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Key Aspects Affecting Students' Perception Regarding the Instructional Quality of Online and Web Based Courses

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Online and Web Based Courses, Terry T Kidd, MS. UTHSC-H School of Public Health, Houston, TX, 77030. Peggy L Powell, BA.. UTHSC-H School of Public Health, Houston, TX, 77030.

This study assessed the perceptions of college students regarding the instructional quality of online and web based courses via a content management system. The results showed an overall positive perceptions regarding the instructional quality of online courses delivered via WebCT ($M = 2.63$, $SD = 0.87$). The mean obtained for students' perceptions regarding the instructional quality items ranged from 2.45 to 2.86. The visual appeal of website material received the highest rating ($M = 2.86$). Clarity and purpose in introduction to content components earned the lowest ratings ($M = 2.45$). These results were closely correlated to students' responses regarding the important aspects of instructional quality of online courses. The most important aspect indicated by students was the idea of "clear instruction." The results of the study also indicated other perceived aspects that affect students' views of the instructional quality of an online course, including interaction, design, convenience, feedback, and usability.