



# Students' E-Content Engagement at Egyptian E-Learning University (EELU)

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# Introduction

Engaging content is the foundation of any effective course, either in e-learning context or otherwise. Boring slides and overly long modules can lead to learner disconnect.

How do you capture and keep learners' attention to content is an essential task that every instructor or facilitator need to think about carefully . (Benz, 2013, 5)



# Study Overview

Based on the literature reviewed, this study examined the level of students' engagement with e-content at the Egyptian E-Learning University (EELU) through specific engagement indicators. These indicators included:

- System Logs
- Assignment Interactions (Views and Uploads)
- Course Views
- Self-Assessment Quizzes interactions
- SCORM package Views
- Files and folders Views & Downloads



# Study Objectives

The study aimed at:

- Collecting data that address students' e-content engagement at the Egyptian E-Learning University.
- Compare e-content engagement indicators among students of different specialties and study levels.
- Develop an understanding of students' e-content engagement behaviors, patterns, and differences.
- Lay a solid ground towards developing informed teaching and learning strategies and methods at the Egyptian E-Learning University

# Study Questions

This study aimed at answering on main question:

## **To what extent EELU students are engaged with e-content offered through LMS?**

To answer this question, five subsidiary questions should be answered as follows:

1. **What are the main key indicators of students' e-content engagement?**
2. **To what extent do students' engagement differ between Information technology students and Business administration students in undergraduate degrees?**
3. **To what extent do students' engagement differ between undergraduate and postgraduate degrees?**
4. **To what extent do postgraduate students' engagement differ between Software Engineering Masters program and e-learning technologies postgraduate program?**
5. **To what extent do students' engagement differ between different program at EELU?**

# Methodology

- The study followed a descriptive approach through collecting and analyzing data related to students' online activities within courses delivered through Learning Management System (Moodle) during the academic semester of Spring 2016/2017.
- The data collected covered 19 courses offered through 4 academic programs (2 undergraduate – 2 postgraduate). A breakdown of students' distribution is shown in the following tables.



# Sample Overview

Number of enrolled students in sample courses.

Level	Course Name	No. of Students
<b>Computers and Information Technology Program</b>		
1 <sup>st</sup> IT	Introduction to Web Technology	106
1 <sup>st</sup> IT	Probability and Statistics	98
2 <sup>nd</sup> IT	Computer Organization (1)	114
2 <sup>nd</sup> IT	Operating Systems	109
3 <sup>rd</sup> IT	Intelligent Databases	151
3 <sup>rd</sup> IT	Neural Networks	182
4 <sup>th</sup> IT	Integrated Information Systems	142
4 <sup>th</sup> IT	Web Engineering (3)	135
Total		1037



# Sample Overview

Number of enrolled students in sample courses.

Level	Course Name	No. of Students
<b>Business Administration Program</b>		
1 <sup>st</sup> Bus	Accounting Principles (2)	113
1 <sup>st</sup> Bus	Mathematics for Business	142
2 <sup>nd</sup> Bus	Introduction to Finance	153
2 <sup>nd</sup> Bus	Production and Operations Management	92
3 <sup>rd</sup> Bus	E- Business	78
3 <sup>rd</sup> Bus	Managerial Economics	85
4 <sup>th</sup> Bus	E-marketing	25
4 <sup>th</sup> Bus	Auditing (1)	57
Total		745

# Sample Overview

Number of enrolled students in sample courses.

Level	Course Name	No. of Students
<b>Educational Studies Program</b>		
Diploma in Education	E-learning Fundamentals and Principles	12
Master of Education	Authoring and Programming Tools for E-Learning Systems	9
Total		21
<b>Master of Software Engineering Program</b>		
Master of Software Engineering	Software Construction	9

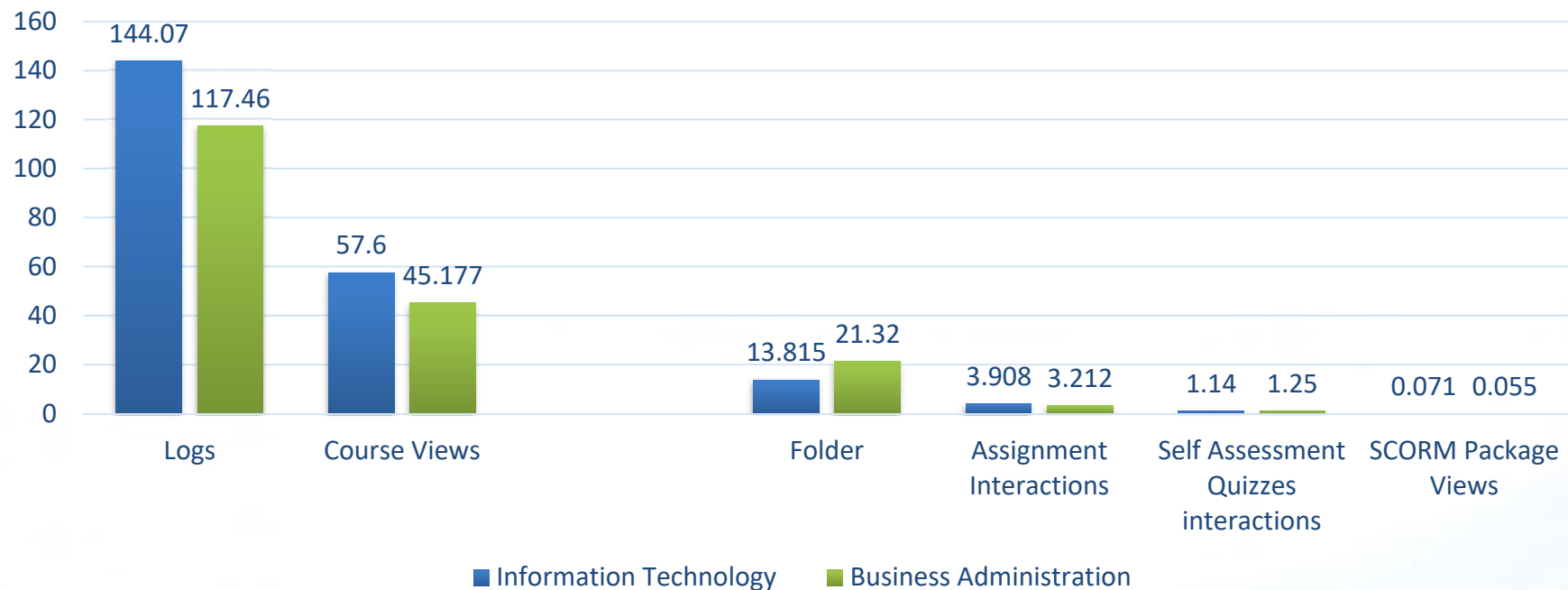
# Findings

To answer the Question which said:

**To what extent do students' engagement differ between Information Technology students and Business administration students in undergraduate degrees?**

# Findings

**Students' engagement comparison between Information Technology and Business administration students in undergraduate degrees**



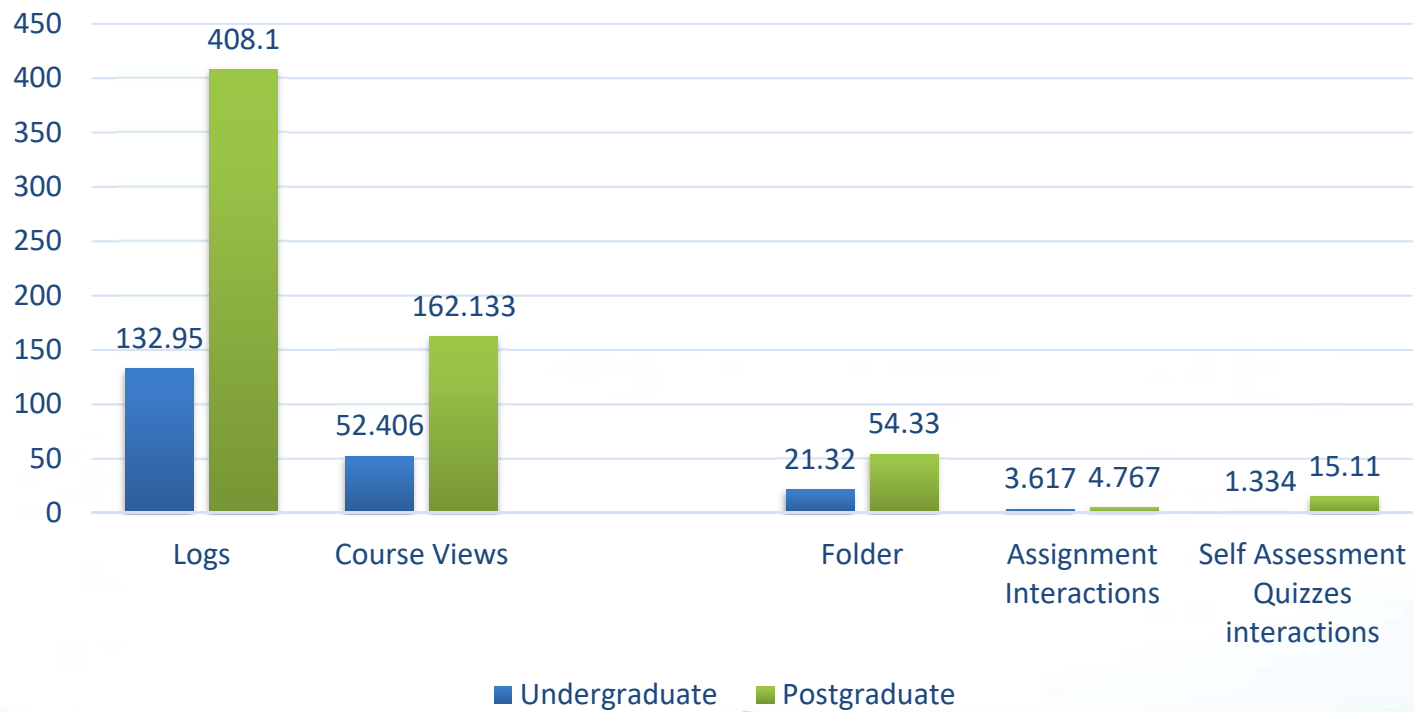
# Findings

To answer the Question which said:

**To what extent do students' engagement differ between undergraduate and postgraduate programs?**

# Findings

**Students' engagement comparison between Undergraduate and Postgraduate programs**



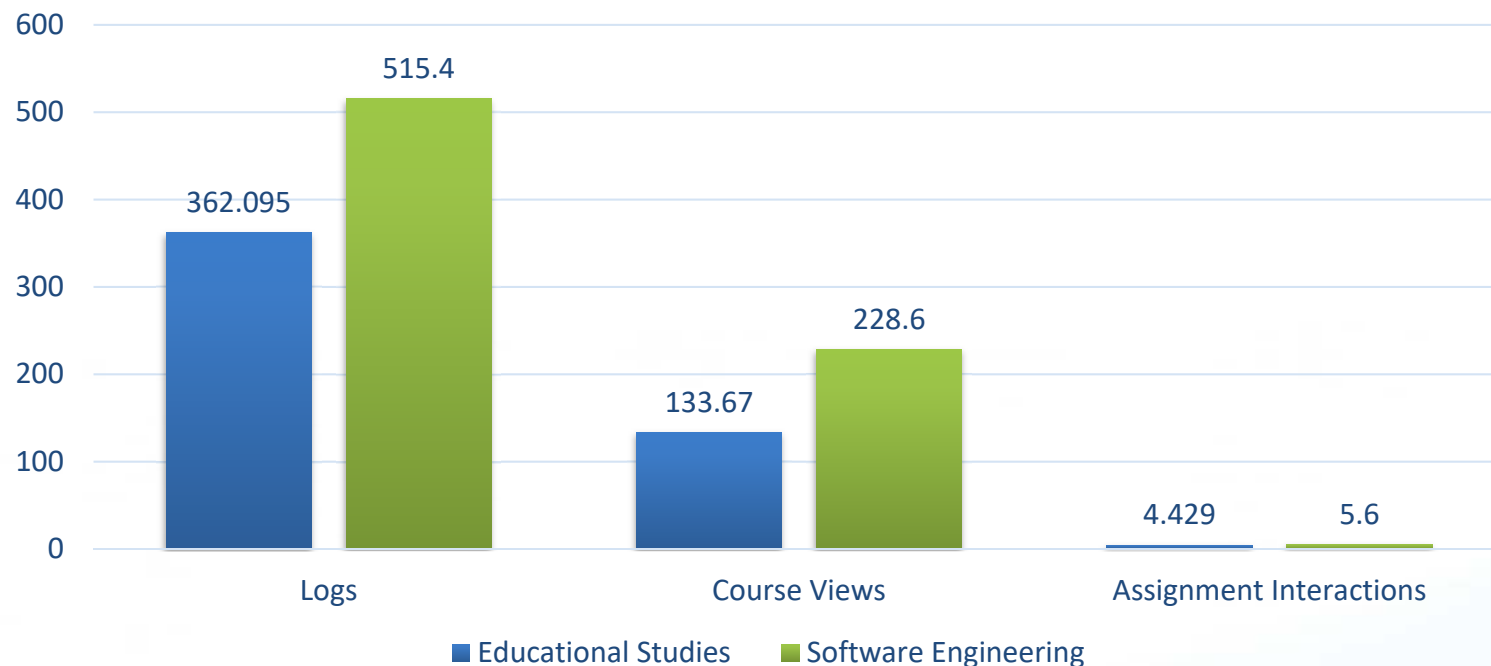
# Findings

To answer the Question which said:

**To what extent do postgraduate students' engagement differ between Software Engineering Masters program and Educational Studies postgraduate program?**

# Findings

**Students' engagement comparison between Software Engineering Masters program and Educational Studies postgraduate program**







# Findings

To answer the Question which said:

**To what extent do students' engagement differ between different program at EELU?**

# Findings

**Students' engagement comparison  
between different programs at EELU**

