

## Analyzing the Role of Motivation: A Social-Context Perspective

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### Abstract

There are relatively few empirical studies that examine cultural differences in students' beliefs and use of web-based learning systems. Asian and Western countries have different systems of thought which are rooted in their respective national culture. Although there are a number of theories to explain individuals' behavior within different cultures, there are few that focused on web-based learning differences. In this study, we investigate the motivational differences among Chinese and Canadian online learners. We enhance our body of knowledge in two respects: moderating and mediating effects of intrinsic motivation in the two groups and the use of the 'cognitive system of thought' theory to extract meaning from the results.

**Keywords:** Web-based Learning System, Extrinsic Motivation, Intentions, China, Intrinsic Motivation, Enjoyment, Moderating, Mediating

### Biographies



**Dr. Raafat Saadé** is a lecturer at the DSMIS department, John Molson School of Business, Concordia University, Canada. Dr. Saadé obtained his Ph.D. in 1995 from Concordia University. He subsequently received the Canadian National Research Council postdoctoral fellowship, which he completed at McGill University (Montreal). He has been recognized twice as a North Atlantic Treaty Organization ASI award winner. Dr. Saadé has 18 years of industrial experience (engineering, elearning and ehealth), and presently is involved in international consulting projects. He is very active in research with over 25 peer refereed journal articles. Dr. Saadé has published in top tier journals including *Information & Management*, *JISE*, *Expert Systems with Applications*, and *Decision Sciences*.



**Dr. Fassil Nebebe** is a Full Professor at the Department of Decision Sciences & M.I.S. of the John Molson School of Business, Concordia University, Montreal, Canada. His research interests are in Bayes and empirical Bayes modeling and analysis of data, resampling methods, small area estimation, statistical computing and data mining. He has served as Managing Editor of *Liaison – The Newsletter of the Statistical Society of Canada* and the President of the *Statistical Society of Montreal*. He is the founding President of the *SSENA*, and since 1995 he has been an International Advisory Board member of *SINET: Ethiopian Journal of Science*, and *JESA: Journal of the Ethiopian Statistical Association*.

**Dr. Tak Mak** has been with the Faculty since 1991, Tak Mak obtained his BSc degree in Mathematics from the Chinese University of Hong Kong. He also holds an MA in Mathematics from York University and a PhD in Statistics from the University of Western Ontario. Prior to joining Concordia University, he taught at the Hong Kong Polytechnic, the University of Hong Kong and the Memorial University of Newfoundland. He teaches statistical models for business research, survey design and analysis, measurement error models and multivariate analysis. His research focuses on statistical methods using the Bootstrap, heteroscedastic regression models, analysis of survey data, statistical quality control. Results published in different areas, including errors-in-variables, interclass and intraclass correlations, ranked data, analyses of misclassified data, regression models, statistical computing, time series analysis, survey sampling, and statistical quality control. He had served as an Associate Editor of the *Canadian Journal of Statistics* and was an elected member of ISI. He was appointed by NSERC as a committee member of the Statistics Grant Selection Committee for the period September 1994 to May 1997.