Effect of Byjus Learning App on Children's Assimilation

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Abstract

There is so much learning app is present in current society, in which the more powerful learning app is byju's learning app. It was developed by Byju raveendran. The main aim of byju's learning app is come fall in love with learning. BYJU'S-The Learning App is the world's largest learning app for school students with 16 million registered students on its platform. This initiative is to study the different techniques used by Byjus learning app for different classes and how it affects the children's learning. This study found that BYJU'S learning app is more informative, enjoyable and scientific. It uses various techniques in different classes with respect to their interest. Tests, analyses and quiz challenges are motivated and inspire the students

Keywords: Learning, BYJU'S, Learning App, Rote learning, Story telling

1. Introduction

Learning is any relatively permanent change in behaviour or behaviour potential. There is so much learning app is present in current society, in which the more powerful learning app is byju's learning app. It was developed by Byju raveendran. The main aim of byju's learning app is come fall in love with learning.

BYJU'S-The Learning App is the world's largest learning app for school students with 16 million registered students on its platform. The app offers comprehensive learning programs in Maths and Science for students between classes 4th-12th. It also has test prep courses for competitive exams like CAT, NEET & JEE, IAS, GRE & GMAT etc. The app has classes from India's best teachers including Founder CEO, Byju Raveendran, using state of the art technology for visualization. BYJU'S in-house R&D team of 600+ members have completely developed the app in house and are constantly working on making it even more engaging and effective. The latest version of the app personalizes learning based on the individual pace and style of learning of each and every student.

BYJU'S has developed an all-inclusive model, which breaks the clutter around rank holders making learning effective not just for the motivated students, but for

everyone. The BYJU'S learning programs has been designed to make 'every' student fall in love with learning and not for the 'toppers' only.

2. History

BYJU'S app was developed by Think and Learn Pvt Ltd, established by Byju Raveendran in 2011. Raveendran, who was trained as an engineer, started coaching students to pass mathematics exams in 2006. In 2011 he founded an educational company with the help of his students offering online video-based learning programs for the K-12 segment as well as competitive exams. In 2012 Think and Learn entered both Deloitte Technology Fast50 India and Deloitte Technology Fast 500 Asia Pacific ratings and has been present there ever since.

In August 2015, after 4 years of developments, the firm launched BYJU'S The Learning App. The app was downloaded by more than 2 million students within the first 3 months since its launch. In December 2016, the app was among "Best Self Improvement" apps at Google Play India rating.

In 2017, Think and Learn launched BYJU'S Math App for kids and BYJU'S Parent Connect app to help parents track their child's learning course. BYJU'S app also became a business case at Harvard Business School. By 2018, it had 15 million users and 900,000 paid users.

3. Major ideas of Byju Raveendran

BYJU'S learning app is more students centric, it will make you like learning and fall in love with learning. Using movie like videos and game like interactions has more effectiveness and engagement. They want to make changes in millions think. According to him, contextual learning is more powerful, especially self learning.

We don't plan to fail, we fail to plan. Raise the aspiration level, keep the life goal. According to him, learning by curiosity, necessity, passion are the requirements today and tomorrow. He needs to create self learners and continuous learners, not the memorize learning for exams. Learning how to ask questions is the right learning. Now students are trained to solve problems not to find them, need students to ask questions. Spoon feeding or exams not work tomorrow, passion will define you. Class room learning leads to book smart but outside learningwill build every person.

4. Important Features of BYJU'S Learning App

The modules are planned in a way that it provides complete coverage of all state level boards, ICSE and CBSE and complete IIT JEE preparation and AIPMT preparation for classes 11-12.the important features are:

Learn: from engaging video lessons and personalized learning journeys
Test: practice to perfection with chapter wise tests that are customized to the learning requirement of every student.
Analyze: the app runs an in depth analysis based on customized tests and personalized learning paths adopted by the student. View detailed analysis of progress and performanceto plan better and improve your performance.
Revise: each module offers revision and practice sessions for students to perfect their understanding of concepts and help them excel in their examinations.

Aim: To study the different techniques used by Byjus learning app for different classes and howit affects the children's learning

5. Method

Sample

- Byjus learning app
- Broadcasted television interviews of Byju raveendran

Design of the study

From the BYJU'S learning app, different techniques are analyzed in different classes.

6. Procedure

Initially the investigator downloaded the BYJU'S learning app, and selected the grades. All type of videos is checked and note down what are the techniques used in the videos. The major ideas and concepts of Byju raveendran, the founder of BYJU'S Learning app are analyzed. The classes of 1st -12th are identified and noted the main techniques. Reviews are also considered.

7. Result

The results are shown in table 1. The table shows various techniques used by BYJU'S learning app on different classes.

Class \ Characteristics	1 to 3	4 to 7	8 to 10	11 and 12
Graphics	Magical world	Real world	Experimental world	Experimental world
Learning strategy	Rote learning	Visualize concepts	Elaborative rehearsal	Elaborative rehearsal
Video duration	5-7 min	2-3 min	3 and above	Around 10 and above
Background	All moving	Only figure Are moving	Both movements are decreased	Both movements are low
Music	Vibrant music	Light music	Very mild music	Mild music
Characters	Disney characters	Cartoon characters	Normal peoples and caricatures	Normal characters
Interaction	Story telling	Use of examples	Connect with prior knowledge	Connect with daily lives
Memorization	Stories like videos	Specified Answers and questions	Connect with prior knowledge	Mock tests
Visual perception	Bottom up processing	Bottom up processing	Top down processing	Top down processing
Reinforcement	cracks	Just appreciate	Badge awarded	Appreciation
Encouragement	Encourage to understand	Encourage to solve and make problems	Encourage to understand theoretical concepts	Encourage to learn contextually and theoretically
Test and analyses	No tests	Ask questions after the concept learned	Ask questions with options	Ask questions with options and solution
Quiz challenge with others	No	Yes	Yes	Yes
Conflict	Interfere with further studies	Effects in verbal reproduction	Low social interaction	Low social interaction withothers

8. Analysis

The aim of the content analysis is to know the techniques that are used by BYJU'S learning app, and how it affects in children of different classes. BYJU'S learning app is the world's largest learning app for school students. The app offers comprehensive learning programs in maths and science for students between classes 4th -12th. It also has BYJU'S early learn app for class 1th -3th.

The BYJU'S early learn app provides more funny and enjoyable videos to the students. It's just like a magical world, and they used Disney characters with vibrant music that will help them to capture more and easy to remember because they are more attached with those characters. It is a rote learning procedure. Rote learning is a memorization technique based on repetition. The idea is that one will be able to quickly recall the meaning of the material the more one repeats it. And they use stories like videos of 5-7 minutes it helps to understand more. For recognizing the milestones to keep the child motivated and engaged. Every level up, the child will get stickers and badges to celebrate their victories. The main conflict faced by students is that it wills decreases their interaction with others and it will effects how to behave in a real situation, because they are in a magical world. Child will be more engaged in learning app more time.

The BYJU'S learning app for 4th-6th is completely different from the early learn app, it's a real world with cartoon characters. It encourages the students to make and solve problems. It visualises the concepts of 2-3 minutes with light music. After each concept they will rewarded a badge it will positively affect them. That is a type of reinforcement it will strengthen the behaviour. They use examples and prior knowledge it is a top down processing. It is a meaning full learning and précised learning strategy. After every session there is quiz challenge with friends that make a conflict in them. Because in this age where they show identity versus role confusion. These challenges will make a competitive mind in them and it helps learning. The excessive use of learning wills decrease their other hobbies and they will more engaged in app. Their social relationships and social engagements will be decreased.

In the 8th -10th, BYJU'S learning app provides more experimental and practical platform. It makes the students to be more self learners. The main aim is that make students more passionate and continuous learners. It encourages understanding theoretical concept with a more personalized videos with a duration of 3 minutes above. Personalised learning has more impacts on students of this age. Personalized learning maintains a rich and up to date record of student strengths, needs, goals, and progress. It is a top down processing; connect with prior knowledge and experiences. They uses reinforcements and quiz challenges it will boost them. It's a more associative learning and uses very mild music. Mild music improves focus on a task by providing motivation and improving mood. The main conflict is that it will reduce their interaction with environment.

The BYJU'S learning app for higher secondary students is more practical and it more informative. This is only for commerce students, mainly focusing on economics, business studies, accountancy and mathematics. They use videos of a minimum 10 minutes and it's friendlier and more informative. It encourages understanding the concepts contextually and theoretically. They show a real world with realistic characters. It is an associative learning strategy, in which a new response becomes associated with a particular stimulus. They provide mock tests and quiz challenges; it also provides questions and answers. It uses light music but differs in concepts, music helps to memorize concepts.

The BYJU'S learning app will help the students to lead, innovate, focus, imagine, create, inspire, challenge, disrupt. It will make change in millions way of think. It creates productive work for the future. However the more use of it will make students completely dependent on smart phones, that will affect their health, their social interaction. In the class room learning, it will provide discussion methods, disciplinary, etc. communication with other students is better in class room learning. The BYJU'S learning app can be used anywhere at any time, it's more look upon future. The major disadvantage is that, it is too expensive. The price of premium pack is 20,000. It is not affordable for a middle class family child.

9. Conclusion

BYJU'S learning app is more informative, enjoyable and scientific. It uses various techniques in different classes with respect to their interest. Tests, analyses and quiz challenges are motivated and inspire the students. The major drawback is that students spend more time on it will adversely affect their social interactions and it is too expensive.

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