

Technology facilitated social norming and e-learning: An introductory study

Educational institutions view electronic learning (e-learning) as integral to their educational portfolio, however, the design of e-learning courses has revealed problems that need to be investigated. While the focus of past research has been on the impact of learner, instructor, course, and technology characteristics in influencing e-learning outcomes, this study examines the technology-driven social context in which e-learning takes place. Specifically, the role of the technology-driven social network in driving normative social influences and facilitating informal learning is considered. Data was collected from students undergoing online courses at a business school. Results indicate that the position of learners within the technology-driven social network influenced their social norming behavioral patterns and access to informal knowledge, both impacting e-learning outcomes.