

DEVELOPING A LEARNING MANAGEMENT GUIDELINES FOR COURSERA: A CASE STUDY OF SUAN SUNANDHA RAJABHAT UNIVERSITY

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ABSTRACT

This research endeavors to develop a comprehensive guide for learning management processes on Coursera, specifically tailored for system administrators overseeing general education courses. The primary objectives are to enhance knowledge and understanding of the intricate steps involved in managing learning on Coursera and to facilitate the practical application of this guide. The study assesses the satisfaction levels of instructors, teaching assistants, and system administrators utilizing the Coursera Learning Management Process Guide for General Education at Suan Sunandha Rajabhat University. The evaluation spans three crucial dimensions: Manual Design, Manual Content, and Manual Utilization, involving 30 participants. Results reveal consistently high satisfaction levels across all dimensions. Participants express significant contentment with manual design (91.11%), manual content (89.81%), and manual utilization (91.67%). In conclusion, the research findings suggest that the Coursera Learning Management Process Guide for General Education effectively meets the expectations and preferences of instructors, teaching assistants, and system administrators, showcasing its comprehensive success in facilitating the learning management process.

Keywords: Satisfaction, Learning Management Process, Coursera, Administrator

INTRODUCTION

As education undergoes a transformative shift towards online platforms, the need for effective learning management systems becomes increasingly paramount. In response to this demand, our research focuses on the creation and evaluation of a manual specifically designed for administrators of general education courses on the Coursera platform (MOOC). The primary objectives of this study are twofold: firstly, to develop a comprehensive guide tailored to the unique needs of system administrators overseeing general education courses on Coursera, and secondly, to foster a deeper understanding of the intricate steps involved in managing learning on this platform. The intent is to provide administrators with a practical and insightful tool that aligns with the dynamic landscape of online education. (Noichun, N., 2021)

Coursera, being a prominent player in the online learning sphere, offers a versatile Massive Open Online Course (MOOC) platform for educational institutions. However, the effective utilization of such platforms requires a nuanced understanding of their features and functionalities. Hence, the focus on administrators of general education courses, as they play a pivotal role in orchestrating the learning experience for both instructors and students. (Nookhong, J. & Jeerungsuwan, N., 2015)

This research aims to contribute valuable insights into the development and utilization of the Coursera Learning Management Process Guide for General Education. The evaluation of

this guide encompasses three critical dimensions: Manual Design, Manual Content, and Manual Utilization. By assessing the satisfaction levels of instructors, teaching assistants, and system administrators at Suan Sunandha Rajabhat University, we seek to understand how well the guide meets the expectations and preferences of those directly involved in the learning management process. In conclusion, this research not only addresses the immediate need for a tailored guide but also sets the stage for further enhancements and adaptations to accommodate the evolving landscape of online education. The findings are expected to shed light on the effectiveness of the Coursera Learning Management Process Guide for General Education, contributing to the broader discourse on optimizing learning management in the digital era.

RESEARCH OBJECTIVES

This research study was aimed to

- 1) To develop a guide for the learning management processes on Coursera, specifically tailored for system administrators of general education courses.
- 2) To foster knowledge and understanding of the steps involved in managing learning on Coursera for general education courses and to enable its practical application.

CONCEPTUAL FRAMEWORK

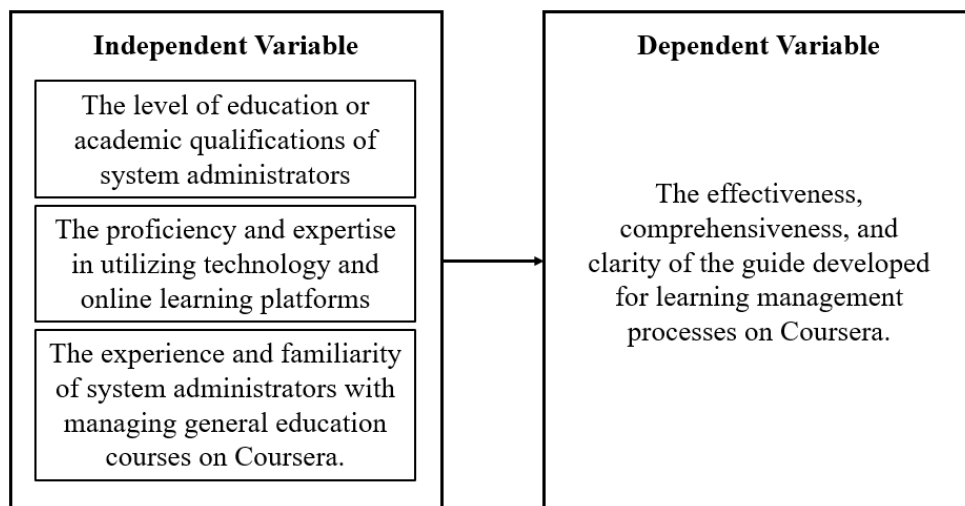


Figure 1. Conceptual Framework of the Study

This figure shows a conceptual framework of the relationship between system administrators' level of education and academic qualifications and the effectiveness of learning management processes on Coursera. The framework suggests that there is a positive relationship between system administrators' level of education and academic qualifications and the effectiveness of learning management processes on Coursera. In other words, system administrators with higher levels of education and academic qualifications are more likely to create more effective learning management processes on Coursera.

METHODOLOGY

The research operation in this study aims to develop a manual for the learning management process on Coursera for general education courses. The objectives include creating a guide tailored for system administrators to effectively add member names to the course website, promoting practical implementation. The methodology encompasses the following steps:

1) Definition of Population and Sample Group

The study targets 30 website administrators responsible for managing general education courses on Coursera.

2) Definition of Content Scope and Time Frame

The manual development will span from January 1, 2022, to August 31, 2022.

3) Research Tools

3.1 Learning Management Guide: A comprehensive manual for Coursera learning management processes.

3.2 Satisfaction Survey Questionnaire: A researcher-developed survey using a 5-point Likert scale to assess user satisfaction with the guide.

3.3 Creation of Research Tools

Two main tools will be employed: The Learning Management Guide and the Satisfaction Survey Questionnaire.

4) Data Collection and Analysis:

4.1 Data Collection Location

The study will take place at the General Education and E-Learning Innovation Center, Rajabhat Suan Sunandha University.

4.2 Study Duration

The research will span from January 2022 to August 2022.

4.3 Data Analysis Criteria

4.3.1 Qualitative Data Analysis: Content analysis will involve the computation of percentages and averages.

4.3.2 Quantitative Data Analysis: Mean calculations will be used to analyze quantitative data obtained through participant surveys, utilizing a Likert scale for measuring satisfaction levels.

4.4 Research Tools and Location

The research will be conducted at the General Education and E-Learning Innovation Center, Rajabhat Suan Sunandha University.

5. Data Collection and Statistical Analysis Techniques

5.1 Statistical Analysis of Participant Privacy Status: Percentage analysis for privacy status.

5.2 Analysis of Survey Responses: Quantitative analysis using the 5 levels of the Likert scale for user satisfaction.

5.3 Participation in Strategic Planning Analysis: Mean calculations for analyzing the level of participation in strategic planning activities.

Mean Calculation Explanation

The mean, denoted as \bar{X} is a statistical measure that represents the average of a set of numerical values. It is computed by dividing the sum of all the values in the dataset by the total number of values.

$$\bar{x} = \frac{\sum x}{n}$$

Where:

- \bar{X} is the mean,
- ΣX is the sum of all the individual values in the dataset, and
- N is the total number of values in the dataset.

This methodology outlines a systematic approach to developing and evaluating the effectiveness of the manual, incorporating both qualitative and quantitative data analysis techniques. The study will be conducted at the specified research location over the designated time frame, ensuring a comprehensive and detailed examination of the learning management process on Coursera. In summary, this research methodology outlines the steps involved in achieving the research objectives, from defining the population and tools to data collection and statistical analysis. The timeframe and locations for data collection are also specified for clarity.

RESULT

The primary objective of this research was to assess satisfaction regarding the development of a manual for the learning management process on Coursera for general education courses. The evaluation covered three aspects: 1. Manual design, 2. Manual content, and 3. Utilization of the manual. A total of 30 respondents participated in the questionnaire. The results are summarized in the following tables.

Table 1. Manual Design Evaluation

Evaluation Aspect	Percentage	Mean	Interpretation
Adequate manual size and concise design	4.47	89.33	Very high satisfaction
Attractive color and cover design	4.50	90.00	Very high satisfaction
Readable and aesthetically pleasing font style	4.70	94.00	Very high satisfaction
Overall	4.56	91.11	Very high satisfaction

From Table 1, the overall satisfaction level regarding the manual design is very high, with a mean score of 91.11%.

Table 2. Manual Content Evaluation

Evaluation Aspect	Percentage	Mean	Interpretation
Manual content is easy to understand	4.47	89.33	Very high satisfaction
Manual content is up-to-date	4.63	92.67	Very high satisfaction
Manual content meets requirements	4.57	91.33	Very high satisfaction
Content organization is clear	4.47	89.33	Very high satisfaction
Step-by-step content organization and good linkage	4.27	85.33	High satisfaction
Manual content aids elderly understanding and club operation processes	4.43	88.67	Very high satisfaction
Manual content aids general public understanding and club operation processes	4.60	92.00	Very high satisfaction
Overall	4.49	89.81	Very high satisfaction

From Table 2, the overall satisfaction level regarding manual content is very high, with a mean score of 89.81%.

Table 3. Utilization of the Manual Evaluation

Evaluation Aspect	Percentage	Mean	Interpretation
Staff service	4.47	89.33	Very high satisfaction
Coordination of course staff	4.60	92.00	Very high satisfaction
Staff convenience	4.57	91.33	Very high satisfaction
Advice or response from staff	4.70	94.00	Very high satisfaction
Overall	4.58	91.67	Very high satisfaction

From Table 3, the overall satisfaction level regarding manual utilization is very high, with a mean score of 91.67%.

Table 4. Summary of All Evaluation Aspects

Evaluation Aspect	Percentage	Mean	Interpretation
Manual design	4.56	91.11	Very high satisfaction
Manual content	4.49	89.81	Very high satisfaction
Manual utilization	4.58	91.67	Very high satisfaction
Overall	4.54	90.86	Very high satisfaction

In summary, the research findings indicate a very high satisfaction level across all three aspects, with an overall mean score of 90.86%.

CONCLUSION

The research aimed to assess the satisfaction levels of instructors, teaching assistants, and system administrators in utilizing the Coursera Learning Management Process Guide for General Education at Suan Sunandha Rajabhat University. The evaluation covered three critical dimensions: Manual Design, Manual Content, and Manual Utilization, involving 30 participants.

Results revealed a consistently high level of satisfaction across all dimensions. The participants expressed significant satisfaction with the manual design, content, and utilization. Specifically, the satisfaction scores were 91.11% for manual design, 89.81% for manual content, and 91.67% for manual utilization.

In conclusion, the research findings indicate that the Coursera Learning Management Process Guide for General Education has effectively met the expectations and preferences of instructors, teaching assistants, and system administrators, showcasing its comprehensive success in facilitating the learning management process.

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