

AN EMPIRICAL STUDY OF EFFECTIVENESS OF E-LEARNING IN KING ABDULAZIZ UNIVERSITY

Khaled Mofawiz Alfawaz

**Faculty of Economics and Administration,
Saudi Arabia**

Email: kalfawaz@kau.edu.sa

Mohammad Yamin

**Faculty of Economics and Administration,
Saudi Arabia**

Email: myamin@kau.edu.sa

ABSTRACT

For centuries, students have depended on face-to-face learning. However, the advent of internet coupled with Web 2.0 gave rise to different ways of learning. There is no denial of the virtues of the face-to-face learning but it was never suitable for some people. The difficulties of accessing face-to-face learning ranged from distance, gender, travel modes and timing to mention a few. E-learning is by far the most attractive and popular models of internet based learning. With the proliferation of internet with fast speed at affordable tariffs, even the developing countries joined the race to become proficient with the technology. Indeed the initiatives at the beginning rested with the respective governments to cater for the infrastructure. Then the educational institutions utilized the technology to make way for the e-learning. Efficiency level of e-learning differ from country to country and institution to institution. Our aim in this paper is to assess the effectiveness of the e-learning program offered by the King Abdulaziz University of Saudi Arabia. Our study and conclusions are based on a survey of both male and female students utilizing this e-learning program. These conclusions may also be relevant to other regions of Saudi Arabia or other countries, especially in the Middle East and Norther Africa.

Keywords: E-learning, Distance Learning, Face-to-Face Learning, Female Education, Saudi Arabia.