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E-Content Development

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Abstract: ***Present time demands such instructional material at school, college or university level, which support the personalized learning i.e. can be read, view, listen, watched anytime and any location. Learners of todays time, need such content, activities which motivate them to learn furtherly. They devote maximum time on watching videoes, playing games on internet, so students need videos, quizzes, and activities, content of various subjects at different levels in which they can engage themselves actively. Personalized learning, engaging learning can be provided to students through development of e-content. This is contextual paper which will focus on understand, what e-learning is, what are important parts of e-content ,how e-content can be developed and whats the need of e-content.***

Keywords: E-content, e-content development, components of e-content development, phases of e-content development

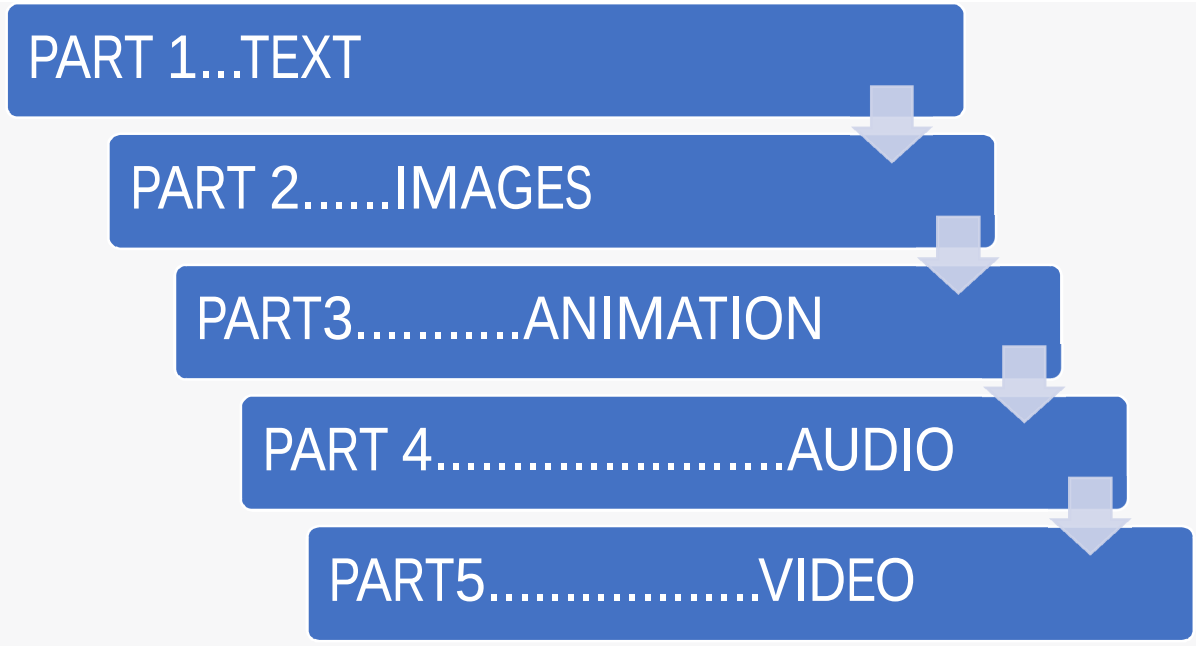
I. INTRODUCTION

"E-content" means "electronic content."Any digital or electronic information which is created, shared, and saved through electronic devices like computers, laptops, mobiles, i-pods and using digital platforms as you-tube, google classroom, twitter, facebook, whats app, canvas, padlet etc. refers to as e-content. Not only in the field of education, e-content is being used, shared, created in the field of entertainment, business, marketing, research, and many other fields.

E-content can be in form of……

1) E-books, pdf, e-mail, ppt, quizziz etc.
2) online text, text+audio, text+audio+video, text+video, images and interactive content for educational purpose
3) online courses, webinars, educational content delivered online, interactive learning modules
4) Educational websites which are developed and used for educational purpose
5) streaming media for delivering educational information as you-tube, google meet, Zoom etc.
6) Research papers, articles published online
7) Digital version of printed books which can be read on electronic device

II. FIVE PARTS OF E-CONTENT



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III. PHASES OF E-CONTENT DEVELOPMENT

For the development of e-content in effective way and engaging way, the process have to go through following six phases:

A. Planning and Analysis about E-content

Plan properly for which class students, in which subject, you are going to create the digital content. What should be the purpose of creating that content…do you want to create interest of the students, do you want to minimise their mistakes in writing, speaking or in calculation etc. As per your subject, grade of students, desired setup goal of students, we should select topics, subtopics keeping in mind the needs, learning style and technical access of learners. We should check on which platform the content should be delivered so that easily students can access and participate in learning. It should be shared on whatsapp, google classroom , canvas or any other platform which is easily accessible for students.

B. Blueprint of Content, objectives and activities

In second phase, after proper planning, objective formation and selecting the platform, task of creating blueprint of the selected topics and subtopics structuring comes for achieving the set up learning goals. This is known as instructional design. Decide the sequence of content in form of text, any photo related to topic you want to display, any video clip related to topic you want to insert and evaluation methods. Decide how the students will navigate to your content i.e. provide links of activities.

C. Content Development phase

Third phase talks about writing of selected topics, subtopics in easy, clear and concise manner as per class, needs and interest of the students. Suitable examples, audio, video, graphics, animations, images, quizzes, interactive other activities development from various media plays an important role here. Development of content i.e. typing the text, recording audio, preparing of video, thinking and creating quizzes demands hardwork of months for effective creation.

D. Review and Testing of Developed Content

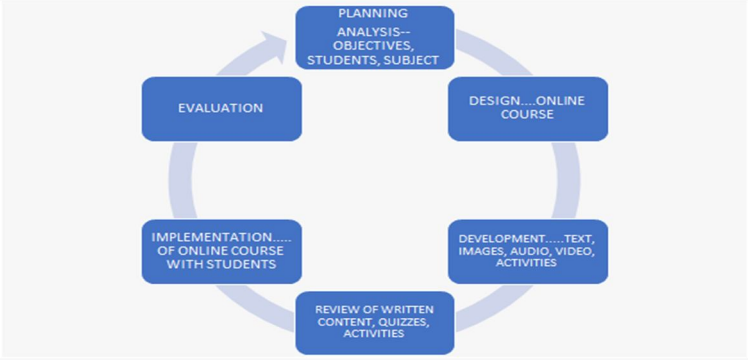
Review of written content, creating activities regarding accuracy, consistency, language, appropriateness of examples, functionality, smoothly working on digital platforms is very much important. Suggestions from learners, fellow experts is essential for further improvement. In other words content review, usefulness testing of content, activities, platform, technical testing and feedback collection is quite important.

E. Implementation of E-content

Fifth phase in e- content development comes to upload the developed and reviewed content, images, audio, video, quizzes, activities on chosen learning management system or website. After uploading content on desired platform, its important to know how to share that content with students, how to add students there, how to engage students on that platform, how to tackle problems of students on that platform. Users access and concerned problems have to keep in mind.

F. Feedback and suggestions/Evaluation

For improving the e-content development furtherly, students feedback about content creation, activities, quizzes is important to study. Quiz scores, engagement levels of students reflects their interest and difficulty level of activities. Make constant revision to improve developed content.



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IV. NEED OF E-CONTENT DEVELOPMENT

E-content is required to develop in different subjects, at different levels for the following reasons:

1) Students can learn subjects at anytime, anywhere outside the classrooms. They can access the content and participate in activities as per their speed and interest.
2) E-content reduces the boudations of traditional classroom settings.
3) Students can learn subjects in flexible approach as per their convenience and through different devices.
4) Large number of learners can get benefit from e-content across the countries.
5) Once the e-content is created, it can be improved and shared globally by improving frequently. In traditional setting, its costly to make changes and distribute hard copies to students.
6) As students can learn as per their need, speed and interest. E-content has converted learning into personalized learning.
7) With videos, animations, quizzes, and simulations more engaging and interactive experiences are provided to students as compared to static text-based content.
8) Gamification i.e Adding elements like badges, leaderboards, and rewards motivate students and increase their engagement in learning.
9) With features like subtitles, screen readers, and alternative formats, we can make e-content accessible to students of special needs
10) E-content can be easily translated in different languages.
11) E-content provides audience the opportunities for lifelong learning by offering access to content and activities even after formal education or training has ended.

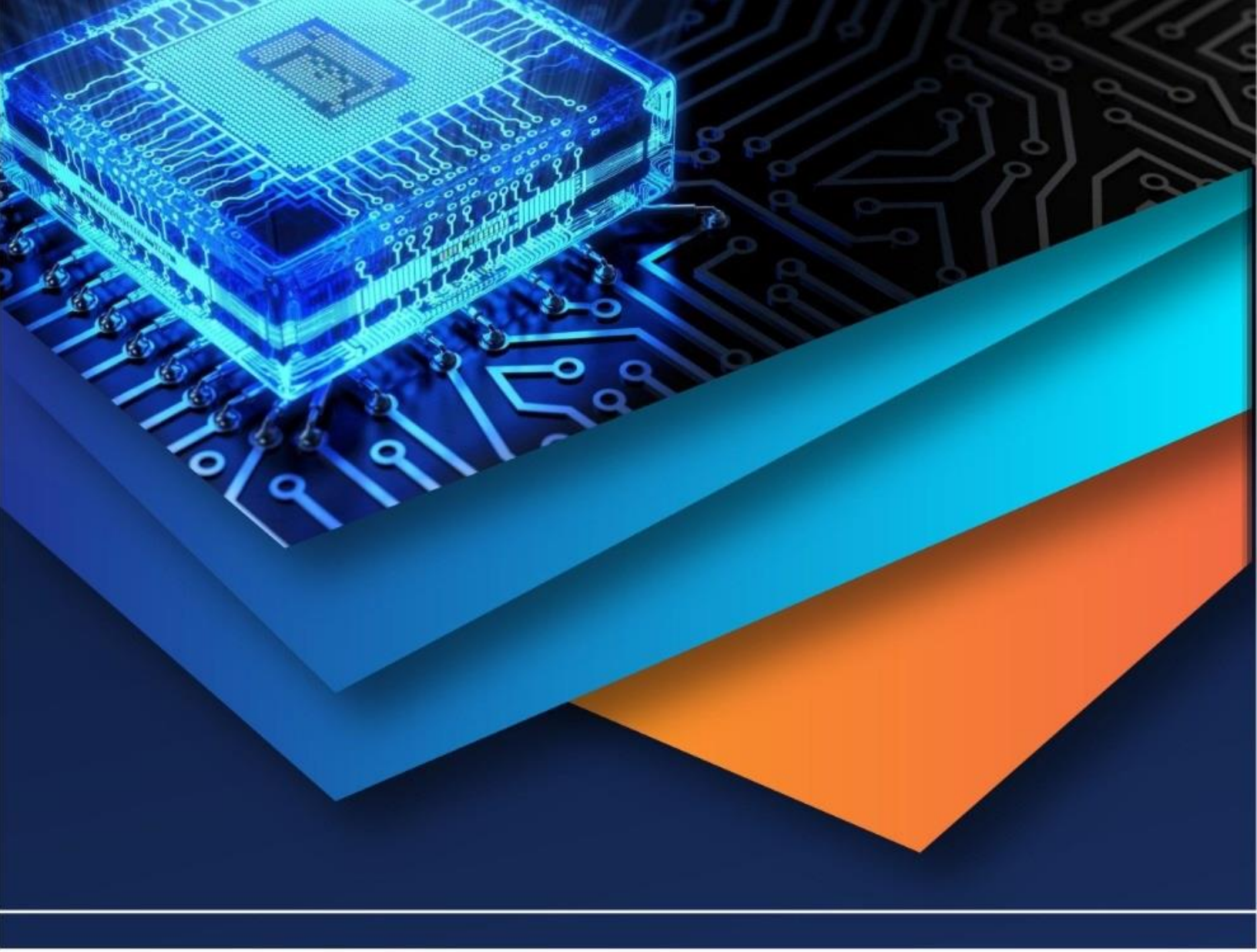
V. CONCLUSION

In this paper, an effort was made to introduce about e-content development, about its parts, six different phases of e-content development and need of e-content development.

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