KEY SUCCESS FACTORS OF ELEARNING IN EDUCATION: A PROFESSIONAL DEVELOPMENT MODEL TO EVALUATE AND SUPPORT ELEARNING

Researcher: Ted Fitzpatrick; Advisors: Assoc. Prof. Dr. Chitapa Ketavan, Dr. Poonphon Suesaowaluk; Degree: Doctor of Philosophy in eLearning Methodology; School of eLearning Science: Graduate School of eLearning, Assumption University of Thailand, 2012.

ABSTRACT

The objectives of this study were: (1) To identify the Key Success Factors (KSF) of eLearning; (2) To develop a KSF Model of eLearning as a strategy to evaluate and support implementation of eLearning in secondary education; (3) To redefine the model based on qualitative and quantitative data; (4) To measure the opinions of students, teachers and eLearning experts toward the model.

This dissertation was based upon the collecting of data from both primary and secondary sources. Paper-based and digital-based resources were used; including journals, articles, books and websites, along with in-depth interviews from eight experts in the field of eLearning and education, and detailed questionnaires from a population sample of 500 students, 45 teachers and 22 eLearning experts. As a result, this dissertation follows a mixed research approach, in which both qualitative and quantitative methods are used to allow for a more meaningful and reliable study to be conducted. The data itself was analyzed by mean and variance analysis using the Statistical Package for Social Sciences (SPSS).

From this study, the findings were as follows: (1) eLearning is a powerful way of enhancing teaching and learning, but one that is being underutilized at secondary schools. Lack of training and resources provided has hindered the establishment of an effective form of eLearning taking place in secondary education. (2) There is now a shift in Learning Management Systems to become more personalizable and socially based. (3) Before governments and schools can establish a successful mode of eLearning in secondary education, an understanding of the Key Success Factors (KSF) needs to be had. This study primary investigated the KSF and it is report that following factors are essential for the success of eLearning in secondary schools; (i) technology; (ii) human; (iii) design; (iv) support; and (v) evaluation; (4) By using the KSF Model to evaluate and support eLearning Mathematics, it was found that students were in agreement that they were statistically significantly satisfied with the course; (5) The KSF Model of eLearning in Mathematics has efficiency in achievement equal to 80 per cent.

Keywords: eLearning, Evaluation, eLearning Systems, Mathematics, Key Success Factors (KSF)