

A Study of the Relationship between Satisfaction and Intention of Use in E-Learning Learner's Computer Self-Efficacy-Ado

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ABSTRACT

With the dynamic development of Internet, together with the phenomenon that the advance of information technology has direct influence on educational ecology – which gives rise to new learning thinking, new reform in teaching methods comes up – namely, the advent of E-Learning. So far quite a few colleges and universities have constructed their own E-Learning platforms, so there is an increasing rate of using E-Learning among students. What E-Learning stresses is the facet of learners' active learning. And the feature of this type of learning is to build up a real social learning circumstance and environment through Internet. In this circumstance, each person is a learner, and each person is able to pursue particular and adaptive learning service and opportunity, without being subject to the limitation of time and space. Otherwise, every learner, towards E-Learning, has different learning styles, attributes, and computer self-efficacy (CSE), which has affect on individual inner mental quality as well as the ability and acceptability of using self-efficacy. This research is of the opinion that the flow experience in cyberspace should have its peculiarity. In cyberspace, users are totally absorbed in using it, and even integrate themselves into it. Both of the feeling provided by cyberspace – which is similar to the one in real world – and the lose of sense of space-time toward real life – caused by the integration previously mentioned – should be in important connection with the flow experience in the virtual world. The result of this research keeps showing that learners' flow experience fostered in E-Learning circumstance result in high-level learning satisfaction and intention of use. Hence, the system-developing crew must attach viiiimportance to learners' perceived control over E-Learning system platforms, allowing learners have high-level computer self-efficacy and flow experience – which will thus make learners more concentrated and pleased in learning, with a high-level of learning satisfaction and intention of continuously using E-Learning.

Keywords : E-Learning, Computer Self-Efficacy, Flow experience, Learning Satisfaction, Intention of Use.

Table of Contents

封面內頁 簽名頁 授權書.....	iii	中文摘要.....	v
ABSTRACT	vii	誌謝.....	ix
.....	x	List of Figures.....	xii
.....	xiii	Chapter I. INTRODUCTION	1
Research	1	1.1 Background and Motive of	
.....	1	1.2 Research Objectives	4
.....	5	1.3 Research Procedure	
Research.....	8	1.4 Thesis Framework	7
.....	8	1.5 Scope and Limitation of	
E-Learning.....	10	Chapter . LITERATURE REVIEW	10
Self-Efficacy.....	17	2.1 definition of	
Computer Learning	20	2.2 Perceive Control.....	14
Experience.....	23	2.3	
Expeirence	34	2.3.1 The Source of Self-Efficacy.....	19
Experience	38	2.3.2 Self-Efficacy and	
TRA.....	42	2.3.3 Computer Self-efficacy.....	20
METHODOLOGY.....	46	2.4 Flow	
Operational definitions of Research variances	47	2.4.1 The features of Flow.....	30
Research Subject	53	2.4.2 Model of Flow	
Reliability Analysis and Factor Analysis of Pilot Test.....	55	2.4.3 Whole Conceptual Model of Flow.....	37
Chapter . ANALYSIS of RESEARCH RESULT.....	63	2.4.4 Research of Flow	
.....	63	2.5 Learning satisfaction	40
.....	66	2.6 Theory of Reasoned Action;	
CONCLUSION.....	80	2.6.1 Structure of Theory of Reasoned Action	43
and Suggestion.....	83	Chapter .	
.....	80	3.1 Research Framework of the Study.....	46
.....	80	3.2	
.....	86	3.3 Research Hypotheses.....	50
.....	86	3.4	
.....	86	3.5 Questionnaire Design and Conducting Approach.....	53
.....	86	3.6	
.....	86	3.7 Information Analysis Methodology.....	59
.....	86	Chapter . ANALYSIS of RESEARCH RESULT.....	63
.....	86	4.1 Validity and Reliability of Questionnaire	
.....	86	63
.....	86	4.2 Analysis of Basic Information.....	64
.....	86	4.3 Research Hypotheses Validation	
.....	86	66
.....	86	4.4 Conclusion.....	78
.....	86	Chapter .	
.....	86	5.1 Research Results	80
.....	86	5.2 Discussion	
.....	86	and Suggestion.....	80
.....	86	5.3 Research Contribution.....	86
.....	86	5.4	

Suggestion for Future Researches	87	References	87
.....	88	Chinese references	88
English references	91	APPENDIX	97

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