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Adoption and use of mobile learning in higher education: the UTAUT model

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2018 Article

Bibliometrics

· Citation Count: 0
· Downloads (cumulative): 79
· Downloads (12 Months): 79
· Downloads (6 Weeks): 12

Published in:

· Proceeding
IC4E '18 Proceedings of the 9th International Conference on E-Education, E-Business, E-Management and E-Learning
Pages 20-25

San Diego, California — January 11 - 13, 2018
ACM New York, NY, USA ©2018
table of contents ISBN: 978-1-4503-5485-1 doi>10.1145/3183586.3183595

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This paper evaluates the adoption of mobile learning in Nigerian Educational institution a non-Western country with the use of the UTAUT model. This study re-evaluates the relationships among the human factor measures of the UTAUT model in assessing its applicability to a cultural context of a different country. The data for this study were obtained through a self-administered survey of Nigerian University students and the model was estimated using structural equation modeling framework. The findings of this study confirmed and contradicted some UTAUT relationships. This shows that country's level of cultural differences to a large extent moderates the interactions of the UTAUT effects as such direct application of information system models validated by other cultures might be detrimental as vital relationships determining the adoption of such of technology might not be revealed. The finding of this study provides policy makers of educational institutions and industry practitioners with an appropriate model that can be used to assess the level of adoption of mobile learning and other learning technologies in Nigeria and similar countries of the same cultural context.

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