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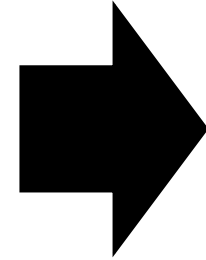
Masaryk University

The Faculty of Education

Electronic textbooks

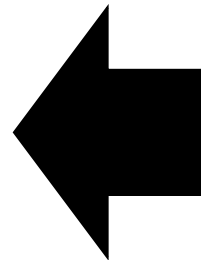
Theoretical background

The Theory of Reasoned Action, is a model for the prediction of behavioral intention, spanning predictions of attitude and predictions of behavior.

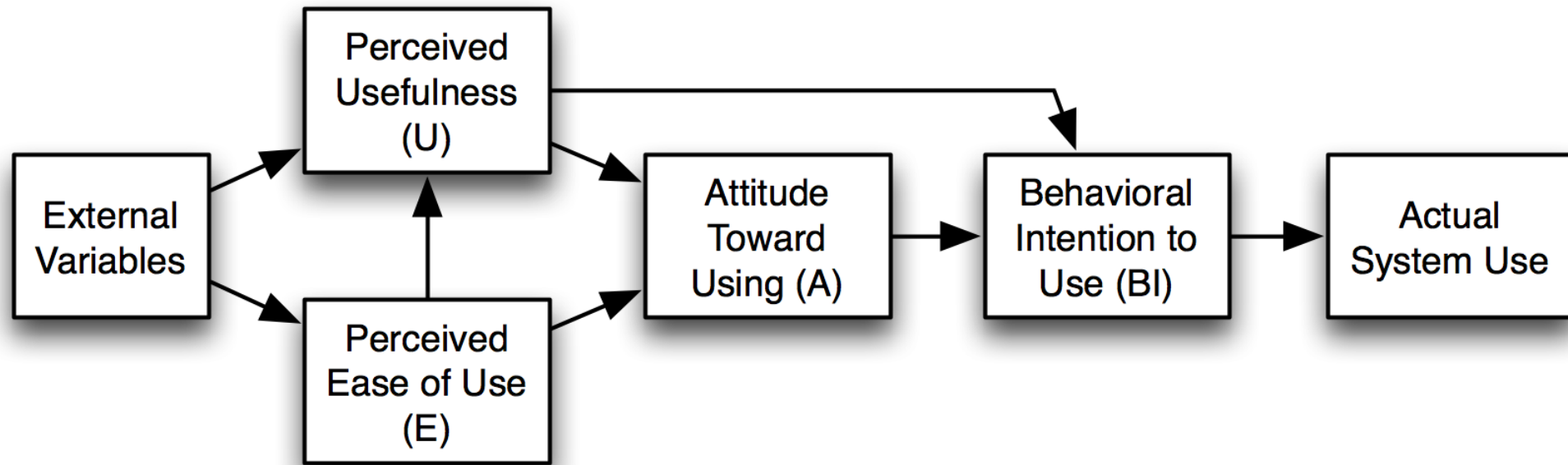


TRA

TAM



The Technology Acceptance Model (TAM) is an information systems theory that models how users come to accept and use a technology.



Perceived usefulness (U) - This was defined by Fred Davis as „the degree to which a person believes that using a particular system would enhance his or her job performance“.

Perceived ease-of-use (E) - Davis defined this as „the degree to which a person believes that using a particular system would be free from effort“.

Table 1. Initial Scale Items for Perceived Usefulness

1. My job would be difficult to perform without electronic mail.
2. Using electronic mail gives me greater control over my work.
3. Using electronic mail improves my job performance.
4. The electronic mail system addresses my job-related needs.
5. Using electronic mail saves me time.
6. Electronic mail enables me to accomplish tasks more quickly.
7. Electronic mail supports critical aspects of my job.
8. Using electronic mail allows me to accomplish more work than would otherwise be possible.
9. Using electronic mail reduces the time I spend on unproductive activities.
10. Using electronic mail enhances my effectiveness on the job.
11. Using electronic mail improves the quality of the work I do.
12. Using electronic mail increases my productivity.
13. Using electronic mail makes it easier to do my job.
14. Overall, I find the electronic mail system useful in my job.

Table 2. Initial Scale Items for Perceived Ease of Use

1. I often become confused when I use the electronic mail system.
2. I make errors frequently when using electronic mail.
3. Interacting with the electronic mail system is often frustrating.
4. I need to consult the user manual often when using electronic mail.
5. Interacting with the electronic mail system requires a lot of my mental effort.
6. I find it easy to recover from errors encountered while using electronic mail.
7. The electronic mail system is rigid and inflexible to interact with.
8. I find it easy to get the electronic mail system to do what I want it to do.
9. The electronic mail system often behaves in unexpected ways.
10. I find it cumbersome to use the electronic mail system.
11. My interaction with the electronic mail system is easy for me to understand.
12. It is easy for me to remember how to perform tasks using the electronic mail system.
13. The electronic mail system provides helpful guidance in performing tasks.
14. Overall, I find the electronic mail system easy to use.

RQ:

What is the pupils' perception of electronic textbooks?

- To find out what factors are important for pupils - what affects the interest or lack of interest of pupils to use electronic textbooks and learn with it.

Methods:

Questionnaire based on TAM

30 items

Likert type, 5 – point scale

400 respondents

Pupils 13-15 age

School with electronic textbooks

Czech republic