

The Study of Elementary School Teacher's Behavior of Using E-books by UTAUT Model

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Abstract : The purpose of this research is to apply Unified Theory of Acceptance and Use of Technology (UTAUT) model to investigate the factors that influence elementary school teacher's behavior of using e-books. Based on the literature review, a questionnaire was modified and used to test the elementary school teachers in Changhua. A total of 420 questionnaires were administered and 364 of them were returned, including 328 valid and 36 invalid questionnaires. The effective response rate is 78%. The methods of data analysis include descriptive statistics, factor analysis, Pearson's correlation coefficient, one way analysis of variance (ANOVA) and simple regression analysis. The results show that: 1. There were significant difference in the Elementary school teachers' "Performance Expectancy", "Effort Expectancy", "Social Influence", and "Facilitating Conditions" depending on their different "Demographic Variables". 2. "Performance Expectancy" and "Behavioral Intention to Use" are positively correlated. 3. "Effort Expectancy" and "Behavioral Intention to Use" are positively correlated. 4. There was no significant relationship between "Social Influence" and "Behavioral Intention to Use". 5. There was significant relationship between "Facilitating Conditions" and "Use Behavior".

Keywords : e-books, UTAUT, elementary school teacher, behavioral intention to use

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