Assessing the Determinants of Married Women's Internet Self-efficacy: A Case of Central Region in Taiwan

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ABSTRACT

To improve the gender digital divide has emerged as a critical issue of digital literacy enhancement for all, especially for married women. This study empirically examined the relationships of antecedents in-cluding female awareness and Internet self-efficacy (ISE) for Taiwan-ese married women. A questionnaire was assigned with stratified ran-dom sampling approach to married women in the central region of Tai-wan. Data was tested against the hypotheses, path analyses, and cross-validation by structural equation modeling. Results show that married women's female awareness positively but slightly influence their ISE. Prior experience directly influences ISE and also indirectly influences ISE via Internet anxiety. Social support is a prominent ex-ternal factor not only for Internet self-efficacy but also for female's awareness and Internet anxiety. Findings provide practical guidelines for designing the information technology curriculum in women education.

Keywords : Internet Self-efficacy   Female Consciousness   Prior Experience   Social Support   Internet Anxiety

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