

Users' behavior towards ubiquitous M-Learning

Abstract

Mobile technologies have enabled a new way of communicating, for whom mobile communications are part of normal daily interaction. This paper explores the proposed and verified Technology Acceptance Model (TAM) that can be employed to explain the acceptance of Mobile Learning (M-learning), an activity in which users access learning material with their mobile device. 100 students from private and government higher learning institutions around Klang Valley area were selected as the sample for this study. There are five major variables in the study but only two of the variables were supported. Malaysian mobile phone users' intention to positively accept the use of M-learning is due to encouraging factors such as perceived mobility value and perceived usefulness of the Mobile Learning. This study is beneficial for learning institutions which desire to use M-learning. (Contains 1 figure and 4 tables.)