

CHAPTER ONE

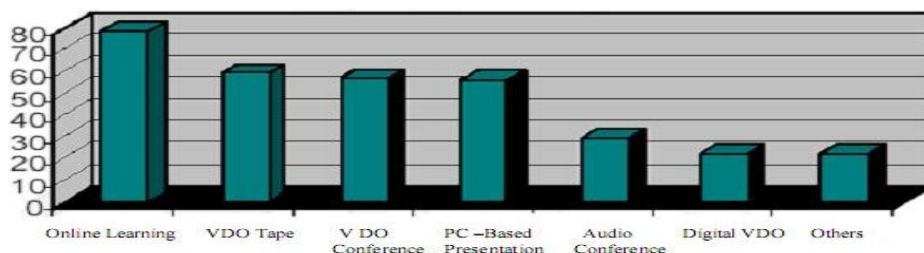
INTRODUCTION

1.1 BACKGROUND

Internet penetrates in educational business since the Thai government has a policy to focus on E-Education like E-business in 2010. Many educational projects have been set such as SchoolNet, UniNet, TambonNet, and Distant Learning Foundation etc. English is regarded as the main factor to push high school students to succeed in their admission test. (Commission on Higher Education, 2009)

Nowadays, English language online tuition is in a highly competitive trend. Recently, the market share of online tuition business continues to grow due to geographical gap reduction for students in local areas, that is, they can remain in their community and access the course as students in Bangkok. Mr. William Loxley, Principal Education Specialist of the Asian Development Bank (ADB) stressed in the workshop on Improving E-Learning Policies and Programs on 9-13 August 2004 in Manila that if e-learning is conducted properly, it can propel the Asian economy to a greater level (Loxley, 2004). Although limitations of this kind of learning, both in technology complications and supported budgets have appeared including management problems, the online learning in Thailand is still developing strongly.

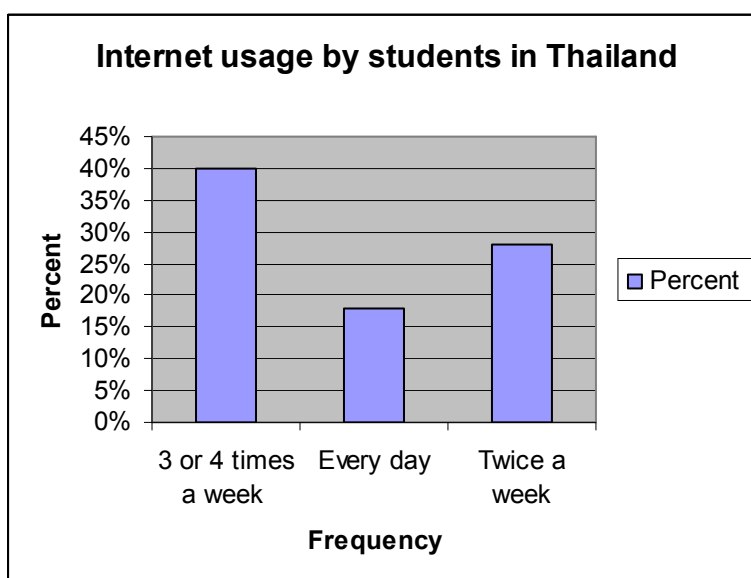
Figure 1: Percentage of Learning Media Usage



Source: Phongchai Sirinaruemit, 2004

While online learning continues to increase, web-based tutorial action is also promising in the business world. We can also see a poll (as Figure 2).

Figure 2. Internet Usage by Students in Thailand in 2002



Source: Ministry of Science & Technology, 2003 Information Society Development Research Division, 2003)

Despite all the progress in online tutorial business, there is no obvious research about the feeling of users towards online tuition. Provided that we can understand actual attitudes of the users objectively, online tutorial entrepreneurs can develop operational plans to cope with their requirements. Hence, the online tutorial methods can accurately develop with Thai education, and increase the learning outcome more than ever. Online students can have better understanding of English for textual use and practical use.

1.2 STATEMENT OF THE PROBLEM

1.2.1 What do high school students think about English language tuition online?

The analysis of the students' feeling is compared between males and females to see whether the online tutorial system can serve their needs.

1.2.2 What are internal and external factors that motivate high school students in English language online tuition?

In addition to the ideas, the research will explore real reasons in the students' minds for participating in English online tuition. Also, the study can identify other factors contributing to English online learning.

1.2.3 What are the internal and external factors that can prevent high school students from taking English online tuition?

Finally, barriers that impede the students from English online tuition will be examined in this paper.

1.3 OBJECTIVES OF THE STUDY

The Main Objective:

To explore opinions of high school students about English language online tuition.

The Sub-Objectives:

- (1) To identify reasons for taking English online tuition.
- (2) To describe related factors influencing English online tuition for high school students.
- (3) To find out factors discouraging English online tuition for high school students.

1.4 VARIABLES AND DEFINITIONS

This research studied the concept of online tuition and the concept of motivation theory. The study was conducted in order to find out the relationship between a set of independent variables and a dependent variable which are presented as follows:

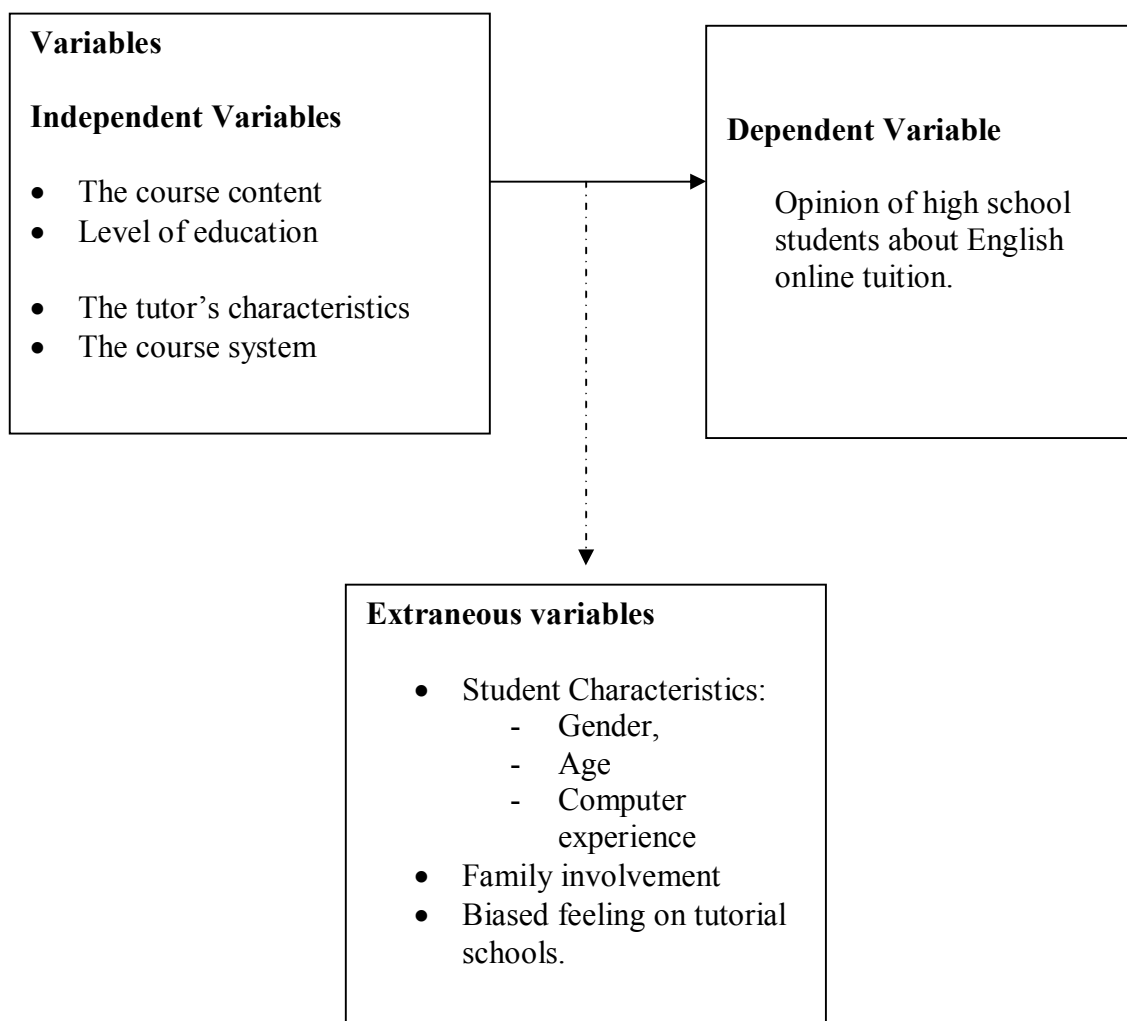
In order to understand the terms used in this survey, the researcher provides the definitions of terms as follows:

Variables	Conceptual Definition	Operational Definition	Indicator
Dependent variable			
High school students' opinions	Opinion: A thought, a belief, or verbal expression about something or someone	Opinion: A thought, a belief, or a verbal expressions and implication about online tuition	Positive feeling: Acceptance, Trustfulness, Online taking Negative: Dislike, frustration,

Variables	Conceptual Definition	Operational Definition	Indicator
			rejection
High school students	High school Students: A person who is learning at a school in M4-M6 in Thailand.	Student: A high school person (M4-M6) who is actively taking English online course in Bangkok.	<ul style="list-style-type: none"> • Gender • Age • Levels of education. (M4-M6)
Independent variables			
English online tuition It is also called e-learning, e-tuition, and web-based learning.	Online tuition: The tuition by using technology-support in English	Online tuition: tuition through internet provided online by a tutorial institute in Bangkok.	English online tutorial courses for M4-M6 preparing for the admission test.
Course content	Course content: information contained in an internet program.	Course content: information of English lessons in the website, online books, and all web-based activities for high school learners.	The content level M.4: Term 1 and 2 M5: Term 1 and 2 M.6 Term 1, 2, an intensive course, and a crash course (Fast Track).
Level of education	Level of education: The degree of education	Level of education: General Thai high school level of education.	General Matayom 4, 5, and 6. Including vocational level.

Variables	Conceptual Definition	Operational Definition	Indicator
Tutor's characteristics	Characteristics: The quality or feature of someone or something that is typical of them and easy to recognize.	Characteristics: The feature and quality for teaching as an English online tutor.	Gender: Male and female, Age: 20-30 years old, 30-40 years old, and 40-50 years old. Personality traits: Humorous, solemn, or reserved and so on.
Extraneous variables Characteristics	Characteristics: quality or feature that is easily recognized.	Characteristics: feature of high school students taking English online tuition	<ul style="list-style-type: none"> • Gender: Male and Female • Age • Computer experiences
Computer experiences	Computer experiences: frequency of computer use.	Computer experiences: monthly frequency of computer use.	<ul style="list-style-type: none"> • Times in using computers per month.
Family involvement	Family involvement: The act of taking part of a family	Family involvement: Influence of the parents towards decision making on English online tuition.	<ul style="list-style-type: none"> • A person in a family who influences decision making about online tuition: a father or a mother, a sister or a brother.
Biased feeling	Biased feeling:	Biased feeling:	<ul style="list-style-type: none"> • The feeling of

Variables	Conceptual Definition	Operational Definition	Indicator
	Unfair preference or dislike of someone or something	Unreasonable dislike of tutorial schools.	dislike, inacceptance, and untrustworthiness



1.5 SCOPE OF THE STUDY

The study will focus only on English language online tuition in Bangkok. Only online high school students taking English online will be assessed in the study. The contents to be assessed and all systems are based on an online institute in Bangkok.

1.6 SIGNIFICANCE OF THE STUDY

This study intends to study the information for the following reasons:

- (1) To know the real opinion of high school students about English online tuition.
- (2) To know barriers for English online tuition in Bangkok.
- (3) To manage online courses to cope with the Thai educational system and demands of Thai high school students.
- (4) To further develop online learning for business investors in Thailand.

1.7 ORGANIZATION OF THE STUDY

In order to present the details of this research study, the researcher divided the study into five chapters:

Chapter one: The introduction of the background and objectives of this research

Chapter two: Review of literature and concept of e-learning, including relevant research

Chapter three: Methodology used in this research study

Chapter four: Discussion of the results of this study

Chapter five: Conclusion and summary of the findings and recommendations for further research.