

## **Students' acceptance of youtube for procedural learning**

### **Abstract**

This research investigates students' acceptance of YouTube for procedural learning. Multiple regression was used to analyze the data based on sample of 240 respondents who pursuing studies in a public higher learning institution in Federal Territory of Labuan, Malaysia. Results revealed that there is connection between content richness, task-technology fit, YouTube self-efficacy and vividness and behavioral intention to use YouTube. Results may enhance the intentions of users on browsing YouTube for more procedural learning. YouTube can enlarge the functions as a mass-oriented means for procedural learning to increase the perceived usefulness of YouTube and improve the users' behavioral intention to browse YouTube. The role of this study is important to dedicate the YouTube users for the procedural learning in their education tasks. This study is to integrate the TAM with perceived ease of use and perceived usefulness to have an effect on the activity intention of users.