1984

AIDE

INFOBOARD

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ACADEMICS & RESEARCH

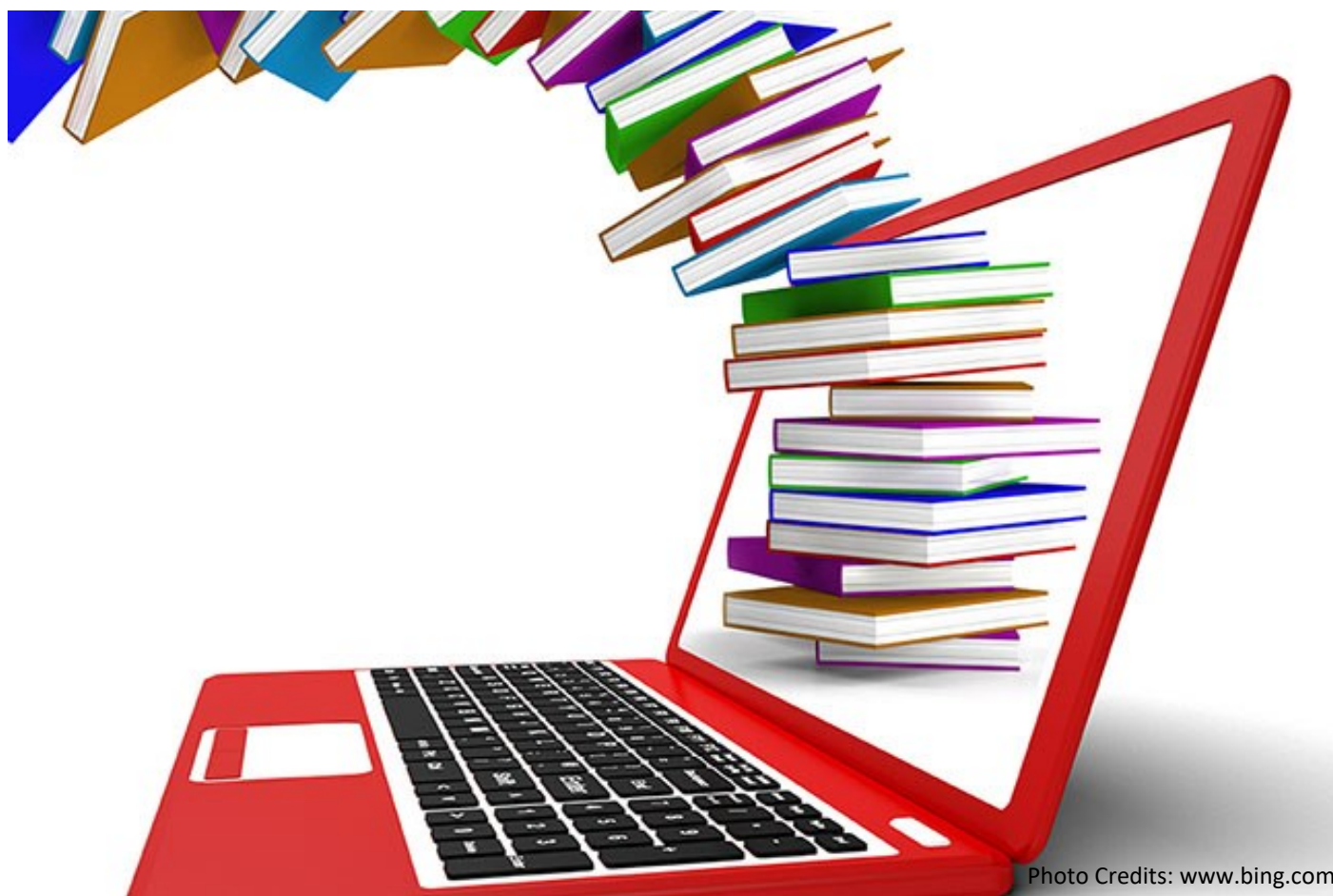## What learning modality do students prefer, LMS or Printed Learning Materials? (Part 2 of 3)

Photo Credits: www.bing.com

In our October 2020 AIDE INFOBOARD issue, we featured the result of our survey showing the students' learning modality and delivery preference. We specifically sought answers on whether our students prefer to use the Online Platform via Learning Management System (LMS) or Print-Based Materials through the use of Learning Modules. The survey was posted on AIDE's Official Facebook Page. This article will specifically enumerate the responses given by the students on the second survey which was made from October 16, 2020 up to January 2021.

The FB post reached a total of 292 people, with 45 clicks and only 4 comments are as follows:

Respondent 1:

"I would prefer printed modules over online LMS so I could study anywhere, anytime! Moreover, I could work on it at my own pace. But since I am living abroad, I would have to take online for my final exam." - AIDE OFW Student.

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Respondent 2:

"Both are beneficial. Let those who wanted Online avail, and those who want Modular avail the same."

Respondent 3:

"Modular but online for exams kasi Saudi based ako that time." AIDE Student, OFW

Respondent 4:

"Online."

With these findings it reveals that based on the survey held last October and this one, AIDE students prefer to use printed-based modules than online LMS considering that this is that the students are given both option or even opt for both. It must be recalled that AIDE utilizes LMS delivery since 2017 even before the Pandemic happened. The institute started to employ the services of NEO Cypher Learning Management System from 2017 to 2019 and Quipper LMS from 2020 up to the present.

This findings is similar to the preferences laid down by Deped for the basic education students. In a slide presented in a July 1 press briefing, the DepEd found around 3.8 million students want printed materials as a mode of instruction (also called the "modular" method) (Printed materials, online classes 'most preferred' for distance learning – DepEd (rappler.com))
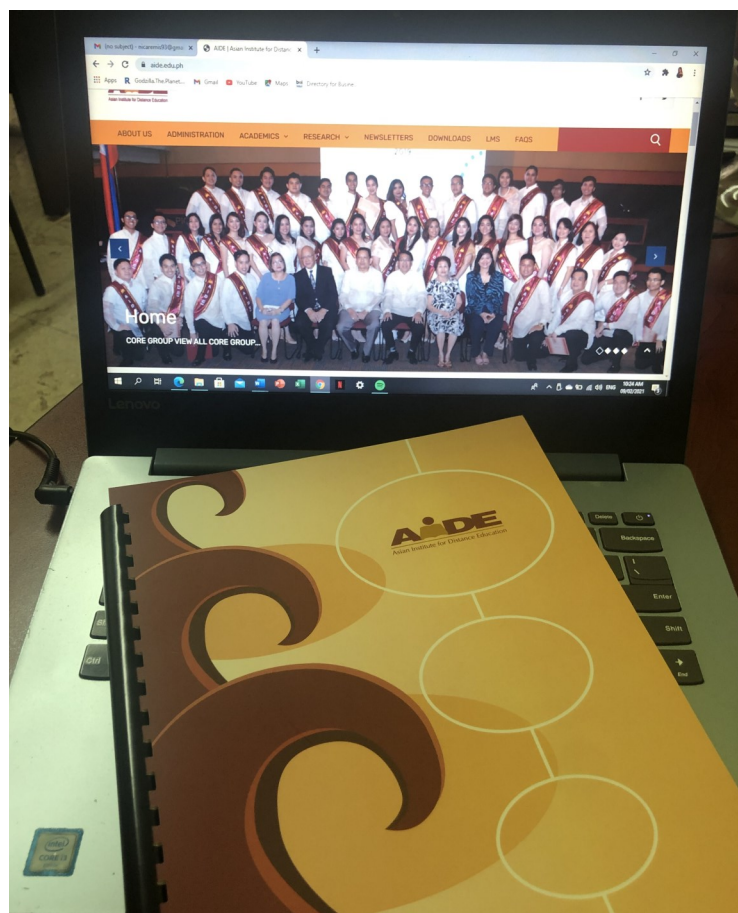
AIDE's result also finds resemblance on the findings made in the study of Schrier (2015) who made a paper on *"Digital or Printed Textbooks: Which do Students Prefer and Why?"* at the University of San Francisco. Student preferences about using electronic or printed textbooks were assessed. In general, students still prefer printed textbooks to electronic textbooks. The primary reason for their preference was because the students simply prefer print to digital, and they also believed that printed textbooks were more convenient than electronic textbooks.

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What learning modality do students prefer,

LMS or Printed Learning Materials? (Part 2 of 3) *...from page 3*

"Computer technology have made it possible to transfer printed course notes, articles, and textbooks from a paper page to a computer screen so that the quality of the reproduction is ensured. This option would seem to offer the learner some flexibility."

- Carrie Spencer, Royal Roads University, 2006

Those that preferred electronic textbooks preferred them because all of the student's required course materials would be in one place at all times. Based on the findings, there are implications for both publishers of e-textbooks, and educators in universities. Essentially, both need to better communicate to students the benefits of using e-textbooks (e.g., low prices), what features e-textbooks offer (e.g., highlighting capabilities, portability), and how e-textbooks can be better for the environment (e.g., use less paper) – all in efforts to get more students in Generation Y to adopt them. (Digital or Printed Textbooks: Which do Students Prefer and Why? (usfca.edu))

Similarly, the same result was yielded in a study made by Spencer (2006) on *"Research on Learners' Preferences for Reading From a Printed Text or From a Computer Screen."* In this study, 254 Royal Roads University School of Business learners (graduates and undergraduates) were surveyed on their online course-related reading habits and choices. Based on their responses and anecdotal comments and the data from follow-up interviews with six of the participants, learners preferred print copies of text materials for reasons of portability, dependability, flexibility, and ergonomics. Recommendations include providing an option in all online courses to print electronic text files in a format suitable for reading from paper. (ERIC - EJ807808 - Research on Learners' Preferences for Reading from a Printed Text or from a Computer Screen, Journal of Distance Education, 2006)

While the study of AIDE bears similar findings with the study made in University of San Francisco, USA and Royal Roads University, Canada, the factors that contributes to the student's preferences have to be considered as well. In the case of AIDE, while the management has already institutionalized mechanisms to offer courses via online delivery, with all the infrastructure ready, and the willingness to invest on this technology, still access of students to internet and speed plays a very important role. The findings also revealed that even the OFW students of AIDE also prefer printed materials than online electronic text.

Online Marketing and AIDE's Enrollment

They say that nearly half of the world's population are wired to the internet and that the ever-increasing connectivity has created global shifts in strategic thinking and positioning, disrupting industry after industry, sector after sector (forbes.com).

Meanwhile, according to the survey taken by the Social Weather Stations (SWS) before the COVID-19 pandemic struck showed, almost half of Filipino adults nationwide are utilizing the internet. According to the December 2019 survey results which were released by SWS, 45 percent of Filipino adults had access to the internet — with 98 percent of them, or 29.4 million Filipinos, having Facebook accounts (newsinfo.inquirer.net).

Even before the Pandemic hit the world in the latter part of 2019, AIDE already maximizes the use of the internet, social media and online marketing since 2017. We tested how online marketing can possibly impact enrollment intake. It was during the last three (3) years that AIDE's website (aide.edu.ph) was improved, its Facebook Page revived and boosting were also made.

In 2018, it was reported that Filipinos are the world's heaviest internet user. Philippine users also maintained their global lead in time spent on social media.

According to the report by Social Media Firm Hootsuite and We are Social, Filipino users spend an average of four hours and 12 minutes on social media platforms. This record is a huge leap from the global average of two hours and 16 minutes. (philstar.com)

Meanwhile, looking into the impact of the social media and online marketing to AIDE's enrollment, results of analysis revealed that almost half of its new enrollment intake from 2018– 2020 (average) were taken from online sources. Specifically, in the year 2018, 33.41% of its student intake (new students) were sourced from Google, Facebook and AIDE website. In 2019, 54.21% of the new enrollees say that they were able to know about AIDE through online means. During the Pandemic year 2020, 55.29% of the new entrants to the Institute were generally sourced through online platform.

Mobile internet emerged as the most used method of Filipino users to access the world wide web. They are using mobile internet for four hours and 58 minutes on average. The record of mobile internet usage made the Philippines second highest globally behind Thailand.

Source: [Filipinos are world's heaviest internet users in 2018, Philstar.com](#)

STUDENTS' CORNER

Why Study at AIDE?
Some Reasons Cited by Students

A social experiment was conducted in 2020. The AIDE staffs randomly surveyed AIDE students last year to specifically ask the students the reasons for choosing AIDE over other higher educational institutions. The question states: **"Why did you choose AIDE as your school?"** and here are their responses:

To give more time to what really interest me most— music, business and creations.

- Charles Guerrero, AB English

I'm currently employed.

- Gil Daniel Delas Armas, BSBA Student

I chose AIDE because AIDE is one of the pioneer in Distance Education and is providing quality education even if it is not inside the classroom setting.

- Coreen Bernardez, BSBA Student

I chose AIDE because the learning modality is modular.

- Karen Bernardez, BSBA Student

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