Using Technology Acceptance Model to Explore Learning Satisfaction of e-Learning

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ABSTRACT

Without the limitation of time-space, e-Learning has become a popular learning method due to the growth of the information technology and Internet. Not only e-Learning can provide a variety source of information quickly but also can provide a better educational quality with less expense. Furthermore, e-Learning improves the learning efficiency, which may help to lifelong learning. In today's studies about e-Learning, few of them are focused on both education theory and information technology. Therefore, in this research we start from the understanding and attitude of learners to explore the relation between e-Learning and its learners. By applying the theory of TAM (Technology Acceptance Model) and the education theory like learning motivation, we can realize the key factor which effects the learning satisfaction in e-Learning. In the analysis, we find that the external variables which influence e-Learning are the quality of the system, the feature of teaching materials, and the character of the learners. Moreover, by the path analysis and ANOVA, we have three conclusions: First, by combining TAM with the theory of learning motivation, we offer an assessed model which can find the key factor effecting learners' satisfaction in e-Learning; Secondly, the feature of teaching materials is the most significant factor effecting learners' attitude and satisfaction; Third, NSCU (National Sun Yat-Sen Cyber University) e-Learning system is deserving of many other systems to learning in the following items: the capability of interaction and communication of the system, the interaction of interpersonal relationship, the learning flexibility and the orientation of intrinsic motivation for learners' character.

Keywords : Technology Acceptance Model, e-Learning, Learning Motivation, Learning Attitude, Learning Satisfaction

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