

Measuring E-Learning Effectiveness Using a Three-Way Comparison

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Abstract : The way e-learning effectiveness has been notoriously measured within an academic setting is by comparing the e-learning medium to the traditional face-to-face teaching methodology. In this paper, a simple yet innovative comparison methodology is introduced, whereby the effectiveness of next generation e-learning systems are assessed in contrast not only to the face-to-face mode, but also to the classical e-learning modality. Ethical and logistical issues are also discussed, as this three-way approach to compare teaching methodologies was applied and documented in a real empirical study within a higher education institution.

Keywords : e-learning effectiveness, higher education, teaching modality comparison

Conference Title : ICEEEL 2017 : International Conference on e-Education and e-Learning

Conference Location : Boston, United States

Conference Dates : April 24-25, 2017