Introduction

- AU's experience:
- Audience Experience:
- Print to online?
  - Combination?
  - Online only?

Background

- "in moving to an all-electronic delivery of our courses, do we as a learner-centered institution do a disservice to our learners?" (Spencer, 2006, p. 34)
- "students should not longer be perceived as a homogenous group... Rather than maintaining a fixed view of what all students want or what all students need we have an obligation to find out what their preferences and choices are. (Beyth-Marom et al., 2005, p. 247)

The study

<table>
<thead>
<tr>
<th>Master of Distance Education</th>
<th>106</th>
<th>79%</th>
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</thead>
<tbody>
<tr>
<td>Advanced Graduate Diploma in Distance Education Technology</td>
<td>9</td>
<td>7%</td>
</tr>
<tr>
<td>Non-program student</td>
<td>20</td>
<td>13%</td>
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</tbody>
</table>

N = 137 invited or accidental sample

"Recently, the MOE program has begun to distribute less print material in its course packages and place more of this material on-line, (e.g., course readings, study guide). Are you in favor or are you not in favor of the move to put more material online and distribute less print material through the mail? Please explain your answer."
Findings

137 individual comments - 5,426 words
Average of 80 words per student
Inter-rater reliability 95% (85% unweighted reliability)

Open coding rubric with counts

<table>
<thead>
<tr>
<th>Code</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print preference</td>
<td>73</td>
</tr>
<tr>
<td>Support for notes</td>
<td>50</td>
</tr>
<tr>
<td>Both</td>
<td>47</td>
</tr>
<tr>
<td>General student learning issues</td>
<td>19</td>
</tr>
<tr>
<td>Cost</td>
<td>51</td>
</tr>
<tr>
<td>Hardware issues</td>
<td>11</td>
</tr>
<tr>
<td>undecided</td>
<td>4</td>
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</table>

Examples

Print preference
I prefer the print material because reading that much material online would tire my eyes. Many students are older (56-84) and have deteriorating sight. E-readers, etc.omite reading have a computer monitor's mass of blue.

Support for notes
Please put main online and save paper. If a student needs a hard copy, the ultimate decision belongs to the student, he/she can always print the test.

General student learning issues
...Engage meaningfully and actively with the content (highlighting, writing, underlining, diagramming, color coding, etc.) at a time and place of student choosing.

Both
I prefer to have a hard copy of the course-study guide. I like accessing the course readings online, but would still prefer to have the same thoroughness in hard copy format.

Cost
The cost of each course is high enough, and to download and print study guides and articles adds to the cost for students.

Hardware issues
...adds an obstacle for students living in remote areas whose hardware support or internet connections are not dependable.

Undecided
Does not matter.

Axial coding

Print preference
Flexibility/convenience
Reading-comfort
Age-related concerns
Timing of access to material
Portable material
Archiving material after course site is closed
Avoid problems related to online material

Hardware issues
Access to technology/hardware
Printing considerations
Support for FAQs or handhelds and mobile learning

Support for online material
Pedagogical concerns
Space consideration
File maintenance
Copyright issues
Cost
Acceptance/availability
Curiosity
Feedback
Academic freedom
Motivation
Affective experience
Habit and convenience

Reading ease and comfort
Font size
Page layout
Magazine/literary
Booklet links
Complex navigation
Accessibility issues
Timing of access to material

Issues

Administrative
1. Support systems
2. Costs

Pedagogy
1. Assessment
2. Links, glossaries
3. Currency, dynamic
Questions and Discussion

References


Spencer, C. (Spring 2006). "Research on learners’ preferences for learning from a printed text or from a computer screen". Journal of Distance Education Research.


Thank You

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