

The User Experience of E-Learning Paradox in Undergraduate Studies, FCMS of UOK: A Comparative Study between the Social Media Platform and the Conventional Learning Management Platform

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Both the social media and conventional learning management system platforms are used in teaching and learning process in the Faculty of Commerce and Management Studies, University of Kelaniya. The university spends 3 million rupees over WiFi internet provision every month. However, more than 85% of the usage of internet connection is to access social media in the university and in the Faculty of Commerce and Management Studies. The purpose of the study is to explore the level of perceived usefulness and perceived ease of use of social media over conventional LMSs in undergraduate teaching learning contexts. In the study those objectives were tested using data collected from final year undergraduates in Faculty of Commerce and management Studies, University of Kelaniya. Out of the population (N=541), a sample (n=160) of undergraduates in Faculty of Commerce and Management Studies. Researcher adopted quantitative approach as the research methodology. Stratified sampling method was use select the sample and sample selection was based on Bartlett table. Data was collected through a structured questionnaire. Descriptive statistics and inferential statistics were used to test the relationships and the impacts of each construct. Based on a result from Pearson Correlation Analysis, it showed there was a weak negative relationship between Perceived Usefulness and Usage of Social Media as learning support system (-0.490) and there was a strong negative relationship between Perceived Ease of Use and Usage of Social Media as learning support system (-0.529). Moreover, based on a result from Pearson Correlation Analysis, it showed there was a weak positive relationship between Perceived Usefulness and Usage of LMS as learning support system (0.454) and there was a weak positive relationship between Perceived Ease of Use and Usage of LMS as learning support system (0.270). The impact of Perceived usefulness and perceived ease of use of both platforms on actual usage was assessed with the logistic regression. According to the above facts results of the study revealed that perceived usefulness and perceived ease of use of LMS as a learning support system is more than perceived usefulness and perceived ease of use of social media as a learning support system.

Keywords: *Social Media as a Learning Support System, Learning Management System (LMS), Perceived Usefulness, Perceived Ease of Use*

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