

Surveying Student Receptivity to Online Education.

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Goal of the study:

To assess student attitudes and preferences towards online education at a Midwestern Comprehensive University

Summary of methods and results: (100 words)

In collaboration with Eduventures, UW-L staff members created a web-based survey for this study. A link to the study was e-mailed to all students on campus. A total of 1,044 students (10% response rate) completed the survey.

Selected results:

- 17% of respondents reported previous experience with online courses
- 30% of respondents reported interest in enrolling in online courses
- 7% of respondents reported they were likely to enroll in an online degree program in the future
- 29% of respondents reported they felt the quality of online courses is inferior to that of face to face courses

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Less than one-third of respondents felt that, generally, the quality of online education is inferior to that of campus-based education. Five percent felt that the quality of the two delivery formats were equal, while the remainder of the group either wasn't sure, or was willing to reserve judgment until they had gathered more information about the individual programs. Negative perceptions of online education as a money-maker for colleges and universities appear to be dissipating among postsecondary students. However, generally, respondents still felt that there was little differentiation between various online programs, and that on-campus programs/courses will always be known for better interaction between faculty and students. Among those likely to enroll in a single online course, general education courses were most appealing. Nearly one-third of this group, however, preferred courses that would fulfill major/minor requirements.

Technology fees for online courses were rejected by 61% of respondents. The 408 respondents who indicated that they would accept technology fees, varied greatly in terms of palpable costs. Most felt that \$50 or less was fine.