CHAPTER 1

Introduction to
Distance Education
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1.1 - Abstract

The present research work is study on the “An Empirical Study of Students Perceptions about Distance Learning through Satellite Broadcast”. The study is primarily to understand the Perceptions of students about Distance Learning through Satellite Broadcast and its benefits for growth of higher education. The study also enabled to analyses on growing activity of Distance Education and define the benefits of Distance Learning through Satellite.

1.1.1 - Chapter 1 – Introduction to Distance Education

Today in the modern era, person being is in his education period and socialization history. They all time has tried to establish a good contact to express, change or share their views and knowledge. They want to share experiences with anyone established easily communicate. It is an obsolete necessity for mentally, emotionally and physically developed human beings. Education is not only the right of students or persons belonging to particular group of age, but also it is a desire or need of everyone living in country or on the earth. Each individual personality plays an important role in building of national development.

Education is a system empowerment and enlightenment of human being. They can achieve a higher and better quality of life with proper education. The purpose of education is not only to train people for particular role of employment. It is also to train them to cope their lives in the discipline and intelligence. A sound and effective system of education results in the enfoldment of his knowledge and transformation of his attitude and value. Recognizing such an huge potential of education. It focuses on to provide quality education for everyone. It has successfully established the biggest educational system in the world by India.

After United Stated, India has secured second rank as in the largest higher education system in the world. University Grants Commission has the main governing body in India as its tertiary level for higher education. UGC help and coordinate between state university and governments with enforcing and maintain UGC higher education standards. UGC has established 15 autonomous colleges in India after accreditation process of higher learning completed.
Indian higher education system has expanded with speedy development in last 10 years span from 2000-2001 to 2010-2011. They had added nearly more than 8 million students with 20000 colleges in that period of 10 years. As on march 2011 India has 33 Institutes of National Importance, 5 institutions functioning and established under the State Act, 90 private universities, 275 state universities, 130 deemed universities and 42 central universities providing higher education in the country. Other institution include 33000 colleges as Government and private functioning colleges which included exclusive colleges about 1800 for women. UGC reported in 2012 that these are functioning under the universities and institutions. Distance Education Council in India provides distance learning and open education feature to Indian higher education system. In the global scenario of higher education IGNOU has the world largest university. It has 3.5 million student approximately across the world.

1.1.2 - Chapter 2 – Literature Review

Review of related literature helps to know about the studies which have been done in the related field. By the study of reviews one can search the problem and examine the different solution various researchers have found such solution an researcher discusses his results and draw conclusion.

The literature review is a critical looks at the existing research that is significant to the work that researcher carrying out. Some people think that it is a summary but it is not so that. Although researcher need to summarize relevant research, it is also vital that researcher should evaluate work, show the relationships between different work, and show how it relates to his work.

1.1.3 - Chapter 3 – Research Methodology

Globally, virtually all countries are facing the multiple challenges like expanding access, improving quality, and ensuring equity especially in higher education. Reinforcement this challenge is the growing, enormous, and urgent need to train, retrain, and continuously refresh the knowledge. Also skills of each nation workforce in an increasingly globalised knowledge world economy. The problems
can be solved if there is increased awareness and appreciation for the potential of Distance Education and Learning, including electronic learning, in increasing access to higher education. A satellite broadcast in the rural area for distance learning is made useful innovation. Therefore the researcher hope this study will give new direction to stakeholders to formulate planning for development of distance learning through satellite broadcast.

The study is primarily to understand the Perceptions of students about Distance Learning through Satellite Broadcast and its benefits for growth of higher education.

- To assess the growth of Distance Learning in India.
- To review the Students perceptions about Distance Learning.
- To analyses on growing activity of Distance Education.
- To evaluate the service quality offered by Satellite Broadcast.
- To interact with students and have their review.
- To know the students requirement at rural areas.
- To define the benefits of Distance Learning through Satellite.

Research methodology is a process of human activity used in the investigation of nature. It is a matter in the investigation of nature and matter deals specifically with the manner in which data will collected, analyzed and interpreted. The researcher plans to present the study in the form of Descriptive research. The research is base will be Quantitative as the researcher will be adopting the Survey method to collect the data. The researcher plans to collect data for the research study through primary and secondary sources.

The researcher will collect data through the Simple Random Sampling method, with the help of questionnaires from 300 students studying Distance Learning in Mumbai. Care will be taken to see that the sample is a true representation of the population. These respondents will be limited to the Geographical area to be covered in the research will be Mumbai.

The collected data will be edited to avoid unwanted information & will be arranged in proper sequence. Processing and analysis of data involves in answers to the research problem. Processing of data refers to consolidation, recasting or
regrouping of data so that the job of analysis is made very easy. While analysis of data refers to seeing the data in the light of hypothesis and the prevailing theories and which help to drawing conclusion. The edited data will be edited & classified for suitable tabulation, graphs, charts, diagrams wherever necessary.

The hypothesis has been tested by using the statistical tools such as Non Parametirc Tests. Chi Square Test and Kolmogorov Smirnov Test has been taken into consideration. In addition to the above hypothetical tests, the statistical tools like simple percentage method, Pearson Correlation, Cluster Analysis and Factor Analysis are used for analyzing data.

1.1.4 - Chapter 4 - Distance Learning through Satellite Broadcast

The Internet has the ability to level the multiple needs of learning of individuals. If there are S.S.C. students look for supports with some maths problem it can be done through Distance learning. Further a fulltime working employee require a university degree for promotion and other knowledge purpose can be made possible through distance learning. The current growth rate in enrollment of demand education can not match with the capacity growth rate of existing university. There over crowded classrooms and reduction in quality has resulted. A viable Distance Learning education system represent the excellent cost effective efficient solution to these problems with proper internet facility. Furthermore closed circuit Television lecturers Electronic Learning may also offers a more attractive solution specific to girl Higher Education.

Educations for all could means a three dimension challenge. It is educations for all age, educations for students of in schools or out of schools and educations in different occupations. Therefore these challenge has two-fold that equitable knowledged resource and Quality education. Effective responses to the complicated challenge to educate millions with Quality may be possible with information communication and technology enabled education i.e. distance learning through satellite broadcast. The basic innovated and clever integration of Information Communication Technology is an open and flexible academic structure. Then it
would help the nation to address problems like increasing demand, quality person, utility and excellence of Higher Education.

There are many countries using satellite broadcast for Education. Therefore the concept of Teacher in the Sky came into existence with Satellite education. EduSat an Indian Satellite established by ISRO is completely devote in the area of Satellite Education. In addition this, programs for School, College and Higher education of UGC, AICTE, IGNOU, CEC, NCERT and DST have been set up using the national beam. Similarly in the nation, Britain, Japan and Sri-Lanka have come up with the University of the Air. In addition to support formal Traditional Education, Satellite Education System may facilitated broadcasting knowledge to rural and remote area peoples. All this happen due to the broadcasting systems of the various nations. Canada, China, Indonesia conducted Satellite Instructional Experiment conducted successfully, after that India followed the same experiment and clearly established the tremendous potential of using satellite TV for educational requirement. Indonesia established PALAPA satellite successfully, India established INSAT and AUSSAT established by Australia prompted other countries to develop their own satellite based system to fulfill education requirement.

In the current modern age, Telecommunication Technology such as Satellite, Fiber Optic System, Radio, Television, Laptops, Computer, Radio and other useful devices are useful in delivering instructional education. To increase contact session between instructor and learners that is the main purpose of using these technology. In Planning the instructional activity of distance education the interaction is playing a key role. At this state instructor, faculty and administrator must be trained to use Telecommunication Technology so that they can increase the learners in the Distance Education System. It is now offer at all educational levels primary school students to university students. It included general education as well as skills training and retaining educations courses also available.

Distance Education involved in time to time interaction with the faculty who offered course contents. Therefore, the range of Distance Learning Technology available currents reflected into four category.
1.1.5 - Chapter 5 - Analysis of Data

The collected data has been tabulated in two different forms like Simple Tabulation with one variable and Cross Tabulation having two variables. The tabulated data has been analyzed by using SPSS 17.0. It has consisted of the following statistical techniques.

- **Univariate Analysis:** It has involved only one variable for analysis and the methods related to this analysis include Simple Percentage method & Chi-Square Test.
- **Bivariate Analysis:** It has involved only two variables and the methods related to this analysis include Pearson Correlation and Chi-Square Test of two variables.
- **Hypothetical Analysis:** The hypothesis which is formulated has been tested by using Chi-Square Test & Kolmogorov Smirnov Test.
- **Multivariate Analysis:** It has involved more than two variable at a time. It has explained the associations among more than two variables simultaneously. The methods include Factor Analysis.

Facts, information, systematically collected and formally presented for the purpose of drawing inferences. Statistical information collected Compiled and presented for the purpose of establishing appropriate relationships between variables. Both the primary and secondary data has been used for the purpose of analysis.

1.1.6 - Chapter 6 - Conclusion

The analyzed information has been summarized findings for the purpose of drawing valid conclusion. From the study, it is observed that out of 300 Distance Learning Students surveyed, 19.0% of students are in the age group 15-20, 52.7% of the students are in the age group 20-25, and 28.3% of the students are 25-30. It is apparent that majority of the students belong to the age group 20-25.
The study reveals that, out of 300 Distance Learning Students surveyed, 62.7% of students are from male category, 37.3% of the students are female category. It is apparent that majority of the students are male category.

The study shows that, out of 300 Students, 15.7% of students are having their level of education as Post Graduate. 43.3% of students having Graduate Level education, 29.3% of students are educated upto H.S.C. and 11.7% of students having S.S.C. level education. It is clear that Graduate and Post Graduate is the level of education for most of the students.

The study reveals that, out of 300 students surveyed, 61.3% of students are having medium income, 24.7% of the students are having low income and 14.0% of the students are having high income, it shows that most of the students are belonging to the middle class and it can be a measure for determining their socio-economic status.

The study point out that, 50.3% of students are doing service, 11.7% students are doing their Profession, 9.7% students doing business while 18% and 10.3% of the students are doing their nothing they just studying their distance learning education, it shows that most of the students are engaged in income generated activity and it can be a measure for determining distance education can help to do other income generation activity.

The study shows that, out of 300 students revealed, 59.3% of students are having higher education preferences towards Distance Education, while 15.3% of the students are preferences to Traditional Format and 25.4% of the students are having both the side. It apparent from the study that distance education is their first preferences for getting higher education.

The study reflect that out of out of 300 students surveyed, 162 students are having favorable attitude towards Distance Education, 79 students highly favorable, 36 Neutral, 17 are unfavorable and 6 are Highly Unfavorable. The study reflects the positive attitude of the students towards requirement of Distance Education in Education Industry.
The study states that, from 300 students surveyed, 56.7% of students are having high awareness level towards Distance Education, 20.6% of students are having very high awareness level, 14.7% of students are Neutral, 5.7% of students are having low awareness level and 2.3% of students are very low awareness level. The study clearly indicates that students are having high awareness level towards Distance Education and they understand Distance Education is better than Traditional Education.

The study reveals that, out of 300 students surveyed, 75.3% of students are considering that they feel comfortable with Distance reading and online interaction and 24.7% of the students are not agree that comfortable with Distance reading but they have no alternative. It is clearly indicates that students feels comfortable with distance reading and online interaction.

The study reflect that, out of 300 students surveyed, 204 students are considering that distance education required a self-starter and self-motivated learner student and 96 students are not agree with that. It is clearly indicates that students should be self-starter and self-motivated learner in Distance Education.

The study point out that, out of 300 students surveyed, 26.3% of students are strongly agree that Distance learning course successfully satisfied social needs. 41.7% of students agree, 16% of students neither agree nor disagree, 9.3% of students disagree and 6.7% of students strongly disagree. It is clear from the study that the majority of the students agree that Distance Learning courses successfully satisfied their social needs and wants.

The study indicates that, out of 300 students surveyed, 26% of students the opinion with a very large extent that Distance Learning should be promote for utilizing Satellite Broadcast while 38% of students opinioned that it influences to a large extent. 17.4% of the students felt that the influences to a medium extent. 11.3% of students are said that some extent and 7.3% of students are opinioned that it does not influence at all. The study shows that Distance Learning should promote for utilizing Satellite Broadcast to a large extent.
The study reveals that, out of 300 students surveyed, 24.7% of students feels Very Good conveyance about Distance Learning while 47% of students opinioned as Fairly good. 18% of the students are Neutral at their opinion, 7.3% of the students termed as not satisfactory. 3% of students termed as Irritatingly Bad conveyance about Distance Learning. It is clear from the study that majority of students are of the opinion that they feel fairly good and very good conveyance about Distance Learning.

The study reflected that, out of 300 students surveyed, 46.7% of students the opinion that agreement level of regarding Distance Learning in India is Good while 12% of students opinioned as Excellent. 22.7% of the students are undecided, 11.3% of the students termed as poor. 7.3% of students termed as Very poor. Majority of students are of the opinion that there are good agreement level of Distance Learning in India and it can be improve with Satellite Broadcast.

The study revealed that, the value of alpha is 0.385. It can conclude that the variables are having high internal consistency and hence these variables are considered to be suitable for conducting factor analysis.

It can be seen from the study that, the significance level 0.001 is less than the assumed value 0.05. So we reject H0. This means that factor analysis is valid. The value of KMO coefficient should be always more than 0.05. The table value shows that it is 0.736. So this implies that factor analysis for data reduction is very effective.

It can be seen from the study that, the significance level 0.005 is less than the assumed value 0.05. So we reject Distance Learning. Hence it is confirm that, Age can become a significant demographic factor in influencing the awareness level of the students towards the Distance Learning. Through the summary findings conclusion has been summarized for the purpose of drawing recommendation and suggestions.

From the opinion of students it is concluded that there is positive attitude of the students towards Satellite Broadcast environment in Distance Learning. It is concluded that that Satellite Broadcast create awareness about different quality services offered during distance learning.
The study concluded that out of 300 students revealed that 178 students are having higher education preferences towards Distance Education, while 46 students are preferences to Traditional Format and 76 students are having both the side. It apparent from the study that distance education is their first preferences for getting higher education.

It is clear from the study that students are having high awareness level towards Distance Education and they understand they understand Distance Education is better than Traditional Education. The study concluded that the positive attitude of the students towards requirement of Distance Education in Education Industry.

It is clear from the study that the majority of the students agree that students feels comfortable with distance reading and online interaction. The study concluded that students should be self-starter and self-motivated learner in Distance Education.

Majority of students opinion that Distance Learning courses successfully satisfied their social needs and wants. It is concluded that 125 students are agree that Distance learning course successfully satisfied social needs. 79 students strongly agree, 48 students neither agree nor disagree, 28 students disagree and 20 students strongly disagree.

It is clear from the study that majority of students are of the opinion that they feel fairly good and very good conveyance about Distance Learning. The study reveals that, out of 300 students surveyed, 74 students feels Very Good conveyance about Distance Learning while 141 students opinioned as Fairly good. 54 students are Neutral at their opinion, 22 students termed as not satisfactory. 9 students termed as Irritatingly Bad conveyance about Distance Learning

Majority of students are of the opinion that there are good agreement level of Distance Learning in India and it can be improve with Satellite Broadcast. It is concluded from the study that majority of students are of the opinion that they main reason of choosing distance learning that Social Commitments and DL would be easier.
The study concluded that 211 students are agree that Satellite Broadcast in DL helps to rural development, 89 students are not agree. It is clearly indicates that Satellite Broadcast in DL helps to rural development though it is clear from the study that Satellite Broadcast is necessary for Distance learning.

The researcher has expressed that effective and efficient service quality education is essential not only to attract new students, but also to retain existing students. Current Distance learning segments has come up with a lot of initiatives that are oriented to providing a better quality service with the help of new technologies.

1.1.7 - Chapter 7 - Recommendation and Suggestions

Based on the finding and conclusion of the study and other information collected, the following recommendation and suggestions are effective in designing the marketing strategy for the establishing, improving Distance Learning in Satellite Broadcast environment.

The Age of the student become strongly influences the awareness level towards Distance Learning through Satellite Broadcast. Age is a demographic variable which should be treated as the target market for the establishing Distance Learning. The students having Age 20-25 & 25-30 can be considered as a probable target segment for Student retention program. It is recommended that students in the Age group 20-25 should be focused for marketing since they form the major target market.

The Occupation of the students also strongly influences the awareness level towards Distance Learning. Occupation is a demographic variable which should be treated as the target market for the implementing Distance Learning strategy. The students having Service occupation can be considered as a probable target segment for student satisfaction. It is recommended that students of business and profession category should be focused for marketing since they are next major target market.
The Income of the student can also become strongly influences the awareness level towards Distance Education. Therefore it is recommended that Income is a demographic variable which should be treated as the target market for the attracting students. Majority of students are belonging to the middle class and it can be a measure for determining their socio-economic status.

The extent of the Quality Study Material effects the students to continue with Distance Learning and do motivate for utilizing Satellite Broadcast. It means that Quality Study Material is highly significant in the development of Distance Learning.

The students having distance education is their first preferences for getting higher education while 46 students are preferences to Traditional Format and 76 students are having both the side. It is recommended that student should motivate to take distance education and earn income for their family needs.

The students having positive attitude towards requirement of Distance Education in Education Industry. The study indicates that students are having high awareness level towards Distance Education and they understand Distance Education is better than Traditional Education.

The students feels comfortable with distance reading and online interaction. It is recommended that develop channel integration for effective Satellite Broadcast utilization during distance learning program.

The present study has made an attempt to analyze the students opinion about Distance Learning and they are summarized through suggestions as follows.

- It is suggested that the stakeholder like Government, bank, society and NGO’s should actively involve in promoting the students towards Distance Learning.
- The stakeholder should design the advertising campaign by highlighting the students opinion on Distance learning experience as environmental friendly, faithful, and reasonable cost in the other students who are not aware of the Distance Learning.
➤ It is suggested that more importance should be given to developing Satellite Broadcast in Distance Learning program.

➤ It is suggested that Government should develop channel integration for effective utilization of Satellite Broadcast.

➤ It is suggested that DL should be operate in Rural Area also because there are favorable attitude of students for the development.

➤ The benefits of Distance Learning should be highlighted by the stakeholders in their advertising campaign to spread awareness and persuade the students of the remote villages.

➤ The universities and colleges should improve the Study material quality for retention of existing students that will attract the other students too.

➤ It is suggested that the benefits should be increased in regards to students and develop more benefits.

➤ It is suggested that Age, Occupation and Income had become a significant demographic factor in influencing the awareness level of the students towards the Distance Learning and it should take note of these and make a marketing strategy for future growth.

A solid foundation is necessary by way of legislation, policy framing at different levels of popularize the development of Distance Learning through Satellite Broadcast and replacement or reduction in the usage of old practices.
1.2 - Higher Education

Today in the modern era, person being is in his education period and socialization history. They all time has tried to establish a good contact to express, change or share their views and knowledge. They want to share experiences with anyone established easily communicate. It is an obsolete necessity for mentally, emotionally and physically developed human beings. Education is not only the right of students or persons belonging to particular group of age, but also it is a desire or need of everyone living in country or on the earth. Each individual personality plays an important role in building of national development.

Education is a system empowerment and enlightenment of human being. They can achieve a higher and better quality of life with proper education. The purpose of education is not only to train people for particular role of employment. It is also to train them to cope their lives in the discipline and intelligence. A sound and effective system of education results in the enfoldment of his knowledge and transformation of his attitude and value. Recognizing such an huge potential of education. It focuses on to provide quality education for everyone. It has successfully established the biggest educational system in the world by India. The quality of many top educational institutions is recognized to be par with the best anywhere. It has more than 550 universities level institutions and deemed too be universities. Institution or college of national importance, 35000 college, million students and half million faculty teachers. However, our country still has a large population of illiterates i.e. 500 plus million above the age of six years according to 2011 census. Female illiteracy is as high as 65.46% and over all literacy rate has increased to 74% from 65% very well. The country still struggled with problems like low rate of girl child education, high dropout rate, inadequate teacher to pupil ratio and weak infrastructure, financial resources. At the end, growth of any nation depends up on the population that is educated and able to read.
1.3 - Higher Education in India

After United Stated, India has secured second rank as in the largest higher education system in the world. University Grants Commission has the main governing body in India as its tertiary level for higher education. UGC help and coordinate between state university and governments with enforcing and maintain UGC higher education standards. UGC has established 15 autonomous colleges in India after accreditation process of higher learning completed.

Indian higher education system has expanded with speedy development in last 10 years span from 2000-2001 to 2010-2011. They had added nearly more than 8 million students with 20000 colleges in that period of 10 years. As on march 2011 India has 33 Institutes of National Importance, 5 institutions functioning and established under the State Act, 90 private universities, 275 state universities, 130 deemed universities and 42 central universities providing higher education in the country. Other institution include 33000 colleges as Government and private functioning colleges which included exclusive colleges about 1800 for women. UGC reported in 2012 that these are functioning under the universities and institutions. Distance Education Council in India provides distance learning and open education feature to Indian higher education system. In the global scenario of higher education IGNOU has the world largest university. It has 3.5 million student approximately across the world.
1.4 - Distance Learning

The fast technological conditions, shifting market conditions, quick outmodedness of existing knowledge and increasing population are challenging the education systems. Therefore the system have to provide additional educational facility and opportunities without affecting costs. The problem can be solved with development of distance education program. Basically these educational programs are considered useful for elder peoples who missed education of college and university.

- Where the students or learner and the teacher are separated from the physical distance is called distance learning.
- Using different media of communication for distance learning such as video, data, voice, print to interact with the students or learners.
- With the distance learning students and learners can acquire skill, knowledge, information, degree even though there is a physical distance.
- If the internet technology involved in distance learning process it may called as distance learning through satellite broadcast.
- The technologies changes in this field has incorporated the distance learning very well and the benefit has increased in number for the students, society and learners.
1.5 - Evolution of Distance Learning

As an experiment in the field of Distance Education, the first correspondence course at the university level was launched by the University of Delhi in 1962. The experiment was too micro to fulfill the envisaged objectives in a national educational perspective. If students passes higher secondary education and wants to continue education the full time courses are available for him otherwise he has to go with altogether without higher education. Therefore there are many demands in colleges of getting higher education seats all the time.

So that provide all resources of education with standards to the filled education seats is quite difficult at that time and may be possible with low standards of resources. For solution of this institute and colleges started correspondence courses, instead of full time courses they started part time, distance learning, electronic learning etc. Also provides a satellite broadcast in the rural area for distance learning. Therefore the researcher hope this study will give new direction to stakeholders to formulate planning for development of distance learning through satellite broadcast.
1.6 - Distance Education Models

The distance learning through satellite broadcast is latest form of education. It basically required Information Communication Technology. Distance Education Council shall providing academic guidelines to inspire excellence, encourage use of advanced technologies and approaches, enable convergence of all systems and sharing of resources through two-way networking for access to supportable education, skill upgradation and training to all.

Distance education provides a great deal of elasticity. The learners, professionals, students who can not join full time courses in the institute and colleges it is preferred mode of learning for them. In developing countries distance education meets the ever increasing demand for quality education through open universities, distance universities, colleges. There are basically numerous model of distance education. Therefore it further categorised into four major classification or category such as traditional model of distance education, webbased model of distance education, internet streaming model of distance education and satellite model of distance education. In the following figure 1.1, it provides a brief discussion of each model.

![Distance Education Model Diagram](image-url)

Figure 1.1 : Distance Education Model
Traditional model provide study material in the printed form.

Web based model uses internet to provide online learning.

Streaming model also uses interest but transfer the study data first then live learning provided.

Satellite broadcast model apply the use of satellite connect and provide material for learning.

The distance education basically linked with printed form of study material. But now a days with the new concepts supporting with information communication technology has made tremendous changes in the higher education system with distance learning. In the supplementary study material in the form of non print media available for students and learners such compact disk, projector with ppt, television, laptops, computer, radio, video lesson recording, satellite broadcast etc.
1.7 - Socio Economic Development

Information Communication Technology (ICT) developments have made the world into a global village. The information borders between areas and regions are being eliminated. Communication and information exchange is the main concern among the people. The convenience of communication brought by technology is applied to education system. Broadcasting is giving support to socio-economic development of nations. Programs for adult education, science technology, rural development and public awareness are important programs for socio-economic development. It is being utilized for bringing about social and economic improvements in the developing countries.