Using UTAUT To Explore The Utilization Behavior Of E-learning System

邱竣麟、林清同

E-mail: 9708154@mail.dyu.edu.tw

ABSTRACT

Internet starting with popularization, let the study way not receive the time and the spatial limit, e-learning systems develops which using the Internet convenience, lets the study and the teaching experience multiplication study way. In recent years matched study way e-learning systems by the entity curriculum (blended e-learning), generally is made up teaching to utilize. Looked from user's angle that uses e-learning systems promotion study result the premise to lie in e-learning systems or not. This research by Vankatesh et al. proposed UTAUT is the rationale, take has e-learning systems use correlation experience as the research object, the factor which discussion influence study use e-learning systems. The findings showed that, the performance expectancy, effort expectancy social influence and so on social influence reveals influence use intention, facilitating conditions reveals influence use behavior, but purports and the use behavior affects is not obvious, then possibly receives it individual factor to affect.

Keywords : e-learning ; UTAUT ; behavioral intention

Table of Contents

REFERENCES

一、中文部分 吳明隆 (2006)，結構方程模式-SIMPLIS的應用，台北:五南 圖書。 邱皓政(2003)，結構方程模式，台北:雙葉書廊。 劉正(2007)，補習在台灣的變遷、效能與階層化。台灣師大教育研究集刊，52（4），1-33。 辜業明(2000)，科技接受度模型之實證研究-以國內醫療網站為例，國立中山大學資訊管理研究所未出版之碩士論文。 張鴻昌(2005)，員工對企業內部網路接受度之研究-以中鋼公司為例，國立中山大學企業管理學系未出版之碩士論文。 蔡秉儒(2004)，影響壽險業務員採用行動壽險業務系統之研究，樹德科技大學資訊管理所未出版之碩士論文。 趙友甄(2006)，網路使用者對無線區域網路接受度之研究，國立中山大學企業管理學系未出版之碩士論文。 經濟部工業局(2003)，數位學習產業推動與發展計畫[線上資料]， 來源: http://www.cma.org.tw/contest_el/。 鄭鈺茹(2005)，消費者選擇數位學習之價值認知結構，國立成功大學企業管理研究所未出版之碩士論文。 楊玉麟(2006)，數位學習教學策略在學習成效上之研究，國立中山大學資訊管理研究所未出版之碩士論文。 蔡振昆(2001)，傳統教學與網路教學之比較研究-從教學媒體、班級經營及教學評量來探討，國立中山大學資訊管理研究所碩士在職專班未出版之碩士論文。 吳青穗(2004)，數位學習環境下個人知識管理能力之研究-以電子佈告欄環境為例，國立中正大學教育學研究所未出版之碩士論文。 黃鋰(2007)，全球數位學習產業市場現況分析報告，資策會MIC [線上資料]，來源: http://mic.iii.org.tw/intelligence/ 陳人豪(2004)，我國數位學習產業發展概況，資策會MIC [線上資料]，來源:

http://mic.iii.org.tw/intelligence/ 二、英文部分 Ajzen, I. (1985). From intentions to actions: A theory of planned be-havior. In action control from cognition to behavior. Kuhl Julius and Bechmann Jurgen, 11-39. Ajzen, I., & Madden, T. J. (1986). Prediction of Goal-directed behav-ior: Attitudes, intentions, and perceived behavioral control. Journal of Experimental Social Psychology. (22), 453-474. Ajzen, I. (1991). Theory of planned behavior. Organizational Behav-ior and Human Decision Processes. 50(2), 179-211. Arbaugh, J. B. (2000). Virtual classroom characteristics and student satisfacation with internet-based MBA. Journal of management Education. 24(1), 32-54. Bandura, A. (1977). Self-efficacy: Toward a unifying theory of be-havioral change. Psychological Review. 84(2), 112-127. Bandura, A. (1986). Social fundations of thought and action: A social cognitive theory, englewood, cliffs. NJ: Prentice-Hall . Bielawski, Larry, Metcalf, & David. (2003). Blended elearning : Inte-grating knowledge, performance, support, and online learning. Amherst, Mass HRD. Press. Bachmen, K. (2000). Corporate e-learning: Exploring a new frontier. WR Hambrecht Corporate. Press. Bentler, P. M. (1995). EQS: Structural equations program manual. Encino. CA: Multivariate Software Inc. Browne, M. W., & Cudeck, R. (1993). Alternative ways of assessing model fit, In K. A. Bollen & J. S. Long (Eds.). Testing structural equation models (pp136-162). Newbury Park, CA:Sage. Campbell, N. J., & Perry, K. M. (1998). Sex and ethnic group differ-ences in high school students computer attitudes and computer attributions. Paper presented at the Annual Meeting of the American Educational Research Association. Compeau, D. R., and Higgins, C. A. (1995). Application of social cognitive theory to training for computer skills. Information Sys-tems Research. 6(2), 118-143. Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology, ” MIS Quarterly. 13(3), 349-339. Davis, F. D., Bagozzi, R. P., & Warshaw, P. R., (1992). Extrinsic and intrinsic motivation to use computers in the workplace. Journal of Applied Social Psychology. 22(14), 1111-1132. Davis, F. D., Bagozzi, R. P., & Warshaw, P. R., (1989). User accep-tance of computer technology : A comparison of two theoretical models. Management Science. 35(8), 982-1002 Fishbein, M., & Ajzen, I. (1975). Belief, attitude, intention and be-havior : An introduction to theory and research. MA: Addi-son-Wesley. Hamid, A. A.(2002). E-learning is the “ e ” or the learning that matters. Internet and Higher Education, 4, 311-316. Hu, L. T., & Bentler, P. M. (1999). Cutoff criteria for fit indexes in covariance . Structural Equation Modeling. 6(1), 1-55. Roffe, L.(2004). E-learning for SMEs: Competition and dimensions of perceived value. Journal of European Industrial Training. 28(5), 440. Rosenberg , M. J. (2001). E-learning: Strages for deliverning knowl-edge in ther digital age. New York: McGraw-Hill. Ryan, S. (2001). Is online leaming right for you?. American Agent & Broker. 73(6), 54-58. Stevens, J. (1996). Applied multivariate statistics for the social science. Mahwah. NJ: Law-rence Erlbaum. Taylor, S., & Todd, P. A. (1995). Understanding information tech-nology usage: A test of competing models. Information Systems Research, 6(4), 144-176. Taylor, S., and Todd, P. A. (1995). Assessing IT usage: The role of prior experience. MIS Quarterly, 19(2), 561-570. Thompson, R. L., Higgins, C. A., & Howell, J. M. (1991). Personal computing: Toward a conceptual model of utilization. MIS Quarterly, 15(1), 124-143. Thompson, R. L., Higgins, C. A., & Howell, J. M. (1994). Influence of experience on personal computer utilization: Testing a con-ceptual model. Journal of Management Information Systems 11(1), 167-187. Triandis, H. C. (1977). Interpersonal behavior, brooke/cole, monterey, CA. Venkatesh, V., & F. D. Davis (1996). A Model of the antecedents of perceived ease of use: Development and test. Decision Sciences 27(3), 451-481. Venkatesh, V., M. G. Morris, G. B. Davis & F. D. Davis. (2003). User acceptance of information technology: Toward a unified view. MIS Quarterly, 27(3), 425-478. Venkatesh, V., & Davis, F. D. (2000). A theoretical extension of the technology acceptance model: Four longitudinal field studies ” , Management Science. 46(2), 184-204. Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). User acceptance of information technology: Toward a unified view. MIS Quarterly. 27(3). Venkatesh, V., & Morris, M. G. (2000). Why don ’ t men ever stop to ask for directions? Gender, social influence, and their role in technology acceptance and usage behavior. MIS Quarterly. 24(1), 115-139.