

The effect of social presence, loyalty, and group polarization on online learning motivation in Moodle-based online learning.

- **Author(s):** Eun Joo Kim
- **Abstract:** In this study, as an independent variable that can affect online learning motivation, it is to analyze the effect of social presence and group polarization induced on online learning motivation in Moodle-based online learning according to the recent change in the educational environment based on online learning. The subjects of this study were 83 students enrolled in 4-year university E in Gyeonggi-do. The survey was conducted for about one month from January 3, 2021 to January 30, 2021. The PASW Statistics 18.0 program was used to analyze the data collected to test this research question, and it was confirmed which variable among the sub-factors of social presence, loyalty, and group polarization inducement is the variable that has the greatest influence on online learning motivation. Multiple regression analysis was performed to find out which model is most suitable to explain online learning motivation. As a result of the analysis, it was found that loyalty, perceptual bias, and mutual support concentration had a positive effect on online learning motivation. In-group alignment was found to have a negative effect on online learning motivation. In conclusion, it was found that the perception bias of loyalty, mutual support of social presence, concentration, and group polarization induction in Moodle-based online learning had a positive influence on the learning motivation of college students. In addition, it was found that the in group conformity of the group polarization inducer had a negative effect.
- **Keywords:** online learning, social presence, loyalty, group polarization, learning motivation