# Factors Positively Predicting E-Learning Effectiveness by Using Facebook in Higher Education

## ABSTRACT

The purpose of this study is to investigate factors positively affecting the use of social networking site (SNS) like Facebook in higher education. Perspectives on Facebook in education, motivational goals for SNS usage, social interaction ties, and image outcome expectations can positively predict e - learning effectiveness of the students in higher education. The 177 usable survey questionnaires were received from the students of business computer, marketing, and management courses in a private university in Thailand during September to October of 2012-2015. The data was analyzed using Multiple Regression Analysis, found that perspectives on Facebook in education ($\beta = 0.285$), social interaction ties ($\beta = 0.204$), and image outcome expectations ($\beta = 0.195$) had positive influence on e – learning effectiveness at statistical significant level of .05, explaining 39% of the influence towards e – learning effectiveness of the students. However, motivational goals for SNS usage had no positive influence on e – learning effectiveness.