

## APPENDIX 5. (DP 5)–POST-COURSE SURVEY

### Post-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
I would recommend this course to others.						
Overall, the course content is insightful.						
Overall, the course content is challenging.						
The videos are generally engaging.						
The videos are generally entertaining.						
The quizzes help me consolidate what I have learned for the week.						
The checklists help me consolidate the key learning points.						

The instructors provide clear explanations in the videos.						
The instructors respond to my queries in a timely manner.						

**Question 2:**

After going through the learning materials provided in ELC002, which of the following topics do you think are useful?

*(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 3:**

If you have not completed/did not complete, please select the most relevant reasons below.

*(You may choose more than one option.)*

- a. There were too many videos to watch.
- b. There were too many quizzes to complete.
- c. The course content was too difficult.
- d. The course content was too basic.
- e. I had no time due to other obligations.
- f. There is no pressure to complete the course since it is ungraded.
- g. There was not a community of learning online.
- h. The friend who had recommended and registered for this course together with me dropped out.
- i. The waiting time to start the course is too long.
- j. I only watched content that suited my needs.

**Question 4:**

What are other reasons for not completing the course? (Free text)