

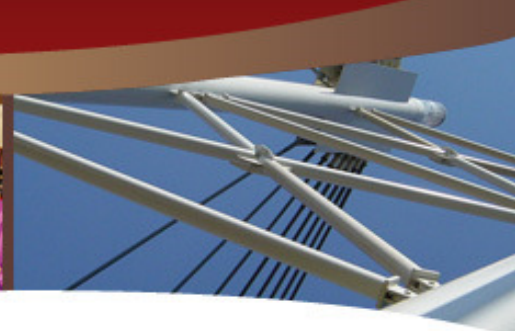
Students' acceptance of social media and e-learning systems in an ODL institution

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Introduction

Over the past few years, technology has modernised the way we live, we do business, we communicate with each other and how we learn. Development of new technology & interactive communication tools like instant messaging and social networking systems impact in the field of education and changed the way students interact with each other and their environment.

Self-Service Technologies

Self-Service Technologies are interfaces that allow users to obtain their own information independently of direct service employees, with the intention to speed-up service delivery, making it convenient and accessible.

E-learning

E-learning refers to learning that is conducted through the use of technology and includes the use of online technological tools such as computers and the internet.

Social media

Facebook, Whatsapp etc. add to the environment of learning, in particular when used in conjunction with e-learning

Social media and e-learning systems in ODL

ODL (Open Distance Learning) Institutions use technology to improve the learning environment as well as the service to their students.

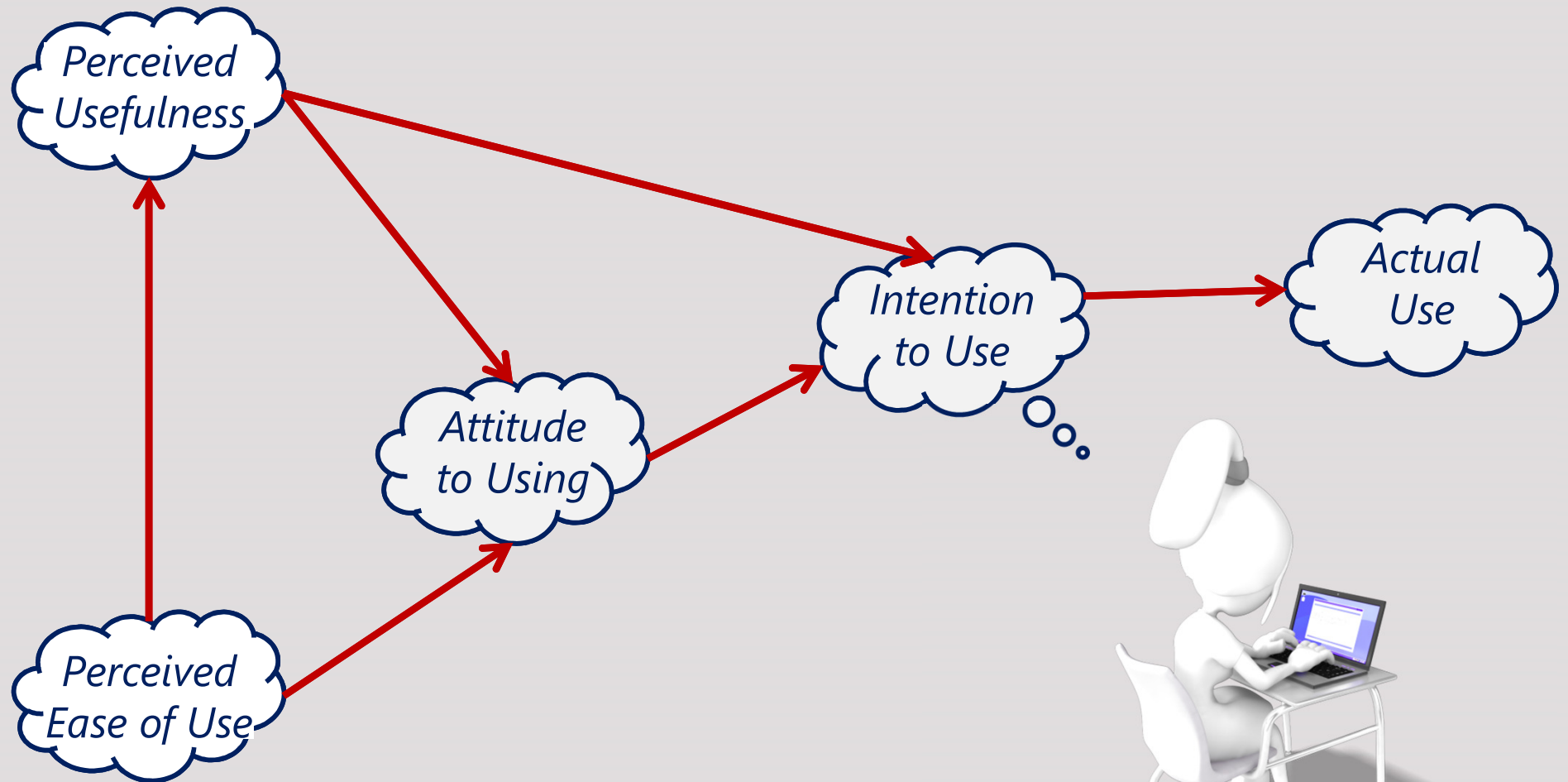
TAM

Fred Davis – Technology Acceptance Model (TAM) (1985)

Davis proposed that user motivation can be explained by four constructs, namely:

- ~ Perceived Ease of Use*
- ~ Perceived Usefulness*
- ~ Attitude towards using the system*
- ~ Intention towards using*
- ~ Behavior / Usage*

Technology Acceptance Model



Research Aim

Investigate the relationship between the constructs of the TAM model with regard to the students view

Method

A quantitative approach was followed and data was collected by means of an online survey, consisting of Likert scale type questions.

Sample

Targeted group of UNISA students, mostly in the Western Cape.

Sample

A total of 221 valid completed questionnaires were obtained.

Group	% of Total	n
18-24	29.8%	59
25-29	25.3%	50
30-34	17.7%	35
35-39	15.7%	31
40+	11.6%	23
Male	37.0%	74
Female	63.0%	126

Construct measurement

To determine the student's acceptance of social media networking systems as lecturing tool, respondents were asked to rate 20 statements on a seven point Likert scale (1 being "Strongly disagree" and 7 being "Strongly agree")

Exploratory factor analysis (Varimax)

Scale item (Statement no.)	Factor 1 (Attitude & Intention)	Factor 2 (Ease of use)	Factor 3 (Usefulness)
1		0.84	
2		0.76	
3		0.80	
4	0.43	0.65	
5		0.71	
6			0.56
7	0.44		0.80
8			0.81
9	0.53	0.44	0.47
10	0.40		0.63
11	0.39		
12	0.63		
13	0.62		0.50
14	0.40		
15	0.65		
16	0.72		0.43
17	0.68		
18	0.76		
19	0.56		0.43
20	0.44	0.49	
% of variance explained	24.7%	21.9%	18.5%
% of cum variance	24.7%	46.6%	65.2%

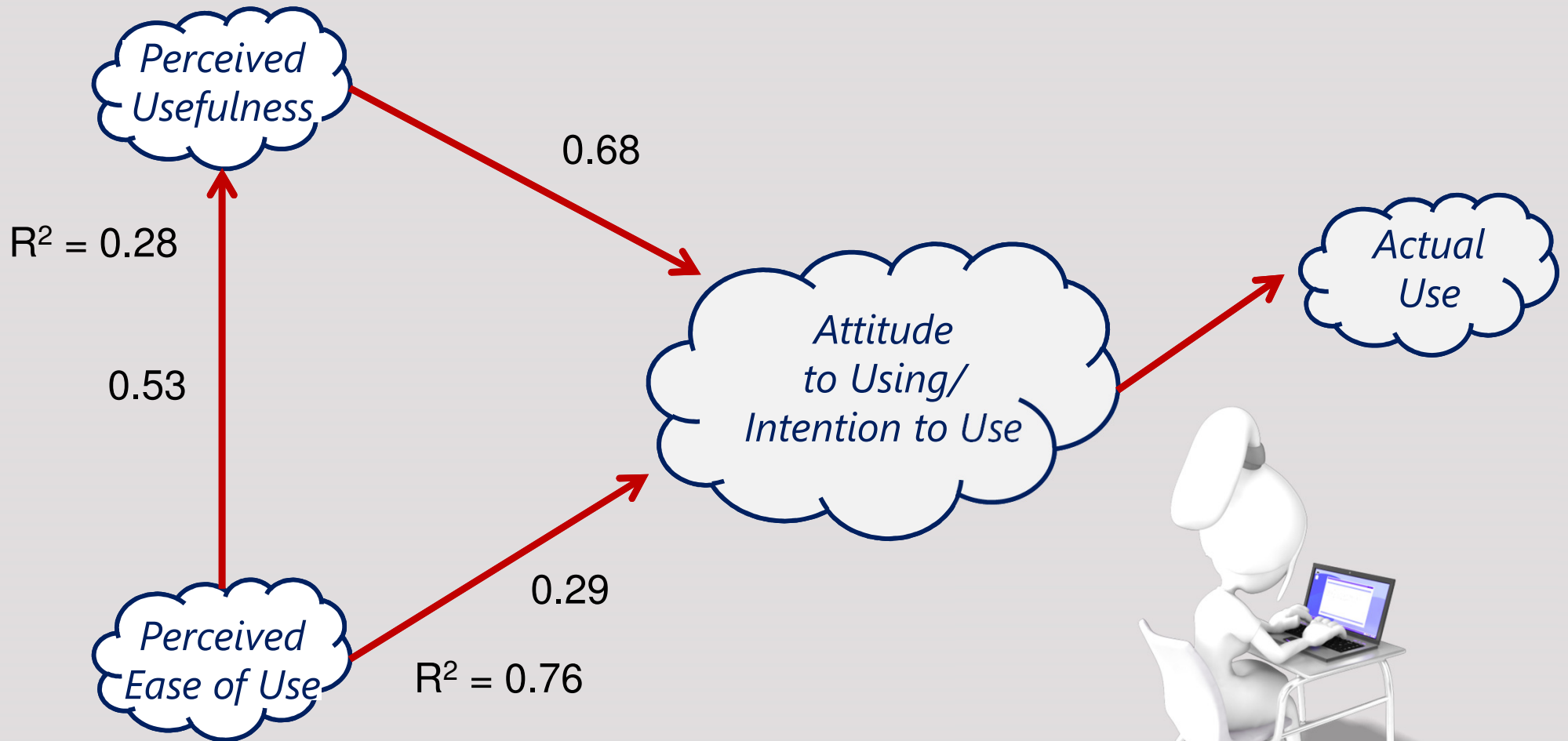
Reliability

Construct	Cronbach Alpha
<i>Attitude towards using and Intention to use</i>	0.93
<i>Perceived ease of use</i>	0.92
<i>Perceived usefulness</i>	0.91

Results

Construct	Mean
<i>Attitude towards using and Intention to use</i>	4.55 (1.70)
<i>Perceived ease of use</i>	4.98 (1.80)
<i>Perceived usefulness</i>	4.44 (1.85)

Technology Acceptance Model



Conclusion

The TAM model indicates that when users are confronted with a new software package, various factors influence their decision about how and when they will use this specific technology (Mazhar, 2006).

Suggests link between motivation and use

Engagement with technologies inevitable

What we can do to improve this engagement and experience

Thank you!