Social presence in an online learning

Crim, S. J. (2006). An examination of social presence in an online learning environment.

44 Items
3 Dimensions (social presence, satisfaction with learning, and likelihood of future enrollment in an online course)

Social presence
1. Online or web-based communication is an excellent medium for social interaction.
2. I felt comfortable conversing through this online medium.
3. I felt comfortable introducing myself in this course.
4. The introductions enabled me to form a sense of online community.
5. The instructor created a feeling of an online community.
6. I felt comfortable participating in course discussions.
7. The instructor facilitated discussions in this course.
8. I felt comfortable interacting with other participants in the course.
9. I felt that the online messages were impersonal (no human characteristics).
10. I felt that my point of view was acknowledged by others in this course.
11. I felt this medium was an informal and casual way to communicate.
12. I felt the online messages were able to convey feeling and emotion.
13. The replies to my messages were immediate.
14. Users within this course are normally responsive to messages.
15. The language participants use in online communications is stimulating.
16. It is difficult to express what I want to communicate online. (-)
17. The language used to express oneself online is meaningful.
18. The language used to express oneself online is easily understood.
19. I am comfortable participating, if I am familiar with the topics.
20. I am uncomfortable participating, if I am not familiar with the topics. (-)
21. I am comfortable communicating with a person who is familiar to me.
22. I am uncomfortable communicating with a person who is unfamiliar to me. (-)
23. I was able to form distinct impressions of some course participants.

Satisfaction with learning experiences subscale
24. My level of learning that took place in this course was of the highest quality.
25. I was pleased with the individualized feedback on my course assignments.
26. The individualized feedback received was constructive.
27. Overall the instructor for this course met my expectations.
28. Overall, this course met my learning expectations.

Components of Social presence (intimacy, immediacy, and interactivity)
29. I am satisfied with the support I received in this course.
30. I am satisfied with my learning experience in this course.
31. Generally, I have had a positive learning experience in this course.
32. I am satisfied with the feedback I have received about my performance in this online course.
33. It is important to receive personalized communication from the instructor.
34. It is important to receive individualized feedback from the instructor.
35. It is important to feel a sense of concern from the instructor.
36. It is important to have frequent interaction with the instructor.
37. It is important to establish friendships with other students.
38. It is important to receive individualized feedback from other students.
39. It is important to receive personalized communication from other students.

40. It is important to feel that you are part of an online learning community.

Intent to enroll in a future online cours
41. I often think about quitting this online course. (-)
42. It is likely that you will actively look for a new online course to take next semester.
43. I will probably look for a new online course to take within the next year.
44. It is not likely that I will take another online course (-)

6- point Likert Scale (1= strongly disagree. 2=disagree. 3= somewhat disagree. 4= somewhat agree. 5= agree. 6= strongly agree)

Social presence Cronbachs α:.88
Satisfaction with learning experiences subscale: Cronbachs α:.83
Components of Social presence (intimacy, immediacy, and interactivity): Cronbachs α: NA
Intent to enroll in a future online course: Cronbachs α:.83