Start:

Good afternoon, everyone. I’m Haochen Han from group one. My topic is A Research on the Factors Affecting E-learning Acceptance of College Students. The running title can be Factors affecting e-learning acceptance.

Catalog:

I’ll present the topic by 3 parts. First, background and significance. Then research methods. At last results and implications.

P1：

E-learning, short for electronic learning, has been widely spread in our life. In Chongqing University, Mooc, ismart, Walkway and other platforms are increasingly used for teaching activities. There are also higher requirements for us students to independently search information online and study with the help of electronic devices.

However, the difference of acceptance of e-learning occurs obviously in different students. Even if you are in the same class, some of you use pen and paper to take notes, while others use ipads.

This makes me wonder what factors will affect the acceptance of e-learning and how much they will affect it. Therefore, I hope to explore this issue in this research.

P2:

The key index of my research is the factors affecting e-learning acceptance. There are three core issues I need to address. How to determine the index. How to quantify the index. And how to analyze the index.

TAM, short for technology acceptance module, has been proven to best suit the question. In this module, e-learning acceptance is determined by two main variables: Perceived usefulness and perceived ease of use.

Previous study has found that several external variables affect these 2 main variables. According to this, I’ve listed a certain minimum variables which I will mainly focus on in my later research. And that answers how I determine the index.

The questionnaire will be used to match TAM, through the app called 问卷星. Participants are students in Chongqing University. Minimum variables will be detailed in my questionnaire in the form of questions. The method to make the questionnaire is to use likert scale, where there are 5 points for each answer, 1 point means completely disagree and 5 points means completely agree. That answers how I quantify the index.

At last, the points collected from the questionnaire will be analyzed through principal component analysis and multiple linear regression. The correlation and its confidence between the index and e-learning acceptance will be analyzed. We will finally know the influence degree of each factors. That answers how I analyze the index.

Let’s make a conclusion here…

P3：Finally, if all goes well, I can get the degree of influence of different factors on the e-learning acceptance, and put forward constructive suggestions for students, schools and e-platforms to promote the popularization of e-learning.