

### **Online Learning Enrollment Intentions (OLEI) Scale**

Kizilcec, R. F., & Schneider, E. (2015). Motivation as a lens to understand online learners: Toward data-driven design with the OLEI scale. *ACM Transactions on Computer-Human Interaction (TOCHI)*, 22(2), 1-24.

13 Items

Dimensions are not identified

#### **Why did you enroll in this course?**

General interest in topic

Relevant to job

Relevant to school or degree program

Relevant to academic research

For personal growth and enrichment

For career change

For fun and challenge

To meet new people

To experience an online course

To earn a certificate/statement of accomplishment

Course offered by prestigious university/professor

To take with colleagues/friends

To improve my English skill

*2 point scale (Applies; Does not apply)*

**Cronbach alpha: na**