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Title: e-Learning continuance: the impact of interactivity and the mediating role of imagery, presence and flow

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e-Learning continuance: the impact of interactivity and the mediating role of imagery, presence and flow

Highlights

- A comprehensive model of the direct and indirect effects of interactivity is proposed and validated
- Interactivity influences the e-learners' responses through the intervening effects of imagery, spatial and copresence, and flow
- Imagery processes influence spatial and copresence feelings, and flow
- Behavioural intention is determined by both attitude and copresence, and prompts actual e-learning continuance

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