Good Connections: Exploring the Association Between Online Student Engagement, Satisfaction, Technology Acceptance, Self Efficacy, and Final Grades

Incorporating Competency-Based Education into the Online Classroom

Dr. Amanda Maz

INTRODUCTION

- My work experience teaching online and working in the accounting industry

- Interest in contributing factors for student success

- Challenges for online accounting courses

- Student success goals in an online environment

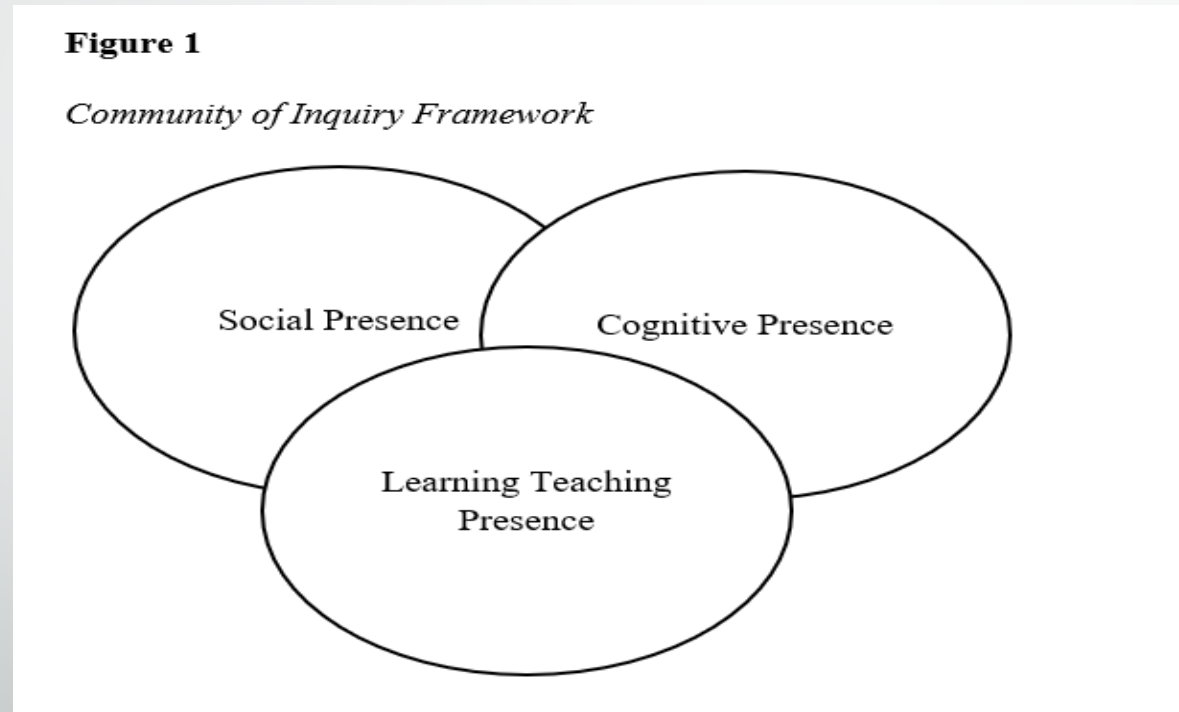- Transferable skills to use in the workplace

RESEARCH QUESTIONS

- RQ1. To what extent, if any, did student engagement impact the final grades of online accounting students?

- RQ2. To what extent, if any, did student satisfaction impact the final grades of online accounting students?

- RQ3. To what extent, if any, did student perception of technology impact the final grades of online accounting students?

- RQ4. To what extent, if any, did self-efficacy impact the final grades of online accounting students?
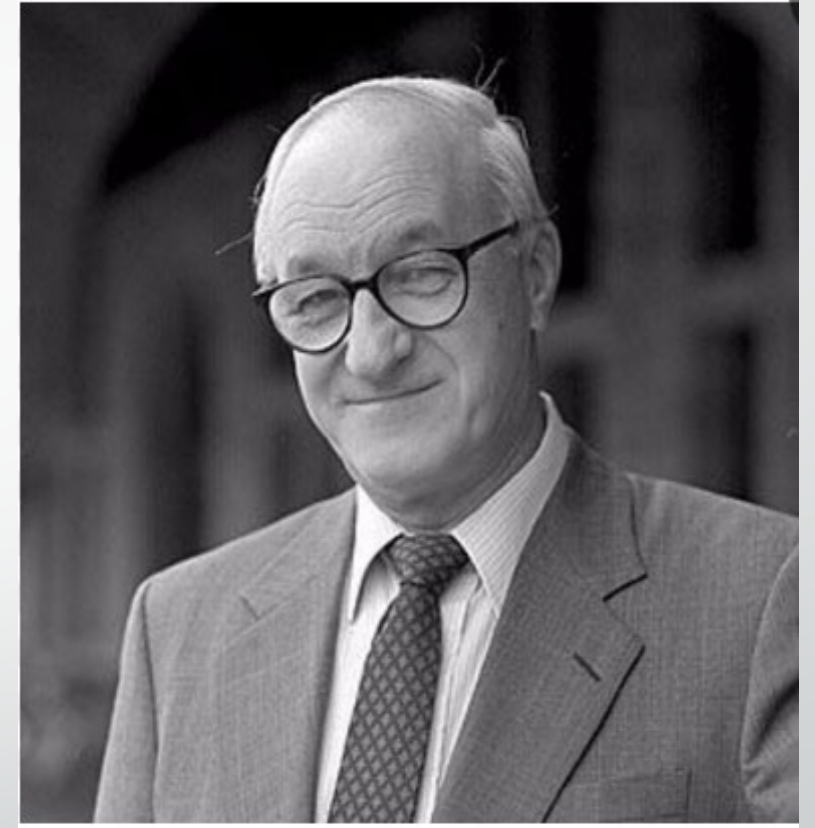
THEORETICAL FRAMEWORK

- The Community of Inquiry Framework – Cognitive, Social, and Teaching Presence

Figure 1

Community of Inquiry Framework

Social Presence

Cognitive Presence

Learning Teaching Presence

Note. Adapted from: Swart, W. W., & MacLeod, K. R. (2020). Flipping online analytics classes: Achieving parity with their Face-To-Face counterparts. *Decision Sciences Journal of Innovative Education, 18*(1), 119-137. doi:10.1111/dsji.12200

THEORETICAL FRAMEWORK

- Self-Efficacy- Developed by Dr. Bandura

- Definition of self-efficacy

- The Impact of high and low levels of self-efficacy
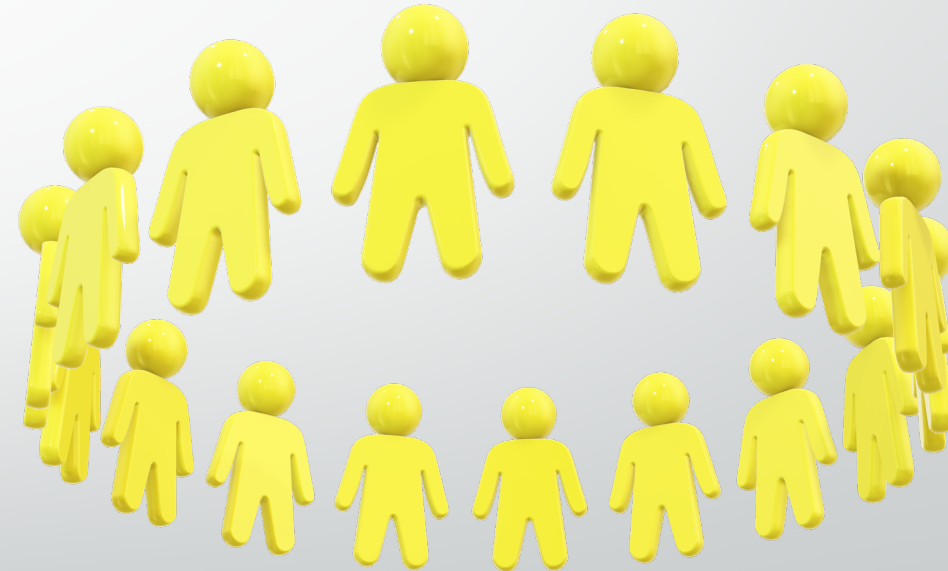
THEORETICAL FRAMEWORK

- Social Learning

Attention	Retention
Motor Reproduction	Motivation

THEORETICAL FRAMEWORK

- Transactional Distance

- Developed by Dr. Michael Moore

- Dialog, Structure, and Learner Autonomy

THEORETICAL FRAMEWORK

- Happy-productive student

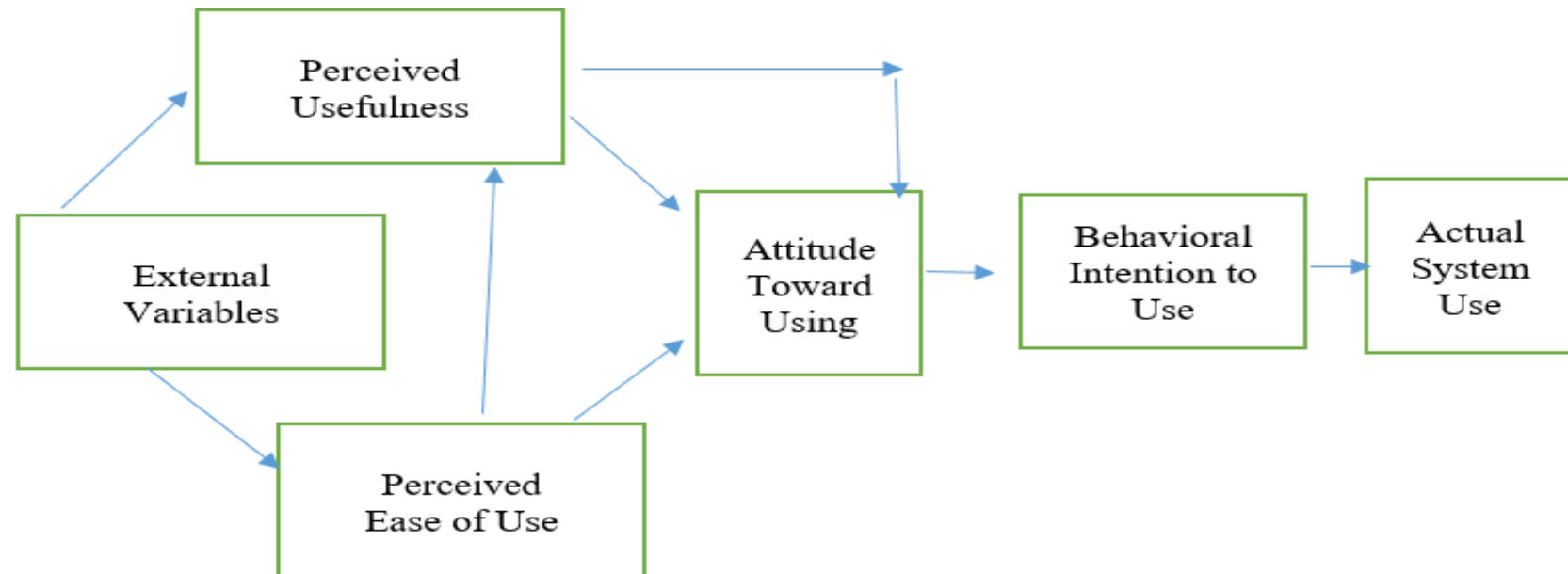Happy productive student worker thesis ▶ Happy productive student theory

THEORETICAL FRAMEWORK

- The Technology Acceptance Model

Figure 2

Technology Acceptance Model

Research – Student Engagement & Final Grades

- Definition of student engagement

- Student engagement is challenging in online accounting courses

- How can student engagement be improved and it's impact on final grades

Research – Student Satisfaction & Final Grades

- Definition of student satisfaction and its impact on student performance

- The Happy Productive Theory

- Factors that could impact student satisfaction

- How technology impacts student satisfaction

Research – Self-Efficacy & Final Grades

- Albert Bandura's self efficacy theory

- How self-efficacy can impact final grades

- Contrasting thoughts about self-efficacy impacting final grades

Research – Student Perception of Technology & Final Grades

- Impact of perception of technology on student satisfaction

- Technology acceptance model (TAM)

- How TAM impacts student grades

- Technology acceptance and transferable work skills.

Transferable Skills from the Classroom to the Work Environment

- Teaching in the classroom versus working in the field
- The gap between classroom instruction and the working environment
- How online instruction can bridge this gap

Impact of Student Engagement, Student Satisfaction, and Perception of Technology on the Final Grades of Online Management Students

- Challenges of online management courses

- Impact of student engagement on management courses

- Impact of perception of technology and student satisfaction on the final grades of online management students

RESEARCH METHODOLOGY & DESIGN

- Methodology

- Sample size

- Measurements for independent variables:
  - Student engagement
  - Student satisfaction
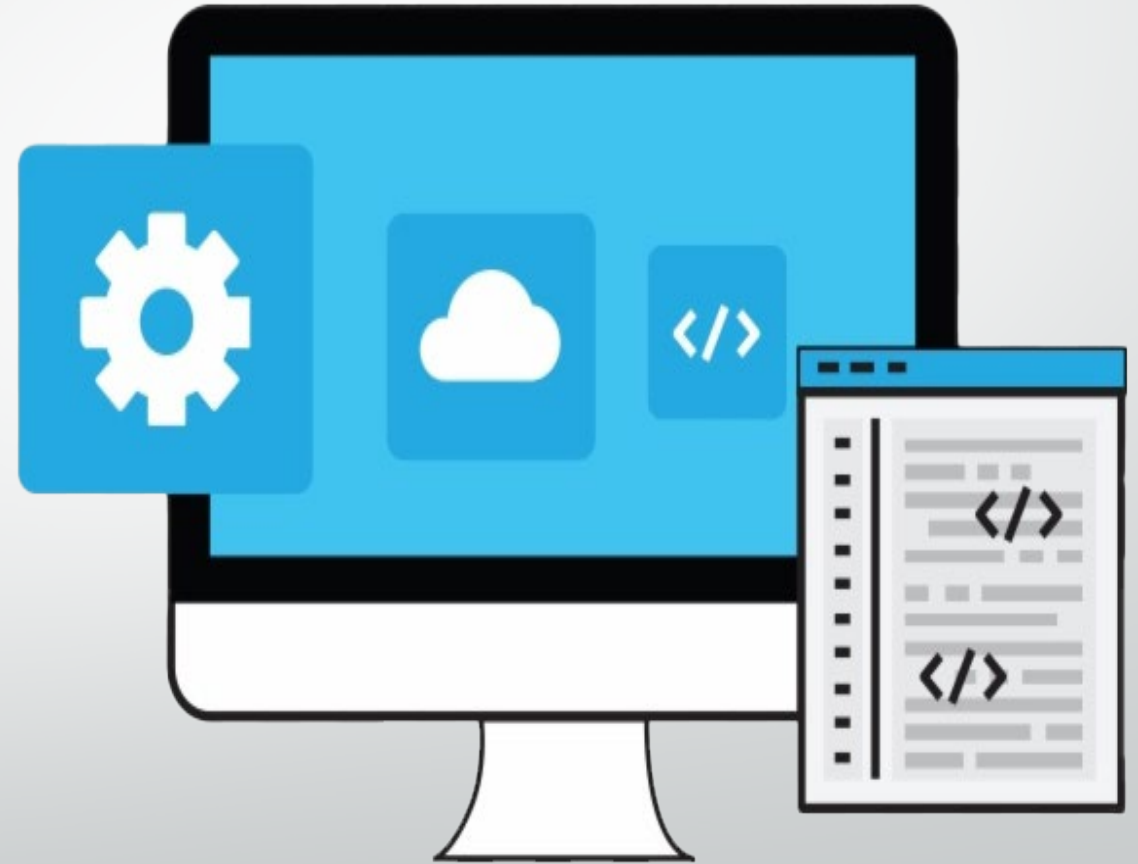 - Perception of technology
  - Self-efficacy

FINDINGS

Research Questions

- To what extent, if any, does student engagement impact the final grades of online accounting students?

  - Spearman's Rho .229

- To what extent, if any, does student satisfaction impact the final grades of online accounting students?

  - Spearman's Rho -.112

- To what extent, if any, does the perception of technology impact the final grades of online accounting students?

  - Spearman's Rho .825

- To what extent, if any, does student self-efficacy impact the final grades of online accounting students?

  - Spearman's Rho-.224

RECOMMENDATIONS FOR PRACTICAL APPLICATION

- Community of inquiry (COI)

- The social learning theory

- Transactional distance

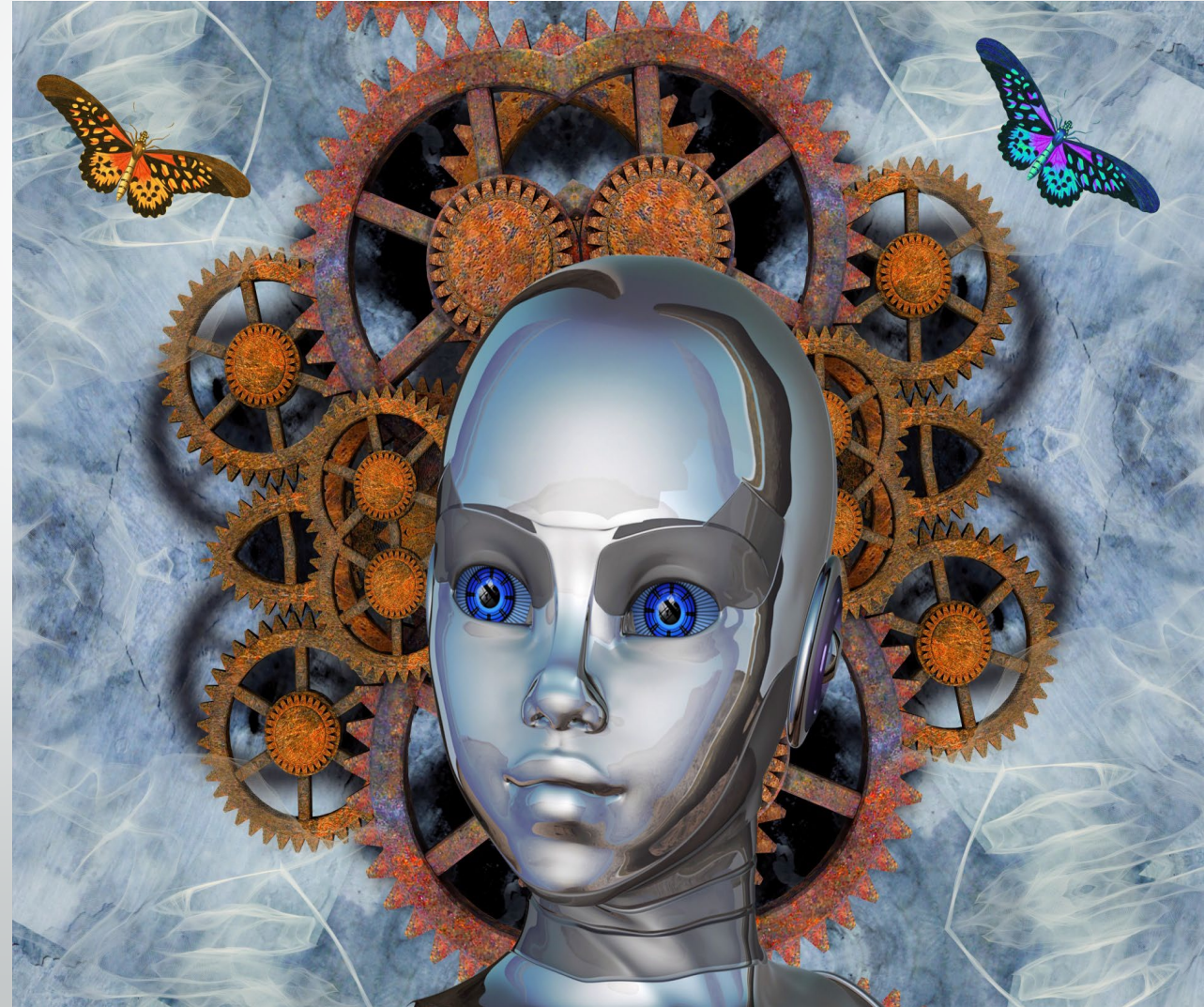- Perception of technology

- Self efficacy

RECOMMENDATIONS FOR PRACTICAL APPLICATION

- Recommendations for the online classroom

    - Instructor responsibility

    - Technology to utilize

    - Tutorials

    - Student engagement, student satisfaction, and perception of technology

    - Bridging the classroom and the work environment

RECOMMENDATIONS FOR FUTURE RESEARCH

- Confirmatory factor analysis (CFA)

- Include other areas of study

- Larger population and CFA

- Mixed method study

- Larger sample size

THANK YOU

- Thank you for your attention.
  - Are there any questions?