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# Online Education

— Services Sector —

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# Introduction

- Advancements in technology are rapidly changing the way we learn
- In the U.S., many schools now offer some or all of their courses online
- Proportion of students enrolled in 'online university' continues to increase



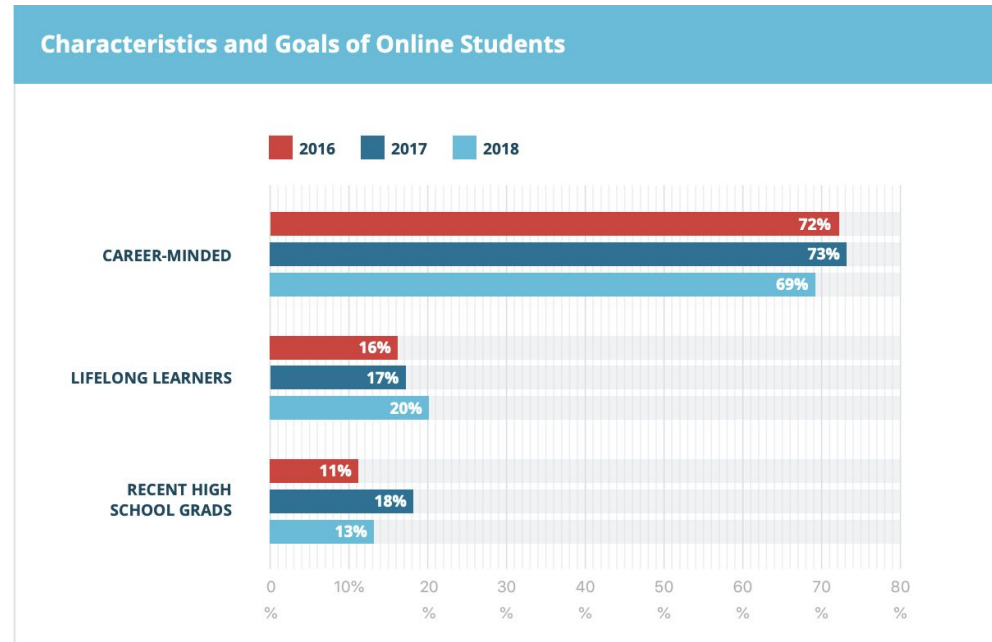
**What are the factors affecting the demand for online higher-education in the United States?**

A photograph of a library with rows of wooden bookshelves filled with books. The shelves are densely packed with books of various colors and sizes. The lighting is somewhat dim, creating a warm, scholarly atmosphere. The text "Literature reviews" is overlaid in the center in a white, sans-serif font.

# Literature reviews

# Career and Employment Goals Drive Enrollment Decisions

- steady motivations over the past three years related to career and employment goals.
- Last year, 69% of respondents fell into the career-minded categories (i.e., industry switchers, career accelerators, career starters).
- This is a slight decrease from the previous two years but still represents a majority



# Emerging Technology



- Technologies have significant impact on the delivery of online learning.
- reusable content objects and wireless technologies would have the most significant impact
- respondents predicted that advances in Internet technology (for example, greatly extended bandwidth and wireless Internet connections) are likely to increase the use of multimedia and interactive simulations or games in online learning during the next five to 10 years.



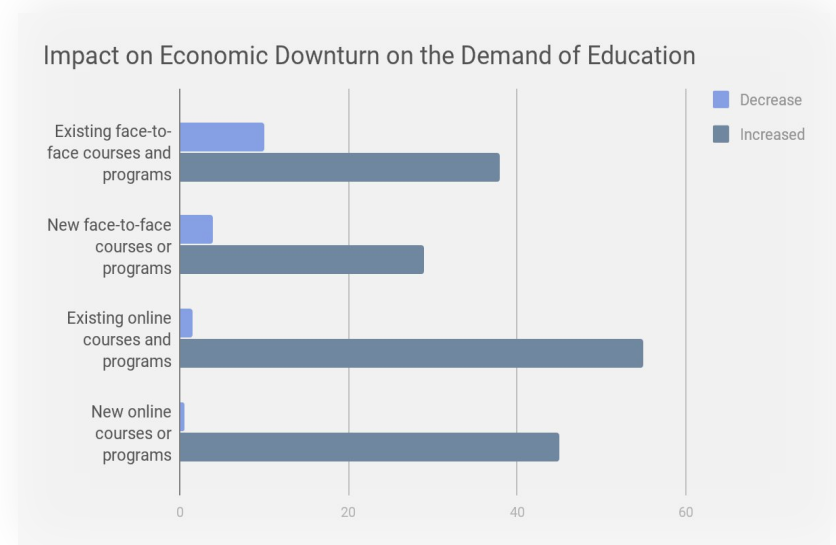
## Online environment and Learning outcome



- Students satisfied with the online environment and learning outcomes, online environment are similar to the traditional classroom.
- Research could conclude that further a student progresses in an online program, the higher their satisfaction, reporting satisfaction levels of 92.3% in graduated participants, 71.8% in matriculated students, and 57.7% in beginning students.
- Studies assessing social connectedness find persistent students believe social relationships can be established in the online environment, students being comfortable with the discussion format of an online course and find non-persistent students being the least satisfied with their comfort level in this environment.

# Economic Downturn increases the Demand of Education

- Large proportion of chief academic officers reported that the economic downturn created an increase in the demand for both face-to-face and online course and program offerings at their institution. ( demand for online courses increased more than face-to-face )
- The results for institutions that do not have any current online offerings are particularly interesting for those studying online education.
- Fully 45 percent of these institutions report increased demand for new online courses and programs.
- Nearly 300 institutions with no current online offerings that are reporting increased student demand to begin such offerings. (online courses)

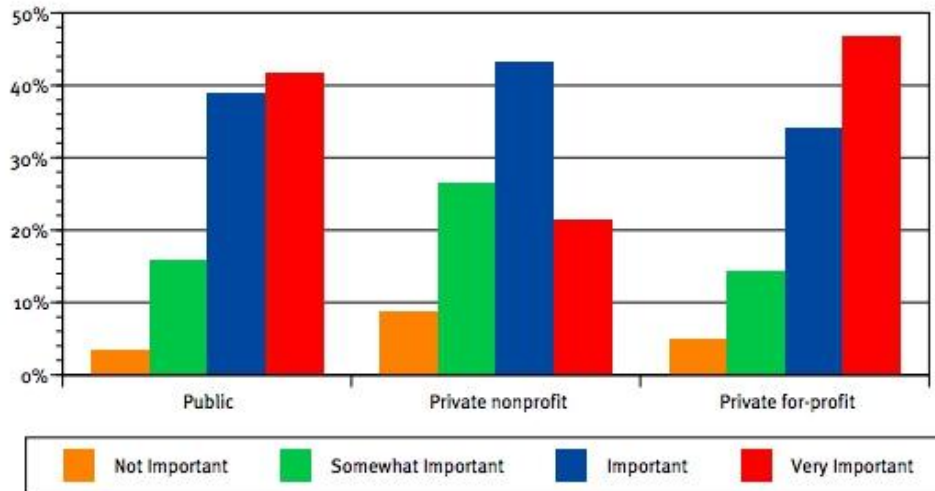


# Rising Fuel Costs will Mean More Online Students

- Fuel is one of the most important energy which is the main factor that determine the economy
- Does the increasing cost of commuting mean that more of these students will select an online alternative over face-to-face instruction?
- The results show widespread agreement that higher fuel costs will lead to more students selecting online courses.



***THE INCREASING COST OF FUEL WILL MEAN MORE STUDENTS WILL SELECT ONLINE COURSES - BY INSTITUTIONAL CONTROL - FALL 2007***



# Pros and Cons of Online education:



- **Pros of online education**

- Convenience - is the relation to study location, time, course duration
- Less expensive - courses cost less than regular classroom academic or trade school course
- Technology - You can work on the course just about anywhere you have computer access.
- Additional benefits- No discrimination among children

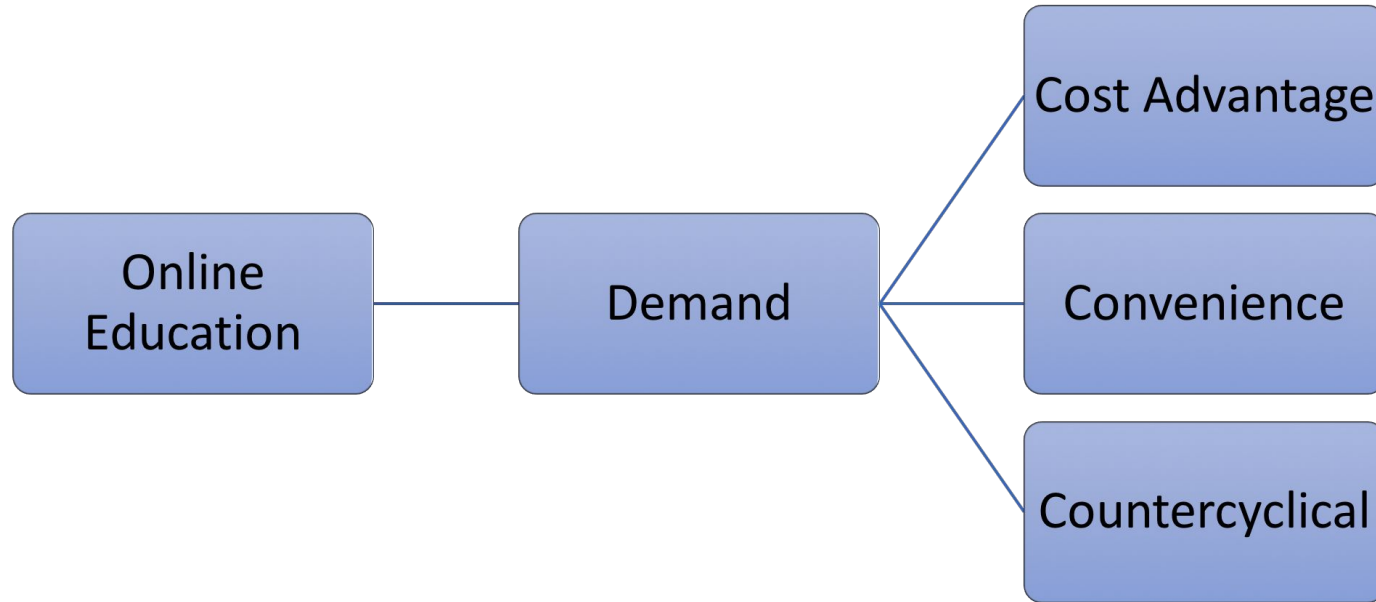
- **Cons of online education**

- Limited social interaction - a limited opportunities to interact face-to-face to professors and other students.
- Technology Cost and Scheduling
- Effectiveness of Assessment
- Problematic for Instructors - software is getting more and more advanced, instructors are constantly trying to learn how to keep up.

# Methodology

- Theoretical research
- Focus on demand

# Framework



# Conclusion