

## APPENDIX 4. (DP 3)–PRE-COURSE SURVEY

### Pre-Course Survey for ELC002 Effective Online Writing

#### Section 1–Consent Form

Dear participants,

The main goal of this research is to identify the factors that influence ELC002 participants' motivation and retention. The insights generated from the research will inform future iMOOC development initiatives.

Your participation in this survey is completely voluntary and you may opt out of any question in the survey. All of your responses will be kept confidential. They will only be used for statistical purposes and will be reported only in aggregated form.

If you agree to let us use your data for this research, please click “Yes” and continue with the survey. If not, please click “No” and exit the survey.

- Yes
- No

#### Section 2–Survey

##### Question 1:

On a scale of 0–5, where 0=Not Applicable, 1=Strongly Disagree, and 5=Strongly Agree, please indicate how far you agree with the following statements.

| Statements   | Not Applicable | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
|--|----------------|-------------------|----------|---------|-------|----------------|
| The skills in this area will help me do better in my academic programme(s).            |                |                   |          |         |       |                |
| I may want to take a module/ major related to online publishing.                       |                |                   |          |         |       |                |
| I am already into online writing/ social publishing and would like to advance further. |                |                   |          |         |       |                |
| The skills in this area will help me improve my CV/resume.                             |                |                   |          |         |       |                |
| This is a new topic to me and I am interested to learn more.                           |                |                   |          |         |       |                |

|   |  |  |  |  |  |  |
|---|--|--|--|--|--|--|
| I am curious about taking an online course.                                   |  |  |  |  |  |  |
| I think that learning online will be fun and engaging.                        |  |  |  |  |  |  |
| I feel that learning online is convenient.                                    |  |  |  |  |  |  |
| My friend signed up for this course too.                                      |  |  |  |  |  |  |
| I am keen to connect with others who share this common interest in the topic. |  |  |  |  |  |  |
| I want to learn skills during my summer break.                                |  |  |  |  |  |  |
| I am confident that I can complete the course.                                |  |  |  |  |  |  |

**Question 2:**

What other reasons led you to sign up for this course? (Free text)

**Question 3:**

Based on the lesson plan, which of the following topic(s) would be useful to you?  
(You may choose more than one option.)

- a. Introduction to participatory culture
- b. Introduction to digital literacy
- c. Social media platforms, their content and audiences
- d. Style of online writing
- e. Structure of online writing
- f. Establishing authority of online content
- g. Search engine optimization
- h. Ethical language use online

**Question 4:**

What other topics do you think are useful and could have been included? (Free text)

**Question 5:**

How did you find out about this course?

- a. Announcement on IVLE homepage
- b. Email
- c. NUS Media Web
- d. Word-of-mouth
- e. Others

**Question 6**

What is your age range?

- a. 18-24 years old
- b. 25-34 years old
- c. 35-44 years old
- d. 45-54 years old
- e. 55 and above