

# Table of Contents

- 1. Introduction to the EdTech market . . . . . 7**
  - 1.1. Introduction . . . . . 7
  - 1.2. Selected research on the topic . . . . . 10
  - 1.3. Aim of the book . . . . . 12
  - 1.4. Research problems . . . . . 13
  - 1.5. Research methods and tools . . . . . 14
  
- 2. Supply and demand in the IT labour market . . . . . 15**
  
- 3. Education in Programming and Computer Studies . . . . . 21**
  - 3.1. Formal Education . . . . . 21
  - 3.2. Online degrees in Computer Studies. . . . . 23
  - 3.3. Informal Education . . . . . 29
  - 3.4. Self-learning . . . . . 30
  - 3.5. Self-directed organized programs . . . . . 32
  
- 4. Analysis of the main EdTech providers in programming education . . . . . 39**
  - 4.1. Udacity . . . . . 39
  - 4.2. Coursera . . . . . 41
  - 4.3. Udemy. . . . . 43
  - 4.4. Pluralsight . . . . . 44
  - 4.5. Treehouse . . . . . 45
  - 4.6. Codecademy. . . . . 46
  - 4.7. DataCamp . . . . . 48
  - 4.8. YouTube . . . . . 49
  - 4.9. Mobile applications . . . . . 52
  - 4.10. Game-based programming learning . . . . . 56
  
- 5. The role of industry giants in online certification programs. . . . . 59**
  - 5.1. Google. . . . . 59
  - 5.2. Amazon . . . . . 63

5.3. IBM . . . . .	64
5.5. Other companies and organizations . . . . .	67
<b>6. Initial Public Offer in EduTech . . . . .</b>	<b>69</b>
<b>7. EdTech for the disadvantaged . . . . .</b>	<b>75</b>
<b>8. Discussion and Conclusions . . . . .</b>	<b>79</b>
Afterword. . . . .	85
Tables . . . . .	87
Pictures. . . . .	89
Bibliography. . . . .	91