Attention Towards Distance Education Tools During COVID-19 Pandemic: Evidence from Google Trends

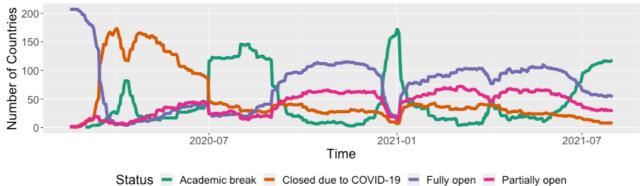
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OWSD members' responses to COVID 19

Figure 3. Google search trends of distance learning solutions

COVID 19 has upended the education system with a near-total closures of schools all around the world (Figure 1).

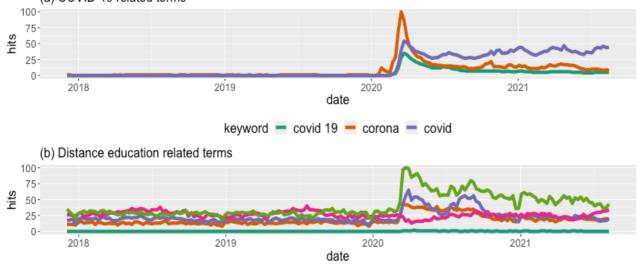
Figure 1: Global tracking of COVID-19 caused school closures and re-openings



However, COVID 19 has made a new era of "Distance Education".

Despite the long history of distance education, its search spikes coincide with increasing COVID-19 related internet searches (Figure 2).

Figure 2. Visualization of data from Google search trends (a) COVID-19 related terms



There are many different distance learning solutions.

online proctoring
 Distance learning

Online teaching
 Distance education

Which solutions have a wide attention?

Check out the Google Trends footprint analysis in Figure 3. This can be used as a proxy for measuring worldwide attention towards different distance learning solutions.

High popularity can indicate its prominence in the market.

Developers also tend to improve their products and services in response to increasing attention.

What next?

What measures can be used at **national level** to ensure the quality of distance education?

(a) Digital learning management systems date [7D] ClassDojo Edmodo Seesaw Moodle Nafham Paper Airplanes Skooler Schoology - Google Classroom (b) Systems built for use on basic mobile phones 2020-01 2021-01 date [7D] Cell-Ed = Eneza Education = Ustad Mobile = Funzi = Ubongo (c) Systems with strong offline functionality 100 25 2020-01 2021-07 date [7D] Ustad Mobile Rumie Kolibri (d) Massive Open Online Course (MOOC) Platforms date [7D] EdX Udemy Coursera Canvas Alison TED-Ed Earth School European Schoolnet Academy (e) Self-directed learning content 50 date [7D] (f) Mobile reading applications 2021-07 Worldreader Room to Read StoryWeaver Reads African Storybook (g) Collaboration platforms that support live-video communication date [7D] Dingtalk Hangouts Meet Teams WhatsApp Lark Skype Zoom (h) Tools for teachers to create of digital learning content date [7D] Buncee Squigl Kaltura EdPuzzle Trello EduCaixa Thinglink Pear Deck Nearpod (i) External repositories of distance learning solutions 100 2021-0 Organisation internat Keep Learning Going Global Business Coalition for Education (j) Tools for online proctoring 100 hits 50

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