

PREDICTING FACTORS AFFECTING UNIVERSITY STUDENTS' ATTITUDES TO ADOPT E-LEARNING IN INDIA USING TECHNOLOGY ACCEPTANCE MODEL

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ABSTRACT

In today's global and competitive environment which is marked by the coming of information society, using the technologies of e-learning becomes a widely accepted way of training because of the flexibility and the standardization of the overall educational process they offer. This paper examines factors that predict university students' attitudes to adopt e-learning at Panjab University in India . Understanding the nature of these factors may assist these universities in promoting the use of information and communication technology in teaching and learning. The main focus of the paper is on the university students, whose decision supports effective implementation of e-learning. Data was collected through a survey of 400 post graduate students at the Panjab University. The technology acceptance model is used as the baseline model in this study. Three more independent variables are added to the original model, namely, technological and pedagogical support , pressure to use and e-learning stressors. The results demonstrate that the most useful subset of variables that can be used in predicting students' attitude to adopt e-learning includes perceived usefulness, Intention to use, Ease of Use, pressure to use, E-learning stressors and Technical and pedagogical support ($F=135.645$, $df=6$, R square $=.674$, $P < 0.01$).

Keywords: E-learning; perceived usefulness; intention to use; ease of use; pressure to use; e-learning stress; technical and pedagogical support.