

USERS PERCEPTIONS OF E-LEARNING ENVIRONMENTS AND SERVICES EFFECTIVENESS: THE EMERGENCE OF THE CONCEPT FUNCTIONALITY MODEL

Research Aims

E-learning Environments and Services (ELES) adoption and success rates continue to pose a challenge for ELES designers, practitioners and organisations. The enterprise decision makers continue to seek effective instruments in launching such systems. This study aims at understanding users' perceptions of ELES and at developing a theoretical framework to improve understanding of success factors for the adoption of ELES systems.

Research Methodology

We use Grounded Theory Method (GTM) to systematically reflect on the relationships between changing users' requirements and expectations, technological advances and ELES effectiveness models (Fig. 1). Data were collected from social media blogs over the period of four years and were authenticated based on context evaluation, language structure and conversational constructs.

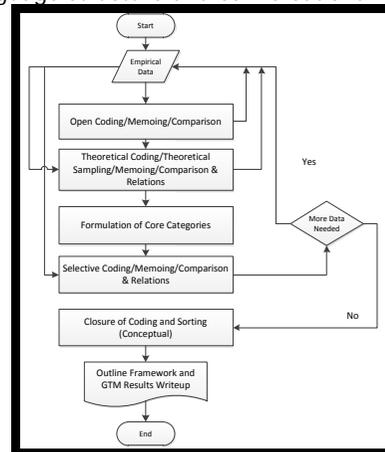


Figure 1. The flowchart representing GTM process.

Research Approach

A major contribution of this exploratory study is to successfully capture a complex multi-dimensional domain and present a single

core dimension that can be used to understand the relationships between effectiveness factors, changing user requirements, design evolutions and the advent of new technologies cohesively. The findings revealed the multi-dimensionality of the 'Concept Functionality', binding an object, design, concept or an artefact with not only what it does but also with what relationship it has with other objects, concepts etc. and what is the meaning of these relations given a context (Fig. 2).

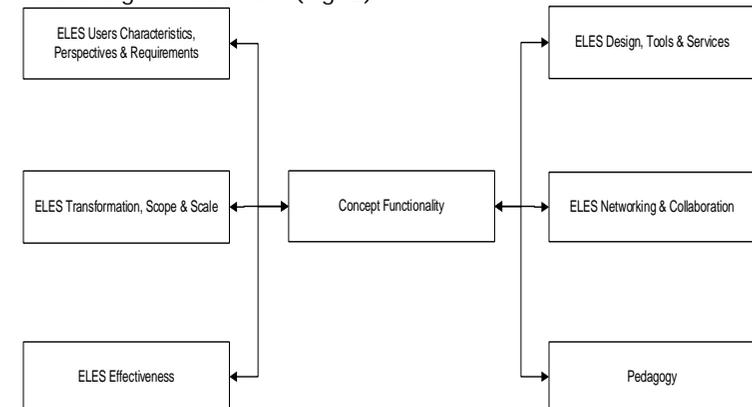


Figure 2. The concept diagram representing the multi-dimensionality of the Concept Functionality and its links to other ELES effectiveness dimensions.

The findings were used to validate existing ELES effectiveness models, shedding light on the evolving trends in this domain. The proposed model offers a holistic view of factors contributing to ELES success and potentially could be used to improve system design process in enterprise systems, education technology and eGov.

Publications

Haq, A. U; Magoulas, G. ; Jamal, A ; Majeed, A. (2016), Users Perceptions of E-Learning Environments and Services Effectiveness: The Emergence of the Concept Functionality Model , Journal of Enterprise and Information Management, Emerald UK (accepted).