

## **Seeking Expert Opinion Online: An Exploratory Research**

By

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### **Abstract**

*The widespread use of computer conferencing for instructional purposes, both as an adjunct to and a replacement for the traditional classroom, has encouraged instructors and students alike to approach teaching and learning in ways that incorporate collaborative learning and social construction of knowledge. Computer chatting constitutes of discussions and dialogs among any “chat partners”, between instructor and students and among students themselves. Computer chatting is used synchronously, allowing real-time, interactive, and simultaneous online chats or open sessions among many participants. The study employed exploratory design, while the population of the study is made up of Master of Business Administration students of the American University of Science and Technology. A sample of 78 students who engage in chatting online was selected conveniently based on their course of study. The purpose of this study is to assess to what extent MBA students are able to develop their knowledge of selected management topics by seeking professionals’ opinions online.*

**Keywords:** *AUST, Chatting, Expert Opinion, MBA students, Unconventional Learning*