

# WHO DO WE NEED TO MOTIVATE? TOWARD AN INTEGRATIVE MODEL OF E-EDUCATION

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## ABSTRACT

*This paper starts from the premise that to be effective, e-education has to be intrinsically motivating. However, in contrast to much of the literature in the field, which focuses almost exclusively on the needs of students, the paper discusses THREE groups of stake holders whose concerns and motivation have to be considered: students, instructors, and institutions. Following a critical review of the literature on e-education, which highlights some of the major themes that have attracted research so far, we proceed to introduce a model that integrates the needs of the above three stakeholders. The model is followed with a description of the Radical Model, an innovative approach to e-education that is an example of applying the proposed model in practice. We conclude with a discussion of the research implications from the model.*