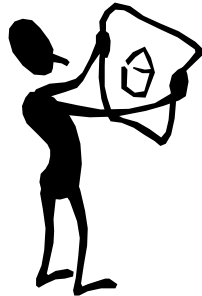


Useful and Challenging Characteristics of Web-Based Training: Comparing Perceptions of U.S. and South Korea-Based Employees

Frankie S. Jones
Myung-Hwa Koh
Dr. Janette Hill
Ernise S. Singleton

Agenda

- Introduction
- Literature Review
- Research Design
- Methodology
- Results and Findings
- Conclusions and Recommendations
- Future Research
- Question and Answer



Introduction



- The purpose of this study was to investigate and compare the components of web-based training that US-based and South Korea-based employees recognize as helpful and challenging in the learning process.

Literature Review



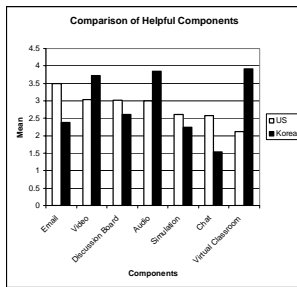
- The Masie Center
 - (2001)
 - Success factors: reliable technology with a collaborative component, support provided by technical staff and subject matter experts, and location and timing of the learning event
 - (Mungania, 2003)
 - Success factors: the e-learner's cognitive readiness for e-learning, a supportive organizational environment, and the e-learner's self-efficacy and sense of responsibility
 - Barriers: over commitment to multiple roles and responsibilities; interruptions at work, home, or wherever one studies; and lack of time to study
 - Recommendations for future research:
 - Research best practices
 - Conduct international studies (with country specific information)
 - Triangulate and use mixed methods

Research Design

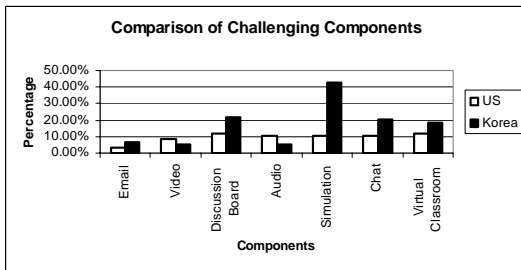
- Mixed Methods
 - Quantitative (Survey)
 - Qualitative (Interviews)
- Participants
 - US
 - Survey: 58
 - Interview: 7
 - South Korea
 - Survey: 59
 - Interview: 9
 - Gender: Male 66%, Female 35%
 - Age: 30-49
- Limitations
 - Two companies
 - Two countries
 - Limited number of follow-up interviews



Survey Results: Helpful Components



Survey Results: Challenging Components



Survey Results: Perceptions of WBT

Factors	US	South Korea
Problems Encountered	Technical problems (43.1%)	Lack sense of community (66.1%)
Motivation to take WBT	Convenience (56.9%)	Required (83.1%)
Factors most important for success in WBT	Well-organized content (4.62)	Well-organized content (4.42)

Interview Results: Helpful Factors



- Time Management
- Self-discipline
- Sense of community
- Interaction

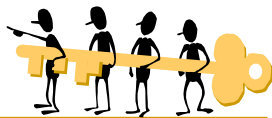
Interview Results: Challenging Factors

- Lack of self motivation
- Lack of time management skills

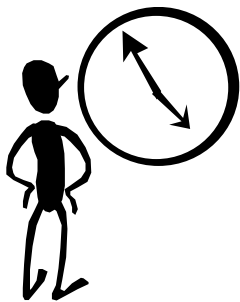


Conclusions and Recommendations

- The overall satisfaction expressed by the employees in both countries is quite high (85% US and 70% South Korea), indicating that while there are challenges with web-based training, employees do find it useful.
- Keys to success:
 - Motivation
 - Time management
 - Well-designed, organized content



Looking Ahead...



- Continue to explore employee perceptions of web-based training to assist designers and developers in their creation of WBT
- Extend this study to other countries, as well as different types of organizations

