

«E-Learning» Concept and Its Main Characteristics

G. S. ISMURATOVA*

Kostanai Engineering and Economics University named after M. Dula-tov, Kostanai State University named after A. Baitursynov.

B. T. NAURZBAEV

Kostanai Engineering and Economics University named after M. Dula-tov, Kostanai State University named after A. Baitursynov.

G. S. MAYKOPOVA

Kostanai Engineering and Economics University named after M. Dula-tov, Kostanai State University named after A. Baitursynov.

V. A. MADIN

Kostanai Engineering and Economics University named after M. Dula-tov, Kostanai State University named after A. Baitursynov.

R. B. ISMURATOVA

Kostanai Engineering and Economics University named after M. Dula-tov, Kostanai State University named after A. Baitursynov.



ABSTRACT

The article suggested the description of e-Learning phenomenon main characteristics, its forms, technologies, tools and applications capabilities in a pedagogical context, its causes, advantages and disadvantages. An attempt was made to organize the characteristic features of this form of training somewhat.

JEL Classifications: D83; O14; O33.

Keywords: E-Learning, LMS(Learning Management System), WBT(Web Based Teaching), Life Long Learning (LLL), Web-Resources.

**Corresponding author.*

1. INTRODUCTION

The term «e-Learning», or electronic learning, has entered into the scientific use of the post-Soviet educational space not long ago, and the majority was still inclined to see it as a neologism. However, the interpretation of the concepts embodied in it gets you closer to the essence of the phenomenon. "E" is used for the abbreviation of the word "electronic". The English "learning" means "teaching". Speaking of EL we mean the learning process with the use of electronic means in the broadest sense. Having traced the path of electronic technology development, it is possible to state that e-learning has its own history and a related scientific and theoretical basis.

2. DEFINITIONS AND KEY FEATURES OF E-LEARNING

2.1 Known Definition of E-Learning

E-learning is a structured, purposeful use of computer technologies for learning process support. E-learning is based on network technologies, it is the integration of educational techniques and internet technology capabilities that can direct a student to a specific level of skill.[Articles on e-learning. <http://www.dlearn.org/news/zhizn-posle-diploma-ucheba-tolko-nachinaetsya>]. An alternative term used in the field of e-learning is the acronym WBT - web based teaching - less frequently web based training - the training based on web technologies, or on-line training.

The definition given by UNESCO experts: e-Learning is the learning via Internet and multimedia". One thing is clear - today's fast paced world requires the fastest and cheapest knowledge generation and transmission ways. E-learning is one of the possible tools, which allows to solve this acute modern problem. The understanding of the need to change the traditional approaches to teaching and learning caused by the processes of globalization, the use of modern ICT in all spheres of social life (the so-called digital revolution), the transition to an information society. In this context, European education sees its task in the development of a student individual abilities, global cooperation, the removal of barriers between a formal and informal education, which is possible with the help of competent teachers who are capable to develop and implement ambitious educational programs. Training should be confined by traditional classrooms: it has to exhaust the digital revolution potentials at maximum. In this regard, since October 2013 European Community declares the policy for Opening up education [Opening Up Education [Text]. Digital single market [Electronic resource]/ – Access mode: <https://ec.europa.eu/digital-agenda/en/opening-education>], which should further enhance its attractiveness and efficiency, as well as the access to it through the development and the use of open educational resources, and mass public online courses.

Thus, the change of traditional approaches to teaching and learning, on the one hand, and the rapid development of ICT, transformed into the digital revolution, on the other, led to EL phenomenon. The presented evolution of ICT and multimedia shows a rich variety of techniques and tools, the rapid expansion of their features and functions and, as a consequence the diversity of their opportunity application in the educational process also undergoing the radical changes in the direction of openness and boundary elimination, geographical, cultural or social ones.[T.V. Kozlova, K.A. Sarkisov, A.N. Kozlov, D.V. Volkov,2011]. With the introduction of the electronic learning in Kazakhstan the conditions are created in full for the implementation of the XXI-st guiding principle of education proclaimed by UNESCO "education for all" and "lifelong learning" (LLL). Kazakhstan e-learning professionals work actively on draft laws about e-learning industry in Kazakhstan. The promotion of e-learning and information technologies in education is the matter of education competitiveness provision, and therefore the competitiveness of a country. Having studied the experience of countries which achieved some success in e-learning, taking into account the peculiarities of our education and online resources it can be seen that the concept of «e-Learning» includes many definitions, but it is an information space primarily that is used for training and has its own characteristics:

- An independent work with electronic materials, using a personal computer, PDA, a mobile phone, a DVD-player, TV;
- The obtaining advice, tips, evaluations from a remote (geographically) expert (a teacher), the possibility of remote interaction;
- The creation of a distributed user community (social networks), which perform common virtual training activity;
- Timely twenty-four hour delivery of e-learning materials;
- Standards and specifications for electronic learning materials and technologies, distant learning tools;
- The development and improvement of information culture among all, from a Rector to a student and the mastery of modern information technologies, the improvement of his ordinary activity efficiency;
- The development and promotion of innovative educational technologies, their transfer to teachers;
- The possibility to develop educational web resources;
- The possibility to receive modern knowledge available in any part of the world at any time and place;
- The availability of higher education for the persons with special needs.

3. E-LEARNING ADVANTAGES AND DISADVANTAGES

E-learning does not have any sectoral restrictions in the application. The question is that the efficacy of this form of training can vary depending on the particular factors from which a situation develops. The most common reasons for e-learning use:

- The reduction of indirect costs associated with a contact teaching (payment of travel, accommodation, a hall rent);
- The solution of a problem with the teaching of geographically distributed staff, partners and customers;
- The ability to provide training at any time and regardless of a teacher; the ability to ensure uniformity of educational content for all participants.

E-Learning, electronic learning is a magic word in the educational space. The obvious advantages of such training is availability anywhere in the world, a complete independence, saving of time and individual study schedule. Moreover, the search in Internet and the travel through a virtual world are everyday affairs for a modern generation. So we can combine useful and pleasant things. With a flick of a wrist you turn on your computer and find yourself at a university. There is no hurry, a desperate chase for a bus and an unfinished cup of coffee. Experts believe that distant learning is future. The classes at a future university could be like this: you get up, go to the kitchen, turn on a notebook and make coffee. Having a breakfast, you go to a special educational portal. This is the audience, where your fellow students gather. The main condition is the presence of a computer, Internet and special software. You are at the lesson in a few seconds. This form of training has its advantages and disadvantages.

3.1 The Benefits of E-Learning

- A teacher is available almost all the time - it is possible to write a teacher via email and receive a response in a short period of time. There is no need to "catch" a teacher at a university, and to wait near his office at a mixed model of learning. If you need a personal meeting, you can assign an exact time via e-mail, a forum or a chat.

- Training is possible regardless of time and place - it is possible to work at home, at work or at an Internet café, and you can just download the necessary materials and work in off-line mode. Besides, all training materials are in one place - in LMS - which makes it possible to work more effectively.

- Individual control of education - a teacher has an opportunity to observe the progress, the time of task performance and the rhythm of individual students. This makes it possible to build a specific training schedule for students, and advise each student individually. On the other hand, students also have the possibility to control their performance and to correct their results in time.

- Repeated use content. This plus is more related to a university, so it is possible not to write anew a recurring theme repeated in several disciplines, and to use already written earlier. This reduces the time and the cost of new course development.

- The reduction of training time and costs. This advantage applies to a university and students. A university reduces production costs, and the development time for training courses, but it happens gradually. Students do not have the reduction of costs over time - there are no costs for a road. And in some cases the costs are reduced if there is a cheap access to the Internet. There is no need to pay for the road to a university and for study materials, so if even the training is commercial, all LMS materials are included in training costs.

- A variety of teaching approaches. All people learn in different ways - some perceive better by ear, some people prefer to read, and so on. There is the opportunity to give the opportunity to learn at a mixed training, as the most convenient is to include audio or video lectures in a course, different graphics and so on. At the same time students have the opportunity to study traditionally as they used to.

Pondering over these advantages of e-learning, one should take into account that education via Internet technologies is a new and an unknown phenomenon for many people. Along with the advantages of e-learning, its disadvantages are also visible. There are some obvious disadvantages of e-learning at this moment:

- The problems of old methods of teaching use with new technologies - most educational materials are suitable for traditional education and are not suitable for the use in online and mixed learning.

- Difficulties during the combination of natural human needs for communication with new technologies - teachers need to give lots of efforts to ensure that the course and its components are purposed for a man. - Many (most)

courses are designed in such a way that they can be taught only by one institution or just by one teacher - if a teacher leaves a university, its course must be remodeled almost completely, which leads to new costs and loss of time.

- Problems of pedagogy - a remote student learning only by the means of information technologies does not get an opportunity to accumulate the necessary skills, he could accumulate during lectures and seminars (personal presentation technique, "live" discussion and the control of emotions, etc.)

- Lack Professionalism during the development of online training materials and the need for a special training of teachers to work with new technologies - not all teachers of a university are able to develop new educational technologies independently, and without a special education teachers develop poor quality courses.

- The need to equip a university with numerous computers and computer equipment - moreover, a new, large item of university costs and equipment require constant updates and installed software update.

- Production problems - a very large number of courses developed by one member of the teaching staff and it does not comply with various interface, graphic standards, and so on, and they also do not have a sufficient volume.

- The absence of promotion systems for the participation in the process of education quality improvement - teachers make a lot of efforts to develop the new principles of teaching with technologies, but the universities do not mark them with special awards.

- The problems of work skills development with the information systems among staff and students for the successful implementation of technologies in education. They should be able to use not only teachers, but also other participants.

4. CONCLUSIONS

Thus, the notion of e-learning is composed of a fairly large number of components. At that the e-learning may operate using both one and several or all elements. LMS (Learning Management System) or distance learning system (DLS) is one e-learning main parts. This system is a platform, in which the whole learning process is organized and takes place. LMS consists of a set of tools used for a particular job in a network: forums, chats, system testing, file sharing system, electronic sheet, virtual classrooms, blogs, virtual laboratories, etc. If the education organization plans to introduce e-learning, then one of the first steps is the selection of a distance learning system. A huge role in training is played by online training courses - a kind of electronic textbooks filled with text, animation, video and sound. If we make an analogy with a full-time training, the DLS is a work desk and a bookshelf, and online courses are textbooks and a workbooks. It is not necessary that courses are placed in LMS. Courses can be written on disks and held in a local mode without Internet connection. Courses can also be uploaded to websites where users can get acquainted with them and learn them. Students, teachers and dean's office employees are also the elements of e-Learning, they are called just a little differently:

- Students become listeners in an electronic environment,
- Teachers become tutors,
- Dean's office employees become organizers.

Internet technology become gradually an integral part of our lives and more and more people use them in everyday life. The culture of their operation and communication comes together with the spread of technologies. They become indispensable and their advantages become obvious with their help. Anyway, most of the experts and the representatives of higher education institutions agree that e-learning has a great future. But in any case, a simple desire to get an education is not enough for a student. This form of training involves a greater concentration, awareness, responsibility, and, above all, self-control.

Conflict of Interest

The author confirms that the presented data do not contain any conflict of interest.

Acknowledgement

This project was funded with the European Commission support, the contents of this publication are the subject of the author's responsibility. European Commission is not liable for further use of the information contained therein.

REFERENCES

Articles on e-learning. <http://www.dlearn.org/news/zhizn-posle-diploma-ucheba-tolko-nachinaetsya>.

T.V. Kozlova, K.A. Sarkisov, A.N. Kozlov, D.V. Volkov - Students in e-Learning environment. - M.: Publishing center. EAOL. 2011.

Opening Up Education [Text]. Digital single market [Electronic re-source]/ – Access mode: <https://ec.europa.eu/digital-agenda/en/opening-education>. (2017).