

Investigating the Factors Influencing Students' Acceptance of Mobile Learning: The Cave Hill Campus Experience

Grace-Anne Jackman

School of Education, University of the West Indies, Cave Hill Campus, Barbados

The unprecedented growth in the mobile computing market is creating opportunities within the higher education sector. However, before merging these new technologies with traditional methods, it is critical that the factors that are likely to affect the success of m-learning initiatives be identified. This study uses the Unified Theory of Acceptance and Use of Technology (UTAUT) model to determine the critical factors influencing undergraduate students' acceptance of m-learning technologies. Six hundred undergraduates at the Cave Hill Campus of the University of the West Indies in Barbados participated in the study. The data were analysed using multiple linear regression to determine the effect of four UTAUT constructs on behavioural intentions, moderated by age and gender. The findings revealed that whereas the factors performance expectancy, effort expectancy, and facilitating conditions were significant, positive, determinants of students' intentions to adopt m-learning technologies, social influence had no significant effect in this Caribbean context. This study should be of interest to higher institutions desirous of introducing m-learning initiatives, particularly in developing countries.

Keywords: Technology acceptance, UTAUT, Mobile learning, Caribbean, Higher Education, Developing countries.

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