

## **The Relationship between the Form of Content and the Pattern of Contact in Role-Playing Strategy through the Web and its Effect on the Development of Electronic Discussion Skills and the Relevant Construction Knowledge for the University Students**

In spite of the large number of studies that focused on the variable electronic communication pattern, the results of those studies did not match in a specific direction, particularly when investigating the relationship between the communication pattern and other variables, such as content format. Accordingly, the primary purpose of this study was to explore the main effect of both electronic communication pattern (synchronous - asynchronous) and educational content form (dialogue - article). Another goal would be to explore the relationship between the two variables on academic achievement in terms of electronic discussion skills and the relevant construction knowledge. 44 undergraduate students participated in the study. The study is based on an e-learning program and role-playing strategy through the web. The results have shown the main effect of both the electronic communication pattern and the educational content form on all dependent variables. However, the research did not prove that there was an interaction between both variables on the development of electronic discussion skills and the relevant construction knowledge.