

## Using the Technology Acceptance Model to Examine Seniors' Attitudes toward Facebook

**Authors :** Chien-Jen Liu, Shu Ching Yang

**Abstract :** Using the technology acceptance model (TAM), this study examined the external variables of technological complexity (TC) to acquire a better understanding of the factors that influence the acceptance of computer application courses by learners at Active Aging Universities. After the learners in this study had completed a 27-hour Facebook course, 44 learners responded to a modified TAM survey. Data were collected to examine the path relationships among the variables that influence the acceptance of Facebook-mediated community learning. The partial least squares (PLS) method was used to test the measurement and the structural model. The study results demonstrated that attitudes toward Facebook use directly influence behavioral intentions (BI) with respect to Facebook use, evincing a high prediction rate of 58.3%. In addition to the perceived usefulness (PU) and perceived ease of use (PEOU) measures that are proposed in the TAM, other external variables, such as TC, also indirectly influence BI. These four variables can explain 88% of the variance in BI and demonstrate a high level of predictive ability. Finally, limitations of this investigation and implications for further research are discussed.

**Keywords :** technology acceptance model (TAM), technological complexity, partial least squares (PLS), perceived usefulness

**Conference Title :** ICHE 2014 : International Conference on Higher Education

**Conference Location :** Paris, France

**Conference Dates :** June 26-27, 2014