

FACTOR INFLUENCING THE ADOPTION OF LEARNINGCARE AND INTERNET AMONG LECTURERS IN UUM

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ABSTRACT

The growing impact of online technology and instructional delivery has kept the teaching style of lecturers on the research agenda. Although the E-Learning system is well known to academicians, its effective utilization and determinants of the use of such system are still remain questionable. Thus, this study is attempted to initiate discussion on the possible factors that may have influenced lecturers in Universiti Utara Malaysia (UUM) to adopt LearningCare and Internet as a teaching tool. Logistic regression analysis was employed to test the relationship between adoption decisions and the independent variables. Results of this study revealed that relative advantages, trialability and academic specialization have significant effects on the adoption decision. Thus, the findings have provided evidence of the importance of relative advantages and trialability in understanding adoption decision before introducing new online technology and instructional delivery in education.

Keywords: LearningCare, Internet, diffusion of innovation, teaching tool, Universiti Utara Malaysia.