

[DOI: 10.20472/IAC.2015.017.088](https://doi.org/10.20472/IAC.2015.017.088)

WICHIAN SRIPRACHAN

Suan Sunandha Rajabhat University, Thailand

LUEDECH GIRDWICHAI

Suan Sunandha Rajabhat University, Thailand

CHUTIKARN SRIVIBOON

Suan Sunandha Rajabhat University, Thailand

THE SOCIAL CONTEXT OF FACULTY MEMBER AFFECTING THE ACCEPTANCE ON E-LEARNING MEDIA SYSTEM AT SUAN SUNANDHA RAJABHAT UNIVERSITY

Abstract:

The research aims to examine the social context of faculty member that affects the acceptance on e-learning media system at Suan Sunandha Rajabhat University; and to study the external concerned classified by demographic characteristics. A questionnaire is used for collecting data from 127 samples, who are faculty members teaching in 2009 academic year. The statistical tools applied for descriptive data analysis include frequency, percentage, Pearson's product correlation coefficient and Chi-square.

The findings reveal that the majority of the respondents recognize the easiness and benefit of e-learning media, being classified into 2 level - agree and uncertain. On the other hand, the social context overall does not correlate to easiness recognition at the level of .01 statistical significance; meanwhile, educational background and academic title correlate to benefit recognition at the level of .01 statistical significance.

Keywords:

Social Context ,Acceptance,E-learning Media System

Introduction

The current state of development of teaching into the new social economy and knowledge-based society. The development of learning and teaching is an important mission of the higher education for the security in domestic and foreign (SEMEO & UNESCO, 2004). The development of lecturers who create learning opportunities for the students. This is a key role for the curriculum reform and deployment guidelines for educational development higher education reform. Which is the participation of the private sector and communities in management education. Education shall adhere to the principle that all students are able to learn and develop themselves. The education must encourage students to develop naturally and potential (Government Gazette, 1999). From the National Education Act states that the development of learning and teaching of lecturer, It is an important mechanism in the development of the students to achieve the objectives of the National Education Act.

The e-learning media system of Suan Sunadha Rajabhat University was used in the year 2003, focusing on web-based technology and bringing information in the form of media. And presented via a computer network. Learning management system LMS (Learning Management System) (Patetta N.D.,2007). Education by using. Education Sphere Server program to manage teaching and learning in the electronic format. The University recognizes the importance and allocation of the budget each year is a lot in order to develop such a system However, the system's electronic learning has not received much attention from lecturers. This can indicate a number of courses in the university's electronic learning materials which is a small number.

The factors associated with the development of electronic learning materials to achieve that, there are a variety of reasons. But the key for factor is the instructor. It is those who have a significant role in the use of electronic learning materials. Management, teaching if the lecturer has to accept or not to focus on the development of teaching and learning electronically. It is difficult to develop learning materials electronically to succeed.

The development of lecturers to improve teaching methods vary from the original. It happened a long time already as in the United States By Jon Masters degree at Dewey (John Dewey), owner of the saying. Learning to occur by the action (Learning by doing) have expressed their beliefs and attitudes. About improving teaching that course. "I thought that was not possible after the change the course of this university. But I will still be teaching the same without modifying teaching methods. And I do not believe that the lectures and rote learning that there are no obstacles. All that has changed several contents of these learning materials "(Proceedings, curriculum conference, Vol.1, Winter Park, Fla., Jan. 19-24, 1931).

Despite a recommendation for the development of higher education faculty in teaching a lot. But institutions Both domestic and foreign It is a form of teaching based on their aptitude or as much as they imitate the lecturer. In the words of Paul Woodring that "Plato learned the method teaching by watching besides of Socrates. Similarly, Aristotle, Plato was watching "At present, most of lecturers usually use the method described and followed to their lecturers as critical (Paul Woodring in Ryan, 1975: p.1).

Staff Development to improve the method of teaching is very difficult. The lecturers have experience teaching with learning materials electronically inadequate. Likely to be significant which need support, encouragement "To encourage people to know that easier than encouraging people to become lecturers. Although the person graduated

with a Doctor degree to know the knowledge but they do not know the teaching method. They need help, advice and support "(Creswell et al., 1990: p. 60).

Therefore, the researcher was interested to study the affect the acceptance of electronic learning systems in the Suan Sunandha Rajabhat University "because of the social context of university lecturers are manifold. And the lecturers are active with educational reform, bureaucratic reform and organization re-engineering. To analyze the various factors that affect the introduction and encourage the acceptance of electronic learning systems.

The model applications TAM (Technology Acceptance Model) of Davis (1989) to explain the cause and the result of acceptance or rejection the electronic learning system from the social context of lecturers, including gender, age, marital status, highest education qualification academic position, faculty, period of time working in the university, work load, using the internet, using the computer, the use of electronic learning materials and training in the use of thecnology. The factors that affect the acceptance of ease, the benefits to stimulate ideas to using learning materials electronically. That occurs the question is how is the trend of behavior to accept the use of electronic learning materials?

From the research, when examining the various elements to show the relationship of the factors to explain the causes and results of the acceptance or rejection of the electronic learning system. Therefore, we have the knowledge in the social context of university lecturers. That can be used in the planning and management in order to promote, introduction and development of lecturers to use e-learning system. Then Suan Sunandha Rajabhat University is efficiency and effective. It is also used as a case study for researchers and can be applied research finding for the other sectors.

Objectives

To examine the social context of the lecturers that affect the acceptance on electronic learning media system at Suan Sunandha Rajabhat University.

Related literature

1. The concept of perception

The perception on the acceptance of electronic learning system means that individuals use their own internal sensory system. Get information out from the outside and the acting, using the subjective, contemplation and creativity. Classification stimuli (organization) and evaluation or interpretation environment that has a real basis for evaluation or interpretation of the electronic learning system (Jiang, M., 1999).

2. The learning theory concept

2.1 Learning theory by discovery

The concept of learning by discovery believe that learning occurs when learners process information from the interaction with the environment and explore the environment and believes that human perception is selected or recognition to the attention of the students to learn to be caused by discovery. It was a curious learners. It was the impetus for the behavior to explore the environment and learning by discovery.

2.2 Behaviorism learning theory

Pornthape Meungman (2001: 28) says psychologist who believed in the theory of behaviorism are very famous as he is Skinner (B.F. Skinner) by psychologists in this group are believed. Learning human behavior is something that can be observed from the outside and believe in the theory of space conditions (Operant Conditioning). The idea about the relationship between stimuli and response (SR Theory) and reinforcement. (Reinforcement). This theory believe in learning is caused by the human response to stimuli. And behavioral responses are more intense if given the proper reinforcement.

2.3 Cognitive theory

In theory, this will focus on the differences between individuals. Believe that humans are different in terms of feeling, emotion, interest and aptitude for learning, so it is a different process or procedure learning is a mixture of original information with new information if the student has the original information linked with the new information, it will be easier to recognize. Learning and knowledge to different causes the difference in short-term memory to remember the long-term memory and retention.

2.4 Scheme theory

Theory of Knowledge will focus on the structure of knowledge. It is believed that the internal structure of human knowledge. Are linked together as a group. Or node (Node) a man to learn something new that will bring new knowledge is linked to the knowledge of existing relations. This theory has a belief about the importance of awareness. It is believed that the recognition is an important aspect of learning. No learning can occur without awareness by the activation of an event. The recognition and awareness should be created by the transfer of new knowledge to the origin knowledge and the structure of knowledge also helps to recall (Recall) the things that we've learned.

3. Concept of social learning

The social learning in this section are discussed in relation to adult social (The Social Adult), which represents the people. Social activity is associated with an adult or lecturer to influence learning. Adaptation and development of personality adults or lecturers to comply with the condition of society in which he is a member. Social involving adults or lecturers to be discussed include social activities. Activity that involves the use of technology.

4. Concept of innovation

Barnett (1983), the definition of innovation is the new pattern of behavior that is different from the existing and new in this cover story was widespread. It is something to see or be touched by the five senses, including behavioral patterns of behavior as a social system, traditions cultural, and the invention of new technology. And what is not seen as a objects.

Methodology

1. Population

Lecturers coaching duties of all university students, 2011 of 451 people, the researcher collected data from population surveys. But getting back to 127 sets of questionnaires 28.16 percent of the sample to calculate the reference back to a population-based statistical parametric framework. (Nonparametric statistics)

2. Research tools

Questionnaires were used to collect data on the combination of closed and open-ended questions are divided into the following five steps.

Step 1 social context of lecturer

Step 2 acceptance for the benefits of using electronic learning media system

Step 3 acceptance for the ease of use of electronic learning media system

Step 4 behavioral for trends in the use of electronic learning media system

Step 5 feedback about electronic learning media system

3. Development of the tools

Created from paper studies the theory and application form in recognition of the benefits. And recognition of the simplicity developed by Davis (1989) as a means to create a questionnaire. The bringing the questionnaire to the expert staff such as language expert, content expert and technical expert, advice or edit any research to improve the recommendations of experts and a questionnaire for research.

After the questionnaire for research. To test the samples with similar characteristics to the population (Pilot Test) is a lecturer at the coaching duties in the faculty of Science and Technology University of 10 to take the test, and the instructions are received from the respondents. And taking the amendment for Suan Sunandha Rajabhat University the research questionnaire to complete the data collection in this study.

4. Data collection

Researcher purpose written request for collecting data. The questionnaires were sent to the lecturers. At the end of one month, the researchers to collect the questionnaire from various faculties for the next operation.

5. Data analysis

Using descriptive statistics were frequency and percentage by measuring the correlation coefficient in Point biserial correlation coefficient and chi-square (Chi - square) on a concept Nonparametric Statistics describes the characteristics of the population. The open-ended questions, the researcher using content analysis.

For questionnaires about the types of characteristics (Rating Scale), the researchers used the Likert 's scale concept was applied to determine the scale of 5.

Finding

1. Features of the social context of a lecturer.

The social context of lecturer respondents in the Suan Sunandha Rajabhat university are as follows: Most were female, 55.9 percent and male only 44.1 percent. Most of lecturers 37.8 percent were in the faculty of science and technology, followed by the Management Sciences (17.3 percent) and the lowest was under 25 years old (0.8 percent)

Most lecturers have a single (50.4 percent), followed by marriage (42.5 percent). Widowed / divorced (7.1 percent). Education qualification was the master degree of the highest at (85.8 percent), followed by a PhD (7.1 percent) and the other education level is the lowest (0.8 percent) academic position comprises most of lecturers (70.4 percent). The second was an assistant professor (25.6 percent) and the lowest was associate

professor (4.0 percent), time of working in the Suan Sunandha Rajabhat university from 6-10 years (36.2 percent), followed by the more than 10 years (. 33.1 percent) and the lowest was less than 1 year (12.6 percent).

Work load by an average of 12-16 per week, the number of lessons per week, most (53.2 percent), followed by at least 12 lessons per week (23.0 percent) and 17-21 lessons per week minimum (10.3 percent)

Internet use on average 1-2 hours per day, the highest at (48.8 percent), followed by at least 1 hour (24.0 percent) and use more than 5 hours the lowest at (9.6 percent).

Using computer programs In addition to complimentary average 1-2 hours per day, most (36.8 percent), followed by 3-4 hours (28.0 percent) and use more than 5 hours minimum (8.8 percent).

Most of lecturers at 57.1 percent do not use an electronic learning (e-Learning) over the Internet helps to teach only 42.9 per cent used.

In the case of the training. 59.5 percent of the lecturers had been trained to use the Internet, 73.4 percent had received training in computer programs. In addition to using the Internet, and to take the training computer programs on average per year. A trained lecturer one project per year, most (47.6 percent), followed by the others (38.7 percent) and 3 projects per year for minimum (1.6 percent).

2. Features of the opinion on electronic learning media system

The opinions of lecturers towards the recognition of the benefits of using electronic learning materials in Suan Sunandha Rajabhat University, most of lecturers "agree" that the system be able to teach successfully within a specified period (52.4 percent), the system will enhance the learning of students (62.9 percent), the system allows it to be taught in a variety of formats (66.1 percent) The system allows for the more efficient (44.7 percent), the system allows the teaching process is much easier (46.3 percent). Overall the learning materials electronically useful for lecturers (61.0 percent) followed by the lecturers was "not sure". Overall "not sure" whether electronic learning materials useful for lecturers (22.0 percent).

The opinions of lecturers towards the perceived ease of use of electronic learning materials. Most of lecturers "agree" that learning how to use it. The system is simple (60.8 percent) is very easy to deploy the system comes with teaching (48.4 percent), while the system is found to be convenient and easy to understand (45.6 percent). The system is flexible to use (64.0) is very easy to learn how to use the system as an expert (percent 52.0), and overall, the use of learning materials electronically is easy (. 49.6 percent), followed by the number of reviews professors "not sure" Overall, the use of electronic learning materials is easy (49.6 percent).

The opinions behavioral trends in the use of electronic learning materials. Most of the lecturer "agreed" that they are interested in receiving information about the system (percentage. 75.2) are interested to receive training on the system (percentage. 69.6), there is a need to develop teaching materials in electronic learning materials (68.5 percent). Overall, I would use the learning materials electronically (percentage 58.4) and "not sure" whether I choose to make teaching with learning materials electronically rather than other forms (46.0 percent) and. I have a need for research on e-learning system for teaching (49.2 percent).

3. The relationship between the social context of a lecturer with a comment on the acceptance usefulness and ease of use and behavioral trends in the use of electronic learning materials.

The relationship between the social context of a lecturer with a comment on the perceived usefulness, ease of use that has been learning the electronic system is shown. Social Context of Education is associated with the recognition of the benefits of using electronic learning materials and at the level of statistical significance .01

The relationship between the social context of the review of a faculty mentor and a trend towards the use of electronic learning in university showed that social context of education's relationship with the comments on the analysis of trends in the use of electronic learning materials and at the level of statistical significance. 01.

4. Relationship of the lecturer's opinion between the trend of behavior to use the system to recognize the benefits of the system and the acceptance ease of use of electronic learning materials.

Lecturer's opinion on the behavioral trends in the use of electronic learning materials to correlated with awareness of the benefits of using electronic learning and recognition of the simplicity of using electronic learning materials at the level of statistical significance .01. If we knew the opinion on the recognition of the benefits of using electronic learning materials and the perceived ease of use of electronic learning materials. Explain the variance of the lecturers on the analysis of trends in the use of electronic learning materials, 26.32 and 9.55 percent, respectively.

Discussion

1. Features of the social context of lecturer

Most of lecturers are single Education: Master's degree The Instructor The term of office of the university from 6-10 years.

Most of lecturers have taught on average per week, between 12-16 hours per week are using the Internet for about 1-2 hours a day and use a computer program for 1-2 hours, including many professors do not use media. Electronic learning (e-Learning) across the Internet to help in teaching.

In the case of the training. Most of lecturers are interested in being trained to use the Internet and computer programs for at least one project per year.

Considering the overall social attributes of lecturers will see that. Most of lecturers do not even use e-learning through the Internet. It also has an interest in training to acquire knowledge about teaching new with the concept of Creswell et al. that the development of lecturers to change. The teaching is very difficult, the lecturers I have experience teaching with learning materials electronically inadequate. Likely to be significant which need support, encouragement "To encourage people to know that easier than encouraging people to become lecturers. Whoever graduated with a Doctor degree know the knowledge only, but they did not know on the subject of teaching others about. In addition to being a talented But even gifted I need help, advice and support.

2. Features of the reviews on electronic learning systems

The awareness of the benefits of using electronic learning materials in Suan Sunandha Rajabhat University. Most of lecturers agree that the system allows it to be taught successfully within the time limit and enhance the learning of students, as well as help

increase the variety of forms of teaching and make teaching more effective, well made. The process is much easier to teach when considering the overall level of the lecturers on the perceived benefits from the use of the benefits of using electronic learning materials in most of the university lecturers.

The acceptance of ease of use of electronic learning university. Most of lecturers agreed that Learning how to use the system is easy to deploy systems come with instruction while the system was found to be convenient and easy to understand. The system is flexible to use, making it easy to learn how to use the system as an expert.

Behavioral trends in the use of electronic learning materials in most of university lecturers are interested in news about the system and ready to be trained by a need to develop teaching materials. in electronic learning materials. They agreed to use electronic learning materials for teaching. This is consistent with the concept of Barnett (1983). It is the pattern of behavior that is different from the existing. Here is the new cover story was widespread. It is something to see to be touched by the five senses, including behavioral patterns of behavior as a social system. Cultural and traditions, as well as the invention of new technology. And what is not seen as an objects.

3. The relationship between the social context of a lecturer with a comment on the perceived usefulness and ease of use. And behavioral trends in the use of electronic learning materials.

Social context of lecturer is related to acceptance of the benefits and ease of use of electronic learning materials, this may be due the lecturers recognize the benefits and access to learning materials, easy and fast, and it was important that it is beneficial to use in the form of teaching university. This is consistent with the study reviews the availability and adoption of teaching e-Learning of lecturer in Mahasarakham University by Thongsanga Pongpeaw (2005) found that the introduction of training and e - learning it. The college is very useful to study so lecturers are interested and participating in training materials for use in teaching and learning and e - learning because the lecturers want to try the system e - learning prior to actually make an informed decision and to change the role of teaching as a guide.

Social Context of lecturer's relationship with the level of opinion on the behavioral trends in the use of electronic learning materials. This may be due to Lecturers are prepared to use e - learning in teaching to develop a model for teaching diverse. More exotic, this is consistent with the study of students readiness to learn the e - learning of Wipada Kuptanon and Mukdha Kuowhakul: The students are encouraged to contact an advisor via the Internet whether the lesson plans, quizzes, submit assignments and self-study report on a specific topic through our website that lecturers prepared.

4. Relationship for the lecturers between behavioral trend to use the system to recognize the benefits of the system and the acceptance ease of use of electronic learning materials

Lecturer's opinion on the behavior trends in the use of electronic learning materials correlated with the perception of the benefits of using electronic learning and recognition of the simplicity of using electronic learning materials. This may be due Modern technology has changed dramatically. Institutions have realized the importance of learning through electronic media, making lecturers more likely to pay attention to this increase. Because of the perceived usefulness of the system can be applied to a style of teaching that is different from the original. To motivate learners. It also has an easy to use, convenient and saves time. This is consistent with the concept of Wipada

Kuptanon and Mukdha Kuowhakul: The University of the study. The readiness of students to learn the e - learning is of the opinion that. Many institutions have embraced the e - learning to use to create efficiency and effectiveness of training. Because this system is an innovative educational approach to teaching. The students can learn by themselves. Or classes with the students in the class. In some cases, it can communicate via the Internet anywhere and anytime.

Recommendation

Should be arranged the learning environment in the use of electronic learning materials. For lecturers to be easy to use. And the impact on the development of teaching and learning even more like a set up to promote research and development of electronic learning materials. To support the production of the media and the creation of knowledge as well as providing knowledge services.

Should be encouraged the lecturer for development of education. And academic positions in higher levels to apply the knowledge that has been developed for use in the creation of high-quality education to more.

Should encourage lecturers to improve education and academic positions in higher levels to apply the knowledge that has been developed for use in the creation of high-quality education.

The acceptance of electronic learning system for teaching requires management to focus on academic quality. The same standards as regular university courses in the classroom teaching. Measurement and evaluation that allows the students to learn on their own. Interaction with lecturers and the use of technology and innovation to keep pace with the changes. And should provide for the development of the Internet, as well as the academic world as well as provide a way to compare the standards of style and of course with renowned institutions worldwide.

References

- Barnett, H.G. 1953. Innovation. Newyork: Magraw – Hill Book Co.
- Jiang, M. 1999. **Distance learning in a Web – based environment: An analysis /factors influencing student' perception of online learning**. Dissertation abstracts international. 59 (40044 – 5a).
- Patetta N.D. 2007. Teaching online : Learning needs perceived by college faculty in Argentina. Ph.D. Teacher Education, Educational Software, Capella University.
- Pornthep Muangman. 2001. **Design and development CAI Multimedia by Authorware**. Bangkok: Se-education.
- Thongsanga Phongpeaw. 2005. **The availability and adoption of e-Learning Teaching (e -learning)**. Master's Degree. Mahasarakam University.
- Winter Park. 1931, January 19 - 24. **Learning by doing**. 1st curriculum conference. Proceeding.
- Wipada Gupta and good Mookda Kowakul. 2008. **The availability of the student to learn the e – learning**. Journal of Instructional Development Rungsit University 2, 1(January - June).