

Factors Influencing University Student's Acceptance of New Technology

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Abstract : The objective of this research is to identify the acceptance of new technology in a sample of 150 Participants from Qatar University. Based on the Technology Acceptance Model (TAM), we used the Davis's scale (1989) which contains two item scales for Perceived Usefulness and Perceived Ease of Use. The TAM represents an important theoretical contribution toward understanding how users come to accept and use technology. This model suggests that when people are presented with a new technology, a number of variables influence their decision about how and when they will use it. The results showed that participants accept more technology because flexibility, clarity, enhancing the experience, enjoying, facility, and useful. Also, results showed that younger participants accept more technology than others.

Keywords : new technology, perceived usefulness, perceived ease of use, technology acceptance model

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