

Saudi Undergraduate Students' Motivation Towards Adopting Tablet: An Application of Technology Acceptance Model

Introduction

In the past decade, the education system in general and higher education (HE) in particular have seen transformation because of the development of information and communication technology (ICT). The conventional 'chalk and talk' mode of lecturing in universities has been replaced by technology-enabled teaching-learning processes in the form of multimedia and web-based systems. The main advantage of technology-enabled learning is that learning can take place at any time, in any place and at any pace.

Tablet

Tablet computing (TC) has recently become a very popular form of educational technology with the use of the 'post PC' tablet, which is a larger and more multi-functional version of a smartphone. The touch-screen feature of these devices has tremendous implications for learning, as it is highly interactive. Against the fixed type of ICT tools, these devices can facilitate learning on a mobile phone, which is immensely favoured by the present generation of students. So the usefulness and the flexibility of tablets provide the potential to change the e-learning experience of the students. However, the monitoring and management of tablets in education is an issue to be tackled.



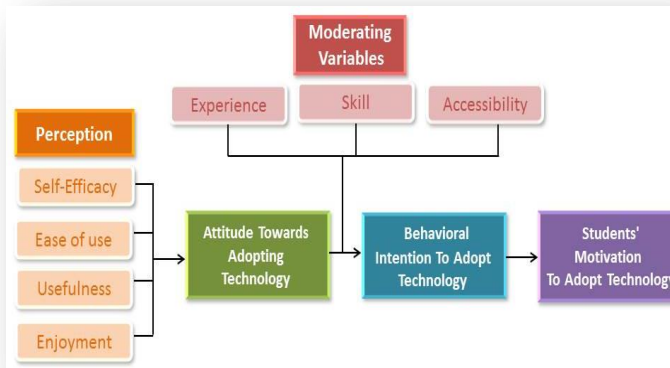
The problem of the study

As the saying goes, 'a tool is as effective as the user's knowledge of how to use it effectively'. The ultimate evaluation of the effectiveness of TCHE demands a thorough study on how this technology is accepted by the learners, which is the main objective of this research.

Theoretical framework

Technology Acceptance Model (TAM)

This research study adopts the technology acceptance model, which was developed to measure the acceptance or rejection of technology use. It measures the variables that affect the intention to use the technology and also its actual use. But here in this study motivation has been added as a dependent variable, since educational psychologists have long recognised that motivation affects the outcomes of learning. Moreover, motivation refers to the underlying reasons for behaviour, and the aim of this study is to find out how motivated undergraduate students are in adopting tablet use in their education.



Perceived Self-efficacy refers to an individual's confidence in his or her ability to accomplish a task.

Perceived ease of use is the degree to which a person believes that using technology would be free from effort.

Perceived usefulness is the degree to which a person believes that using technology would enhance his job performance.

Perceived enjoyment is the degree to which a person believes that using technology would be enjoyable.

Attitude means one's emotional orientation towards an abstract or tangible object, or towards people.

Behavioural Intention is the intention of a person in making a decision, and the behaviour that may result as a consequence of this intention.

Motivation is the drive or willingness to act.

Research Questions

Can a technology acceptance model be used to facilitate better understanding of students' motivation to adopt tablets?

Sub-questions:

1. Why is a technology acceptance model considered as a suitable model to use in a study of tablet computing in higher education in the Saudi Arabian context?
2. What are the factors impacting upon adoption?
3. Could there be moderating influences on the latent variables leading to tablet adoption?
4. How do instructors and faculty administrators perceive tablet computing in higher education in terms of students' motivation to adopt tablets?



Methodology

This study uses mixed methods approach.

The data collection methods are:

Survey questionnaire and in-depth interviews.

The data analysis methods are:

Statistical analysis and thematic analysis.

Potential contributions

This research has three areas of contributions:

1. **Theoretical contribution** This study uses the framework of a TAM to obtain a better understanding of students' motivation to adopt TCHE in Saudi Arabia.
2. **Methodological contribution** This research will use mixed methods in validating a TAM model.
3. **Practical contribution** The implications for learning which result from this study will be made accessible to policy makers of higher education in Saudi Arabia.