LEARNING STYLES AND ATTITUDE TOWARDS E-LEARNING AMONG UNIVERSITY UNDERGRADUATE STUDENTS IN INTERNATIONAL PROGRAM IN BANGKOK THAILAND

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Abstract: The purpose of this study is to investigate the relationship between learning style in terms of instructional preference, social interaction, information processing and personality in e-learning in terms of visual, auditory and tactile; and attitude towards e-learning among undergraduate students in international program in Bangkok Thailand. A total of 300 respondents participated in a demographic questionnaire survey using the Learning Style Scale, Learning Style Inventory-Likert and E-learning Acceptance Scale for data collection. Regression Analysis was utilized to analyze the collected data. The result of the study finds that there is a relationship between learning styles and attitude towards e-learning among undergraduate university students in international programs in Bangkok Thailand in terms of instructional preference, information processing as well as visual and tactile personality style.

Keywords: E-learning, instructional preference, social interaction, information processing, visual, auditory, tactile.

Introduction

E-learning is the use of telecommunication technology to acquire and deliver learning in training and education. It is currently emerging as a new paradigm in modern education. Thus, the use of e-learning in education has presented advantages for educators and learners. It liberates them from the limitations of space and time constrains and provides digital communication where learners are at liberty to use and access educational materials and resources anytime and anywhere they are (Sun, Tsai, Finger, Chen and Dowming, 2008). With the emergence of technology and the global speed of communication, e-learning has been widely used to pursue a higher demand in education advancement. The use of E-learning in the classrooms provides the students with flexible communication system and a faster way to communicate with other educators, students, as well as access to useful information from around the world. In their study, Dhiman, Saha and Mondal (2014) stated that the three main system of e-learning are to improve access to training and education, to enhance the quality of teaching and learning. They also added that by the acquired knowledge, e-learning provides a strategic opportunity so that institutions will be able to advance to a new field of education. Also e-learning base networking promotes knowledge sharing which improves learning efficiency, further learning innovations, as well as develops the core competitiveness in groups (Dhiman et al., 2014). However, previous studies not only acclaimed the benefits of e-learning but also noted the deficiencies that exist and added that students drop out and non-completion of e-learning programs still needs to be addressed.

Research Objectives
The objectives of this research are as follows:
1. Determine the relationship between learning styles in terms of instructional preference, social interaction and information processing and attitude towards e-learning among undergraduate student in international programs in Bangkok Thailand.
2. Determine the relationship between personality in learning styles in terms of visual, auditory and tactile; and attitude towards e-learning among undergraduate student in international programs in Bangkok Thailand.

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