

E-LEARNING ADOPTION AMONG ADULT WORKERS IN JORDAN

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ABSTRACT

The purpose of this study is to investigate e-learning adoption among adult workers in Jordan. More specifically, the objectives of the study are twofold: (a) To determine the extent of e-learning uptake among working adults in Jordan. (b) To identify the technological, organizational and personal factors that influences the uptake of e-learning among working adults in Jordan. For purpose, an integrated theoretical framework for assessing e-learning adoption, beyond initial adoption was developed. The data were collected from adult workers in Arab Open University in Jordan were used to determine the relationships between technological, organizational, and personal factors and adoption of e-learning. It is found that higher explicitness and accumulation of technology can help the transfer of technological knowledge within the organization and can raise the capability to adopt innovative technologies.

Keywords: *E-Learning; Online Learning; Learning; K-Means Cluster; Hierarchical Cluster*