

# Abstract

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## **AN INVESTIGATION OF THE QUALITY MEASURES FOR DISTANCE LEARNING IN HIGHER EDUCATION**

Distance education faces a lot of challenges that differentiate it from traditional education &#97;&#110;&#100; makes it difficult to assess its quality. The main purpose of the study is to outline a clear frame in which the quality of distance learning in higher education can be measured to help all faculties/institutions offering distance education assess their level of service delivery through the proposed model suggested in this research. The research followed the qualitative approach in which a survey was carried out that included two kinds of questionnaires distributed among the lecturers delivering distance learning &#97;&#110;&#100; students taking the courses at the Productivity &#97;&#110;&#100; Quality Institute. The survey also included structured questionnaires among lecturers &#97;&#110;&#100; students taking the questionnaire to determine their comments on the items included in the questionnaire. The research also included a comparative study between the results achieved at the Productivity &#97;&#110;&#100; Quality Institute &#97;&#110;&#100; the results achieved by the pioneer faculties/universities offering distance learning at the USA to determine the weak &#97;&#110;&#100; strong points &#97;&#110;&#100; takes them into consideration while proposing the model. The outcome of this research has been the establishment of a model for measuring the quality of distance learning in higher education that could be utilized to test the quality of distance education programs objectively.