

EDMODO AS A STUDENT- CENTERED ONLINE LEARNING PLATFORM FOR BSBA STUDENTS: A PERCEPTUAL ANALYSIS

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Technology and learning have become inseparable among 21st century learners, since they are more inclined towards technological innovations. Jose Rizal University is one of the pioneers in introducing an online platform that allows interaction among the professors and students through an exchange of ideas and sharing of relevant online contents. This study focused on three aspects of learning: data accessibility, rewards and recognition, and participation. Student-respondents answered questionnaires on how subjects were delivered through traditional means and with the use of EDMODO as an online platform. A qualitative assessment through a focus group discussion was also conducted among selected students to validate the results of the quantitative data. Results show that students were more inclined towards the online platform given the ease in accessibility of learning materials; on the other hand, students tended to be more receptive to traditional means in terms of rewards and recognition and participation. There was a positive response towards online learning since lecture notes were at the students' disposal. However, students liked traditional learning since rewards and recognition as well as participation were more impacting, motivating, memorable and interactive through this means. The strengths and weaknesses of both traditional and online platforms were highlighted and revealed in this study and provided a founded basis for recommendations for the adaptation of online tools for specific purpose such as repository, and the retention of traditional means of rewards and recognition, and participation to provide a more interactive and immersive delivery of learning.