

Development of e-Learning Technology Acceptance Model for Higher Education

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Abstract: Nowadays the higher education system is in changeover mode from face -to-face classroom learning to online education or e-learning. So e-learning is a new-fangled learning which is almost in acceptable mode by Higher Education Institutions [HEIs] with teachers being the stakeholders of formal education, investigating their approach towards e-learning is essential. Therefore, there is need of little consideration for adoption of e-learning with ease, user friendly and real world behaviour associated model. Till now there is lack efficient approach or standard scales that have been build up to determine the adoption of online education technology. This paper tries to present the development of a scale of users' attitude to e-learning. Even it tries to evaluate the approach of user and technocrats in with pre-service trainee in semi urban areas. The final outcome of paper will be a well define real life-learning Technology Receipt Model for new generation.

Key Words: Approach, e-learning, scale, Technology, Model.

1. INTRODUCTION:

At the present time the higher education system is in switching approach from traditional classroom learning to online education. Consequently e-learning is a new-fangled culture which is more or less in satisfactory mode by Higher Education Institutions [HEIs]. Now prescribed online education investigating their approach towards e-learning is essentiality. As a result, there is requirement of a modest deliberation for adoption of e-learning with ease, user friendly and real world behavior associated model.

A healthy and content based information system may play vital role to develop a model which can provide a clear picture for adoption of e-learning technologies. To develop efficient an approach or standard scale that has determines the adoption of online education technology would have number of constructs. This construct are basically part of conceptual mode for adoption of e-learning technology. The final result of study will be a well define real time / life-learning Technology Receipt Model.

2. PREVIOUS RESEARCH:

E-learning is latest innovation in online education, it becomes increasingly trendier and it is gaining open acceptance as a “non-traditional” form of accessing higher education (UNESCO, 2009). Now researchers look into the function of e-learning in education structure recommended it to be the paramount option to cope up with constraints to access education (Garrison & Anderson, 2003; Weller, 2007; Clarke, 2008; Garrison, 2011). E-learning shows quality, efficiency and access of education at entire levels of learning (COL 2003; Littlejohn and Pegler 2007; Salmon 2011).

The success of e -learning model depends on the extensive amount user and technocrats approach towards e-learning systems (van Raaij & Schepers, 2008). Technocrats, user and Teachers play a vital responsibility in the merger of e- learning in education such that their approaches towards e-learning have important impact not only to students' attitude shape toward e-learning (Pynoo et al., 2012). Earlier to adopt a technology two aspects, behavior intention and actual system were not included in the theoretical framework (Sanga et al., 2013), therefore, attitude was chosen to be a dependent variable.

Technology Acceptance Model is not a very new concept but the way of acceptance get changed according to technology and time. This is basically associated with the ICT and gradually changes of ICT. Trends over the past two decades on attitude scales on ICT shows development of attitude measures towards computers and towards e-learning (Bernard, Brauer, Abrami & Surkes, 2004; Wilkinson, Roberts & While, 2010; Teo, 2010b; Morse, Gullekson, Morris & Popovich, 2011; Hernandez-Ramos, Martinez-Abad, Penalvo, Garcia & Rodriguez-Conde, 2014). In this study, e-learning is defined as all kinds of electronically supported learning (whether in networked/non-networked environments) where the learner interacts with teachers, content and other learners regardless of place and time (Sangra et al., 2012).

3. CONCEPTUAL MODEL:

This conceptual model is used as information system by which one can predict that, how user came to know and accept and use the e-learning technology. The model consists of five major steps or sections or also can be define as the constructs.

External Environment: The External Environment is the surroundings about the thought for the technology running in the market and thought of people and expert working on such plate farm. It plays vital role to provide support for the establishment of new concept and technology in the market as well as in higher level of education system.

Receivable Onset Values: These are the row facts and values or we can say the inputs which are received from the technology users and by user using the technology. This is mediator to provide contact of the two constructs simultaneously namely visible value and visible ease of operation.

Visible Values: these are the values which are recorded as fact or can be assess numerically or statistically. Basically the visible value is the initial outcome of the use of technology or the impact of the technology received by the technology users. This may be solid base or positive sign to carry on with the technology or not to entertain the technology in further activities.

Visible Ease of Operation: The visible ease of operation is concern from the experience of activity and action handling by the technology user. The process though which technology will be used for propagating mission is very much important. If the implementation process is user friendly and cost optimize with easy to deal and handle then obviously market as well as higher education grow with.

Approach to Use: This construct is one of the decisions making process. It consist of two directions either positive aspect or negative aspect as per the outcomes came from the visible values and visible ease of operation. Here it is noticeable that if the existence of technology is in actuality and useable with ease then the result or decision will be positive else it will negative.

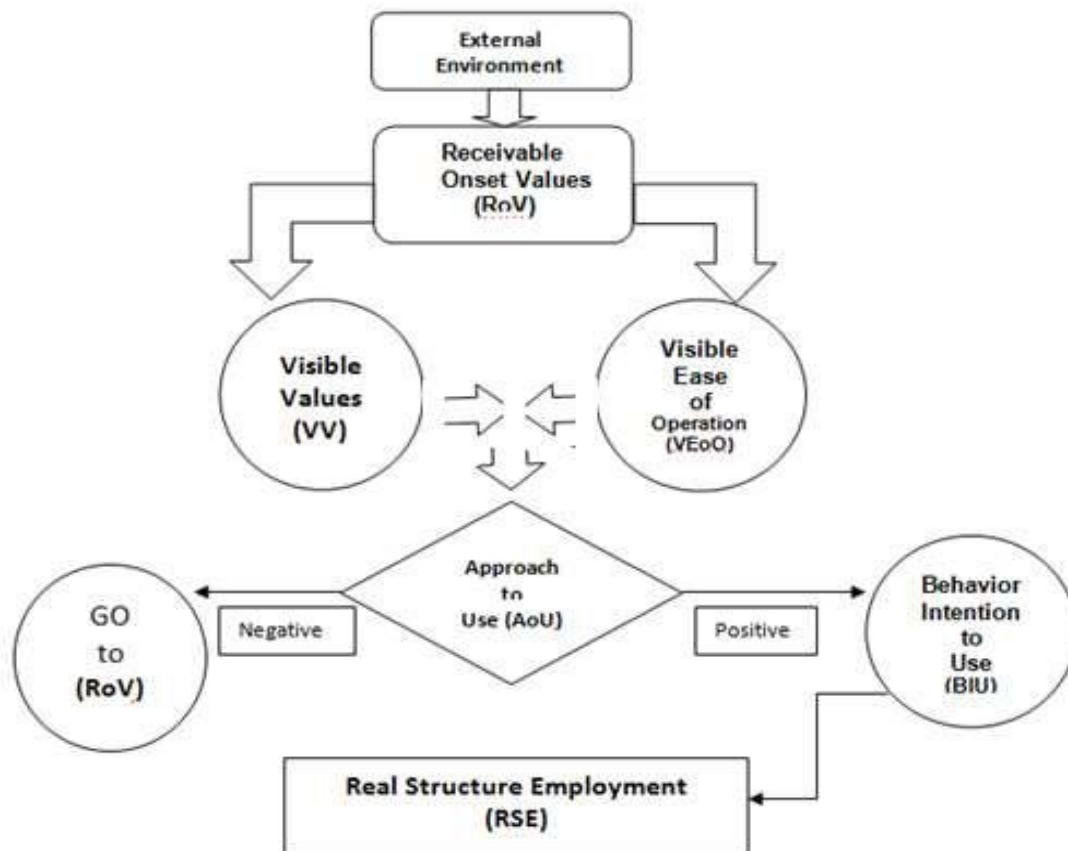


Figure: Conceptual Framework for Technology espousal Model

Behavior Intention to Use: the behavior intention is one of the important aspects which deal with the comfort of operating in the daily life without making any extra effort. If the technology is concern from the higher education with e-learning, obviously there is needed to be fulfill all the support without any interrupt. So if there is technological support, minimum hardware, optimal bandwidth for internet and application software support with user friendly interfaces and navigation.

Real Structure Employment: The RSE is concern from the actual implementation of technology for daily life with well define operational mechanism. It is the final stage by which technology can be accommodate for the betterment. For e-learning all the necessities like online education, online examination and reusability of lectures are the real world structure with keeping attendance and transaction record. Moreover, efficient and fast track education system who meets the need of modern world.

Technology AM is accommodating together forecasting and clarification in the sense that in the course of user's internal beliefs and diverse key variables, the researcher can recognize reasons that go in front to acceptance or refusal of e-learning and find suitable corrective procedures or explanations for that decision (Davis et al., 1989; Turner et al., 2010).

4. FUTURE PROSPECTS:

The technology adoption model is the activity by which one can easily understand and analyze the utility of the e-learning technology in the real approach. If there is any problem in the technology or implementation of e-learning technology the model phenomenon gets failed which shows that the technology is not suitable for e-learning. As per the future prospects this conceptual model may be one of the solid bases for the further activity concern to the e-learning. So this conceptual model modal is line of site to know the attitude and approaches of persons using e-learning technology.

5. CONCLUSION:

Technology Acceptance Model is very supportive for forecasting and enlightenment in the good conclusion that in the course of user's internal beliefs and unusual noteworthy variables, the researcher can recognize reasons that guide to adoption or refusal of e-learning and come across suitable remedial measures or explanations for that choice. The Technology Acceptance Model is trouble-free to expand and make lawful at the same time as outcome from applying the extended TAM are frequently acknowledged as being precise predictors of acceptance as well as usage. It also helps us to design a complete base for the future evaluations and statistical analysis.

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