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## MOOCS –AN OVERVIEW: INDIAN CONTEXT

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**ABSTRACT-** A MOOC, or "huge Open online path," is a technique for delivering academic content material on line, providing unrestricted get right of entry to to infinite individuals. This method is going beyond conventional learning assets and frameworks. The cutting-edge examine aims to offer a top-level view of MOOCs to be had in India and examine them using Alexa primarily based on their trendy traits and web analytics.

**Keywords:** MOOC, huge Open on-line course, Alexa, Similar web pro, SWAYAM, NPTEL, IITBX, Moo KIT, IIMBX, ag MOOC, Open Learning.

### I. INTRODUCTION

David Cormier brought the term "MOOC" in 2008 to describe a idea for online gaining knowledge of publications. The primary purpose of MOOCs is to remove boundaries to schooling for all of us, anytime, and everywhere. massive Open online publications (MOOCs) represent a version for handing over online educational content to beginners inquisitive about taking publications, providing open access and no attendance limits (Educause, 2014). schooling has skilled unheard-of modifications all through records, and MOOCs have become the state-of-the-art worldwide trend, aligning with those variations. they have united college students from diverse geographical locations, expert fields, and academic backgrounds, embodying the essence of open learning. therefore, this platform has gained giant traction in India, making it the second one-biggest MOOC consumer base after the U.S. (Chakravarty, R., & Kaur, J., 2016). a few packages are released with the aid of non-public corporations, while others are initiated by way of the government of India to provide employable capabilities and support tasks together with Make in India. these online studying platforms had been celebrated as an "education Revolution" due to their potential to transcend borders, ethnicities, income, and social magnificence (Emanuel, E. J., 2013). beyond bringing students together, MOOCs serve as a effective device for handing over high-quality education and training to a massive target audience globally. Their advent has created a big network of teachers, scientists, professors, students, scholars, and different stakeholders (Chatterjee, P., & Nath, A., 2014).

### II. LITERATURE REVIEW

Bates (2014), in his studies paper, highlighted that political, social, and economic elements substantially impact rookies' excessive interest in MOOCs. From an Asian perspective, Arya, U. (2017) referred to that MOOCs are frequently referred to in on-line documents, with the keyword MOOC performing prominently after "online path." Devgun, P. (2013) recommended that MOOCs can efficiently gain better training desires and rework the usa's young people. The number of learners enrolled in MOOCs has been massive. After the united states, India leads global growth in enrolments. currently, Moo KIT, NPTEL, IITBX, and SWAYAM are some of the structures supplying such on line publications (Chauhan, J., 2017). in line with Yousef (2015), MOOCs were enormously useful for individuals who have taken a spoil from formal schooling or are operating complete-time. Trehan, S., and Sanzgiri (2017), of their examine, emphasised that alongside content, it is essential to awareness on reachable delivery, high-quality, sound, feedback, and so forth., for newcomers to absolutely admire the price and potential of MOOCs.

Studies technique

This research has the following primary goals:

1. To very well assessment the contemporary nation of MOOCs in India.

2. To compare various big Open on-line publications available in India using internet evaluation.

Studies technique

The studies layout followed inside the paper is descriptive. The analysis of the targets is carried out by using evaluating "net statistics of the MOOCs." For this contrast, the device "ALEXA" is applied, which assists in analyzing the platforms' web performance.

Evaluation

Assessment of MOOCs platforms in India.

Demanding situations

in step with Alcorn, B., Christensen, G., & Kapur, D. (2015), 4 boundaries restriction the boom of MOOCs in India: internet get admission to, retrieving direction content, robust English talent, and unfastened time. The evaluation and remarks mechanism is vulnerable, preventing freshmen from efficiently gauging the understanding gained through such courses (Damera, 2016). The most vast difficulty with MOOCs is the high dropout charge. Onah, D. F., Sinclair, J., & Boyatt, R. (2014), in their study, discovered that five-13% of enrolled freshmen by no means get right of entry to any direction cloth or participate in assessments.

Sl. no			SWAYAM	NPTTEL	IITBX	mooKIT	IIMBx	agMOOC
1	Website Ranking	Global	42,425	3,987	531,954	8,422,412	1,033,182	3,064,074
		Country rank	2,217	270	21,890	393,101	40,539	122,629
2	Visitors	Total	774.28k	10.35 M	NA	NA	NA	NA
		Visits						
		Avg. Visit Duration	00:08:20	00:08:14	NA	NA	NA	NA
		Pages per Visit	9.21	6.65	NA	NA	NA	NA
		Bounce Rate	38.68%	34.85%	NA	NA	NA	NA
3	Web Traffic	Top traffic by countries	India	India	NA	NA	NA	NA
			US	US	NA	NA	NA	NA
			UK	UK	NA	NA	NA	NA
4	Traffic source	Direct	35.74%	29.38%	57.04%	49.12%	67.52%	69.91%
		Referrals	14.85%	1.07%	8.35%	3.58%	0.25%	4.31%
		Search	43.18%	63.61%	29.42%	47.30%	21.36%	25.78%

5	Traffic from social media	Social	3.52%	3.09%	1.59%	0.21%	7.84%	0.09%
		Mail	3.77%	3.58%	3.33%	0.00%	3.03%	0.00%
		Display	0.05%	0.01%	0.00%	0.00%	0.00%	0.00%
		Youtube	59.41%	68.57%	100.00%	NA	100.00%	NA
		Facebook	26.02%	12.89%	NA	NA	NA	NA
		TWITTER	5.69%	NA	NA	NA	NA	NA
		Whatsapp	3.83%	6.74%	NA	NA	NA	NA
		Quara	NA	4.48%	NA	NA	NA	NA
		Research Gate linkedin	2.80%	NA	NA	NA	NA	NA
6	Keywords	Top Organic keywords	Swayam (65.42%)	nptel (35.15%)	iitbombox (39.68)	mookit (83.74%)	iimbx (73.41%)	agmoocs (41.16%)
			swayam.gov.in/login (12.32%)	nptel login (14.40%)	iit bombayx (13.13%)	mookit app (13.07%)	iimb online courses (8.28%)	agmoocs login (21.18%)
			swayam courses (2.71%)	nptel online courses (8.07%)	iitbx (9.12%)	moookit (3.19%)	how to calculate probability in excel (6.21%)	online agriculture courses free in india (17.90%)
			swayam portal (1.83%)	nptel online course (3.12%)	bombayx (6.33%)		edx iimb certificate pdf (1.65%)	agmooc (8.74%)
			Swyam (1.65%)	nptl (1.58%)	bombayx (4.05%)		iimb online (1.62%)	basavapt abhujitli blogs (5.51%)

### III. END

MOOCs constitute the modern development poised to convert the education system. they are able to play a important position in international locations like India, wherein inexperienced persons lack get entry to to first-class training and want to expand capabilities that beautify their employability. although cognizance of these publications has certainly grown among newcomers, many demanding situations continue to be.

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