

UDEMY: A CASE STUDY IN ONLINE EDUCATION AND TRAINING

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Abstract

The aim of the paper is to present a comparative analysis between the UdeMy platform and the most important online learning platforms in the World. The Internet and technology have made important changes in traditional education, by creating digital libraries, multifunctional desktops, distributing information through the electronic post, and also introducing a new type of education, called e-learning or online learning. The main advantages of this new paradigm of education are: easy access to information, flexibility, convenience, time saving, multitasking, connectivity, different approaches, etc. UdeMy, the online education and training platform, is one of the largest platforms in the World.

Keywords: education; online; training; internet.

JEL classification: I29

1. Introduction

E-learning has seen a lot of growth in recent years due to technological progress, with every person having their own laptop, desktop, tablet or smartphone. At the same time the internet has reached almost everywhere.

If in 2007 51% of the population used the Internet, by the end of 2016 this percentage reached 79% (Eurostat, 2017, p.167).

This Internet growth has created the premises for e-learning development.

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In this article we will make a presentation of one of the most successful e-learning platforms in the world, named Udemy.

Also we will make a comparison analysis with other elearning platforms (Coursera, Lynda, Udacity, Khan Academy, Codecademy, Bloc, Iversity) to emphasize advantages and disadvantages of Udemy.

We will show the foundation of e-learning with two sub-chapters, IT and online training flow.

We will also present the structure of the Udemy palmetto with categories and topics.

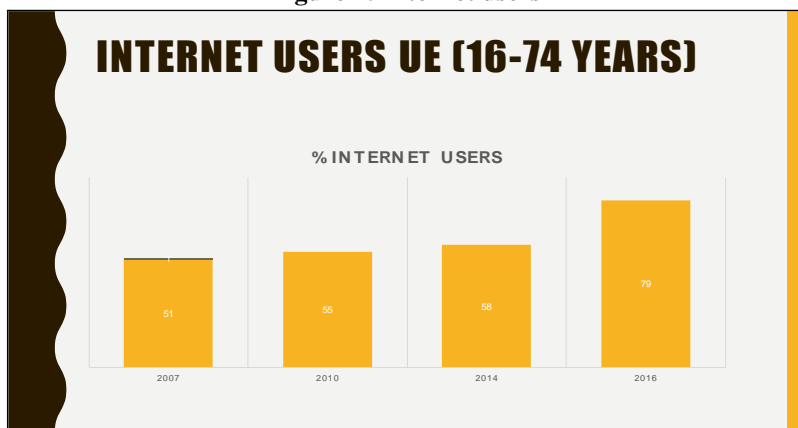
2. The foundation of e-learning

2.1. Internet & technology development

Sections E-learning is based on two major pillars, the Internet and technology.

These pillars have reached an unprecedented level of development and we could not imagine it two decades ago.

Figure 1: Internet users



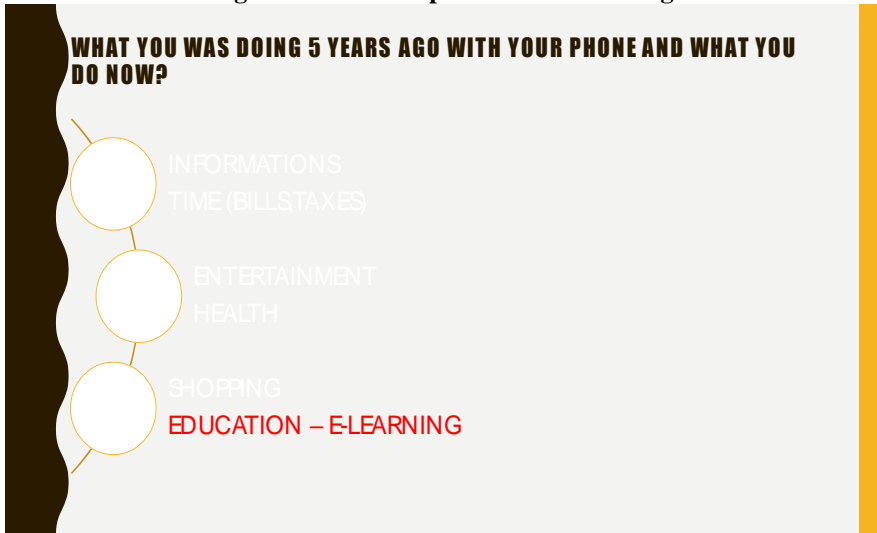
Source: (Eurostat, 2017, Eurostat regional year book. Page 167, 10 pt.)

As can be seen in the figure below, the percentage of internet users has increased from one year to the next, if only last years.

Thus, in 2007, 51% of users between the ages of 16 and 74 used the Internet frequently. After three years, it reached 55%, then 58% in 2014 and 79% at the end of 2016, meaning most of the population (Eurostat, 2017, p.167).

If your mobile phone was previously used for voice calls, today it performs the functions of a PC or laptop. We look for information, pay bills, fees, tickets, use it for entertainment, search for medical advice, shopping, and last but not least for online learning.

Figure 2: IT development and e-learning



Source: (author)

2.2. Online training flow

In order to be eligible for online training, a trainee has to go through the steps listed below.

Step 1: *Creating an account.*

Step 2: *Add a payment method.*

Step 3: *Searching in categories and topics.*

Step 4: *Reading reviews.*

Step 5: *Choose a course or many.*

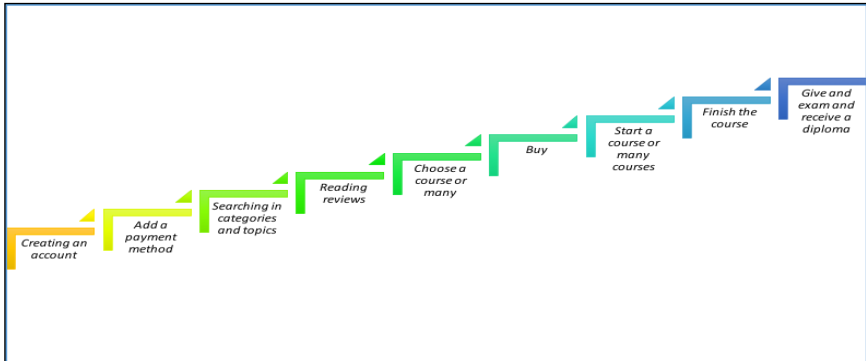
Step 6: *Buy.*

Step 7: *Start a course or many courses.*

Step 8: *Finish the course.*

Step 9: *Give and exam and receive a diploma.*

Figure 3: Few steps of online learning



Source: (author)

3. Udeemy: a case study

3.1. Udeemy structure

Udeemy is one of the most important online learning platforms in the World. Below I will present some of Udeemy's statistical data (www.udemy.com):

- 20 million students;
- 65000 online courses;
- 14 categories;
- over 142 topics.

The most important Udeemy categories are:

- a) Development.
- b) Business.
- c) IT & Software.
- d) Office Productivity.
- e) Personal Development.
- f) Design.
- g) Marketing.
- h) Lifestyle.
- i) Photography.
- j) Health & Fitness.
- k) Teacher Training.
- l) Music.
- m) Academics.
- n) Language.
- o) Test Prep.

3.2. A comparison between Udemy and others e-learning platforms

Table 1: Comparison between Udemy and others online platforms

Platform	Price	Quality	Area
Udemy	small prices/ 11.99/course	good quality	large area
Coursera	medium/ 49 USD/month	very good/ universities partner	medium area
Lynda	small price/19,99 USD/month	good quality	medium area
Udacity	big prices 499 USD/ 199 monthly	very good	medium area
Khan Academy	"For free. For everyone. Forever."	-Very good -Translated into more than 36 languages.	-large area schoolchildren and students
Codecademy	medium price 199 USD/course	good	Very small area. Learn to code only.
Bloc	big price 8500 USD for a program	very good quality	Oly 2 programs: - Web Developer - Designer
Iversity	big price 399 EUR	good	small area

Source: (www.udemy.com, www.coursera.org, www.bloc.io, www.iversity.org, www.lynda.com, www.udacity.com, www.khanacademy.org, www.codecademy.com)

As we see in the table 1 and figure below, Udemy has the the smallest price of the courses, good quality and a large areas. Udemy has fourteen categories with over 140 topics.

Coursera practice a medium price, 49 USD/month. The quality of the courses is very good because the platform has top university partners. The area of the courses is medium, from IT to business. Lynda has also small prices, starting from 19.99 USD/ month, good quality and a medium area of categories.

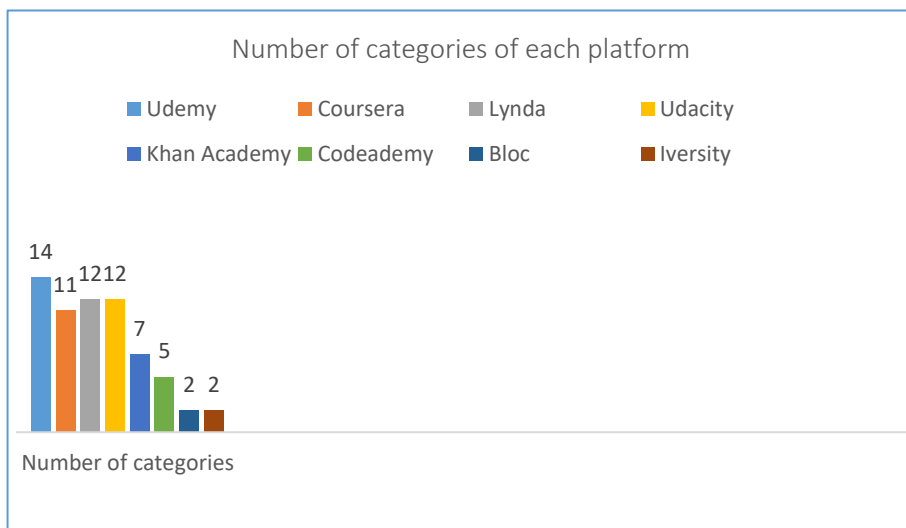
Comparing with Udemy and the others platforms, Udacity has big prices, starting at 499 USD/ course and 199/ month. Udacity courses are very good with a medium area.

The courses of Khan Academy are "For free. For everyone. Forever". The courses are very good and they are translated into more than 36 languages. Khan Academy large area and the courses are designed especially for schoolchildren and students. The platform bases on volunteering and donating.

Codecademy is a platform with a medium price, 199/ course, good quality and a small area of courses, only for learning to code.

Bloc is the most expensive platform, with a 8500 USD for a single program. They have only two programs, for web developers and designers. The quality of the programs is very good. The final paltform is Iversity with a big price, around 399 Euro/ course and a small area.

Figure 4: The categories of most important platforms

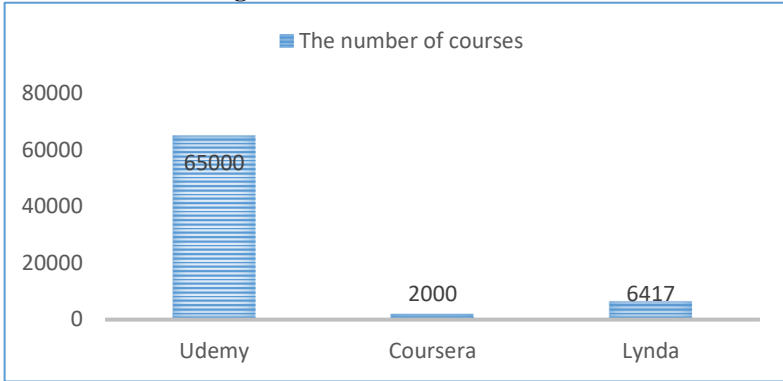


Source: (www.udemy.com, www.coursera.org, www.bloc.io, www.iversity.org, www.lynda.com, www.udacity.com, www.khanacademy.org, www.codecademy.com)

Regarding the number of courses, Udemy is the platform with the highest number of online courses .

Coursera has only 2000 courses and Lynda 6417.

Figure 5: The number of courses

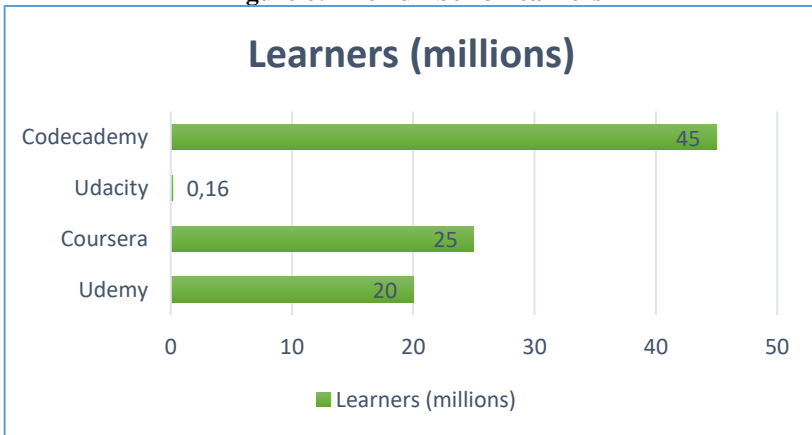


Source: (www.udemy.com,
www.coursera.org, www.lynda.com)

Codecademy has the highest number of students, more precisely 45 millions, as all the other platforms together.

Udacity has 160.000 learners, Coursera 25 millions and Udemy 20 millions (Figure 6).

Figure 6: The number of learners



Source: (www.udemy.com,
www.coursera.org, www.lynda.com)

3.3. Advantages and disadvantages of Udemy

Advantages

The most important advantages of Udemy are:

- very good price, starting from 10,99 USD;
- good quality;
- large area;
- the highest number of courses (65000 online courses);
- 142 topics;
- the high number of learners (20 millions learners).

Disadvantages

The main disadvantages of Udemy are:

- Udemy don't have free online courses like the others platforms.
- Udemy is thought of as a business, while some platforms are nonprofit organization (Khan Academy).
- The others platforms are supported by top universities.
- other platforms are supported by certain foundations like Bill & Medinda Gates Foundation. Lynda for Khan Academy.
- another competing platform is supported by LinkeIN.

4. Conclusions

In this article I presented a successful online learning platform, one of the most popular in the world, Udemy.

The analysis of the Udemy platform was made in comparison to the most popular online platforms such as: Coursera, Bloc, Iversity, Lynda, Udacity, Khan Academy and Codecademy.

With over 65,000 courses and 20 million students, Udemy is an example for any profile platform and can be taken from an example of good practice.

In its evolution, Udemy encountered favorable environmental conditions through the development of Internet and technology.

These favorable conditions and platform management have led to the development of the online training process.

On this platform, all the actors involved have to follow some steps, the first of which is to create a user account.

In these accounts, authentication and payment data are stored, as well as the courses offered, in the case of teachers, and those purchased for learners.

Udemy can be an example for any online platform that is in the beginning.

5. References

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- <https://www.codecademy.com/about>