

Influences of demographic information as moderating factors in adoption of m-learning

Abstract :

In today's world, interests of mobile devices for educational processes anytime and anywhere has been on the rise. However, adoption of this new technology by students is complicated. The purpose of this study is to examine the factors that influence the adoption of M-learning by students and to propose an appropriate model for its adoption. Three external variables, namely Perceived Mobility Value, Prior Use of Electronic Learning and Self-efficacy, were incorporated into the Technology Acceptance Model and tested in Universiti Teknologi Malaysia. Quantitative research approach was used to survey 350 students. Empirical data from multiple regression analyses indicates that Perceived Usefulness, Perceived Ease of use, Perceived Mobility Value, Prior Use of Electronic Learning, Self-efficacy, and Attitude toward using, can positively affect the adoption of M-learning. Results are explored further in this study