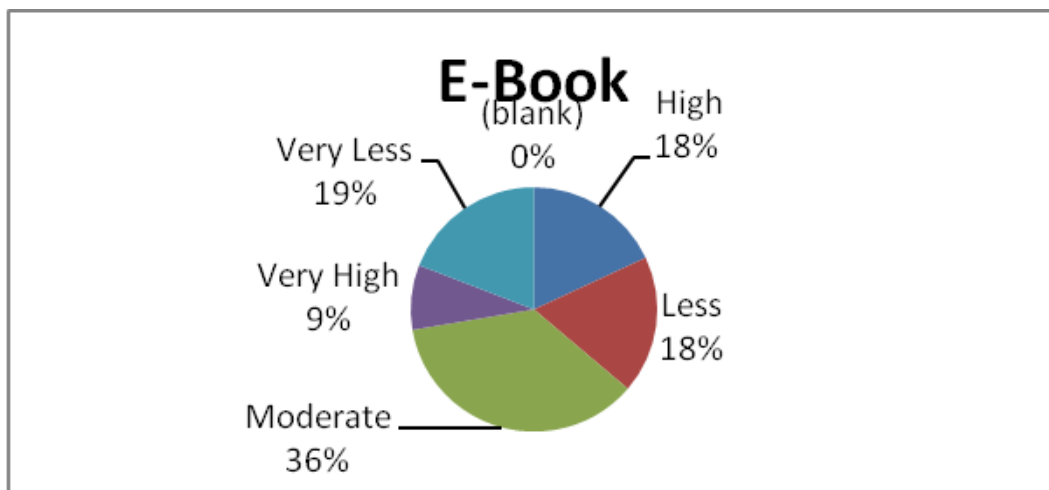


### Inference

The above table 1 exhibits the respondents usage rate for printed book. On comparing the usage of other modes like Ebook, Printed book usage stands high.

**Table 2**

Values	Count of Rate your usage of EBook
Very High	8
High	17
Moderate	34
Less	18
Very Less	18
Total	95

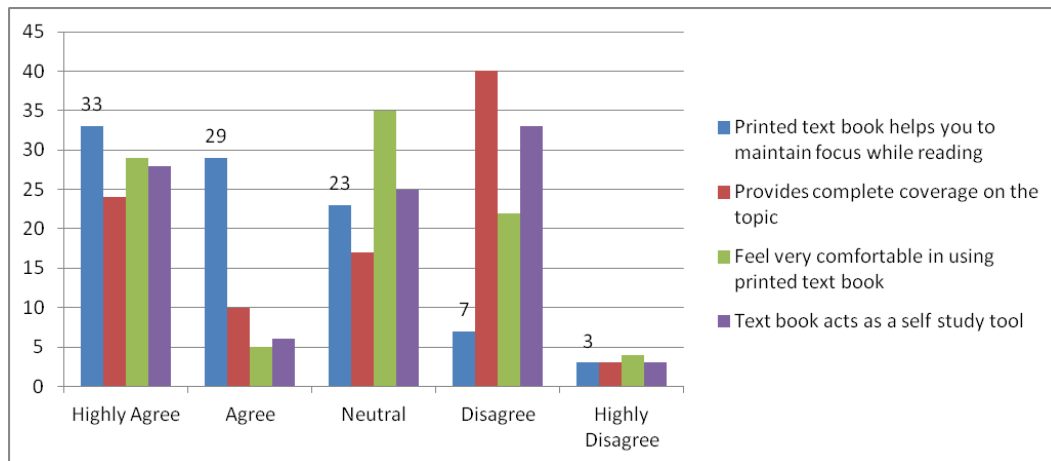


**Interpretation**

The table 2 exhibits the usage of EBooks. The value shows that majority of the people use EBook less.

**Table 3**

Values	Highly Agree	Agree	Neutral	Disagree	Highly Disagree	Total
Count of Does printed text book helps you to maintain focus while reading	33	29	23	7	3	8
Count of Provides complete coverage on the topic	24	10	17	40	3	94
Count of Feel very comfortable in using printed text book	29	5	35	22	4	95
Count of Text book acts as a self study tool	28	6	25	33	3	95

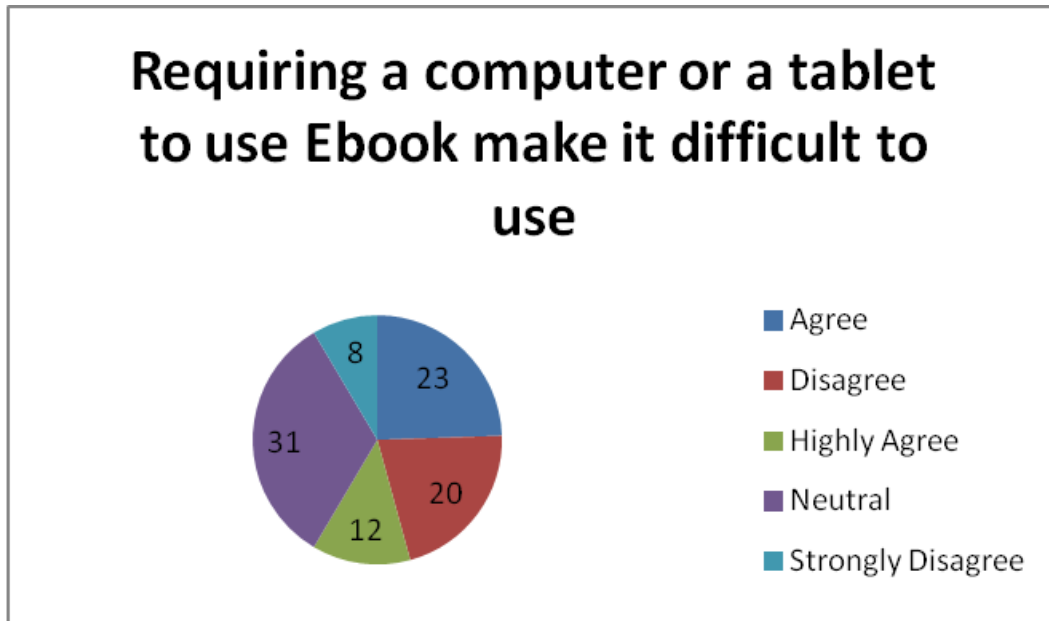


### Inference

The above table 3 exhibits the values provided by the sample on factors favor the usage of the printed books.

**Table 4**

Requiring a computer or a tablet to use EBook make it difficult to use	Total
Agree	23
Disagree	20
Highly Agree	12
Neutral	31
Strongly Disagree	8
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Grand Total	94

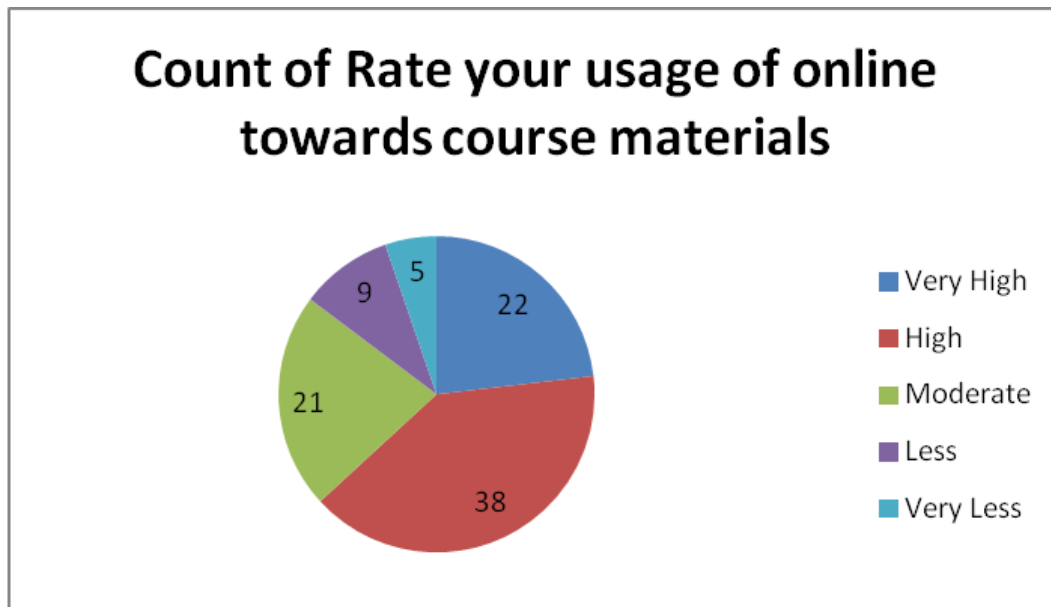


**Inference**

The above table 4 exhibits the values provided by the sample on factors favor the usage of the EBooks.

**Table 5**

Values	Count of Rate your usage of online towards course materials
Very High	22
High	38
Moderate	21
Less	9
Very Less	5
Total	95

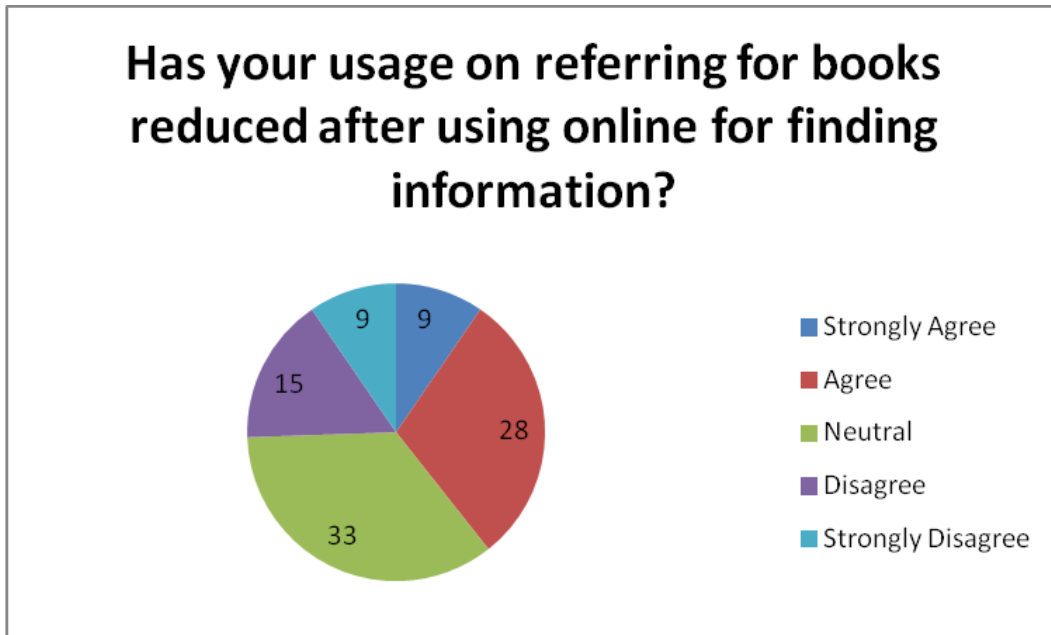


### Inference

The above table 5 exhibits the preference of online medium for studying. The choice of medium is very high on comparing it with books.

**Table 6**

Values	Has your usage on referring for books reduced after using online for finding information?
Strongly Agree	9
Agree	28
Neutral	33
Disagree	15
Strongly Disagree	9
Total	94

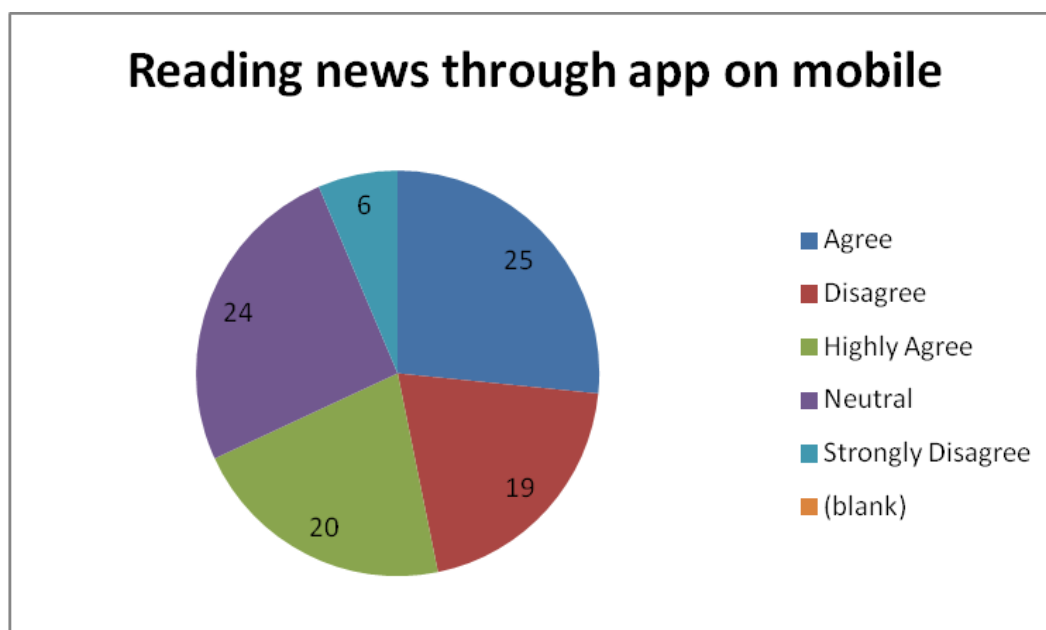


**Inference**

The above table 6 exhibits the how online affects the usage of printed books. The majority of the students have stated that using online has decreased the usage of printed books.

**Table 7**

News apps on mobile	Total
Agree	25
Disagree	19
Highly Agree	20
Neutral	24
Strongly Disagree	6
(blank)	
Grand Total	94



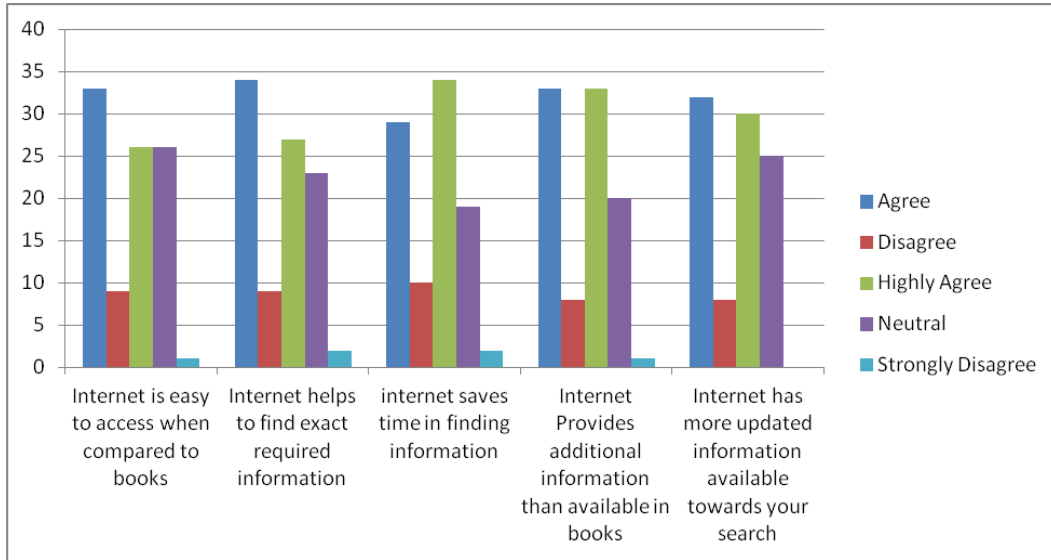
### Inference

The above table 7 exhibits the mode for preference by the students to read news. As per our sample out of 95 we have 93 students who use smart phones.

**Table 8**

	Agree	Disagree	Highly Agree	Neutral	Strongly Disagree	Grand Total
Internet is easy to access when compared to books	33	9	26	26	1	95
Internet helps to find exact required information	34	9	27	23	2	95
internet saves time in finding information	29	10	34	19	2	94
Internet Provides additional information than available in books	33	8	33	20	1	95
Internet has more updated information available towards your search	32	8	30	25		95

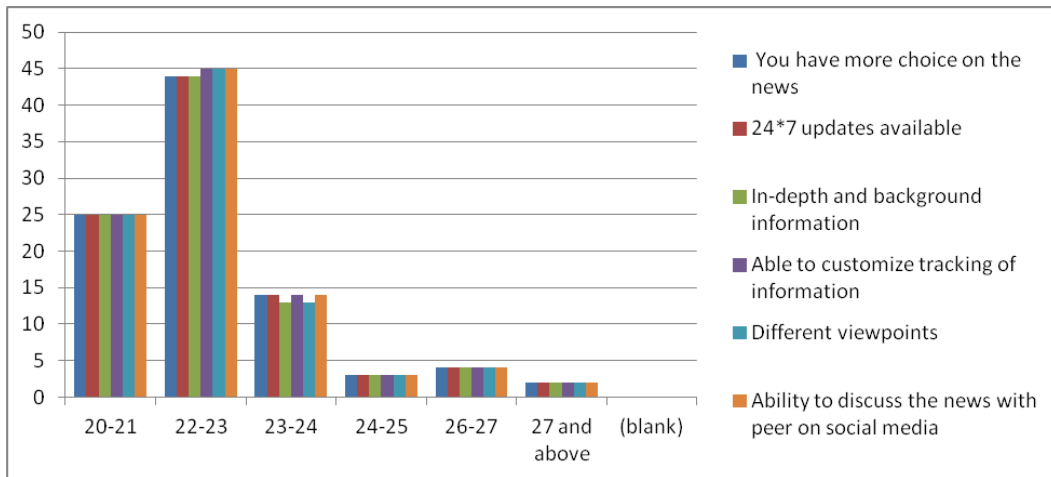




**Inference**

The above table 8 exhibits the factors that influence the usage of internet and the students view on each factor.

**Table 9**



**Inference**

The above table 9 exhibits the factors that influence use of online for reading news based on the age factors.

**Chi-Square test (test of independence)**

**H<sup>0</sup> - Null Hypothesis:**

Usage of materials is independent towards their types of medium

**H<sup>1</sup> - Alternate Hypothesis:**

Usage of materials is not independent towards their types of medium

Values	usage of EBook	online towards course materials	usage of printed Books
Very High	8	22	27
High	17	38	23
Moderate	34	34	34
Less	18	9	6
Very Less	18	18	27

Degree of Freedom	=	8
Level of Significance	=	5% = 0.05
Chi-Square (Table)	=	15.507
Chi-Square (Calculated)	=	42.1706

Calculated value 42.1796 > Table value 15.507

Hence Null Hypothesis is rejected.

**Inference**

Usage of materials is not independent towards their types of medium

**Conclusion**

The students prefer Online and Printed Books as their high medium of choice. University should prefer both printed books as their study materials to the students and provide online access to students. Students prefer online as they are able to find more updated information's and information that is not available on the book. The printed books provide more focus to the readers, therefore publishing companies should come up with new ideas towards this factor as it will help to sustain the existing readers and increase new readers. They should focus in developing the books with more categorized details, covering or providing more information on the topic

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