

# Utilizing the Technology Acceptance Model (TAM) For Predicting Usage and Adoption of an iBook<sup>©</sup> in Online Nursing Courses

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# Research Objectives

- Describe and demonstrate iBook technology
- Discuss project implementation process
- Define purpose of study
- Identify research tools
- Review research questions
- Discuss data procedures
- Discuss data analysis
- Strengths and limitations
- Future recommendations



# iBook Technology

- Interactive: <http://www.apple.com/ibooks/?cid=wwa-us-kwg-features-com>
- Embedded videos
- Embedded continuing education
- Please use these links for the latest iteration of iBook:
  - <https://drive.google.com/file/d/0B59mMn69wbvdVVVOZXpQVU5mQzg/edit?usp=sharing>
  - <https://drive.google.com/file/d/0B59mMn69wbvdeDFPN0NaSkVoLWc/edit?usp=sharing>



# Purpose of the Study

## The purpose of this survey method study:

- Share research outcomes related to the degree
- Faculty would adopt an iBook<sup>©</sup> for online nursing programs
- The Technology Acceptance Model (TAM) was used to examine perceptions of usefulness, attitude and preferences
- Predict faculty acceptance of the iBook<sup>©</sup> format in online nursing courses



# Study Design and Questions

1. Will perceived usefulness have an effect on attitudes towards iBook<sup>®</sup> technology?
2. Will perceived ease of use (PEOU) have a significant influence on attitude towards usage (ATU)?
3. Will perceived ease of use (PEOU) have a significant influence on perceived usefulness (PU)?
4. Will attitude towards usage (ATU) will have a significant influence on users' behavioral intention to use (BIU) an iBook<sup>®</sup>?



# Methodology

- A survey method design was used to study the research hypotheses
- Surveys were distributed to 16 Chamberlain College of Nursing faculty who teach online courses
- 14 faculty responded
- Survey results transferred to Survey Monkey for ease of statistical analysis



# Data Collection

- The data was collected via email for a period of six weeks
- The instrument for data collection was the modified TAM survey
- 14-item electronic survey with single response option
  - Questions related to iBook<sup>®</sup> technology perceived usefulness and attitudes



# TAM Survey Questions

1. Have you ever read an iBook<sup>®</sup> before reading this iBook?
  - a) Never
  - b) Once
  - c) Two to three times
  - d) More than three times
2. What is your self-assessment about using an iBook prior to reading this iBook?
  - a) Low experience
  - b) Moderate experience
  - c) High experience





# TAM Survey Questions (continued)

3. After working with the iBook<sup>®</sup>, how would you now judge yourself to be?

- a) Low-level experience
- b) Moderately experienced
- c) Highly experienced

general, how would you describe yourself?

- a) Novice user
- b) Intermediate user
- c) Advanced user

4. With regard to technology in



# TAM Survey Questions (continued)

5. I have a generally favorable attitude toward using iBooks<sup>®</sup>.
- a) Strongly agree
  - b) Agree
  - c) Neutral
  - d) Disagree
  - e) Strongly disagree
6. Using the iBook enhanced my effectiveness in teaching.
- a) Strongly agree
  - b) Agree
  - c) Neutral
  - d) Disagree
  - e) Strongly disagree



# TAM Survey Questions (continued)

7. I intend to use iBooks<sup>®</sup> frequently for teaching.

- a) Strongly agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly disagree

easy to use.

- a) Strongly agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly disagree

8. Overall, I found the iBook



# TAM Survey Questions (continued)

9. I believe it is a good idea to use an iBook<sup>®</sup> for my courses.

- a) Strongly agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly disagree

my students understanding of the course.

- a) Strongly agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly disagree

10. Using the iBook improved



# TAM Survey Questions (continued)

11. Learning to use the iBook<sup>©</sup> was easy for me.

- a) Strongly agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly disagree

the iBook.

- a) Strongly agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly disagree

12. I like the idea of using



# TAM Survey Questions (continued)

13. My interaction with the iBook interface was clear and understandable.

- a) Strongly agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly disagree

me to accomplish tasks more quickly.

- a) Strongly agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly disagree

14. Using the iBook enabled



# Survey Response Questions 1-7

<b>Have you read an iBook before reading this iBook?</b>	6 never	2 once	1-2 to 3 times	5 more than 3 times
<b>What is your self-assessment about using an iBook prior to reading this iBook?</b>	6 low	5 moderate	3 high	
<b>After working with the iBook, how would you now judge yourself to be?</b>	2 low	8 mod	4 high	
<b>With regard to technology in general, how would you describe yourself?</b>	1 novice	4 intermediate	9 advanced	
<b>I have a generally favorable attitude toward using iBooks .</b>	11 strongly agree	3 agree	100% favorable	
<b>Using the iBook enhanced my effectiveness in teaching.</b>	5 strongly agree	3 agree	6 neutral	57% positive
<b>I intend to use iBooks frequently for teaching</b>	5 strongly agree	6 agree	3 neutral	79% positive

Faculty (N=14)



# Survey Response Questions 8-14

<b>Overall, I found the iBook easy to use</b>	9 strongly agree	5 agree	100% positive	
<b>I believe it is a good idea to use an iBook for my courses</b>	7 strongly agree	7 agree	100% positive	
<b>Using the iBook improved my students understanding of the materials presented in the course.</b>	3 strongly agree	3 agree	8 neutral	47 % positive, neutral
<b>Learning to use the iBook was easy for me</b>	6 strongly agree	8 agree	100 % positive	
<b>I like the idea of using the iBook</b>	8 strongly agree	6 agree	100% positive	
<b>My interaction with the iBook interface was clear and understandable.</b>	7 strongly agree	6 agree	1 neutral	93% favorable
<b>Using the iBook enabled me to accomplish tasks more quickly.</b>	5 strongly agree	3 agree	6 neutral	57% positive, 43% neutral

Faculty (N=14)





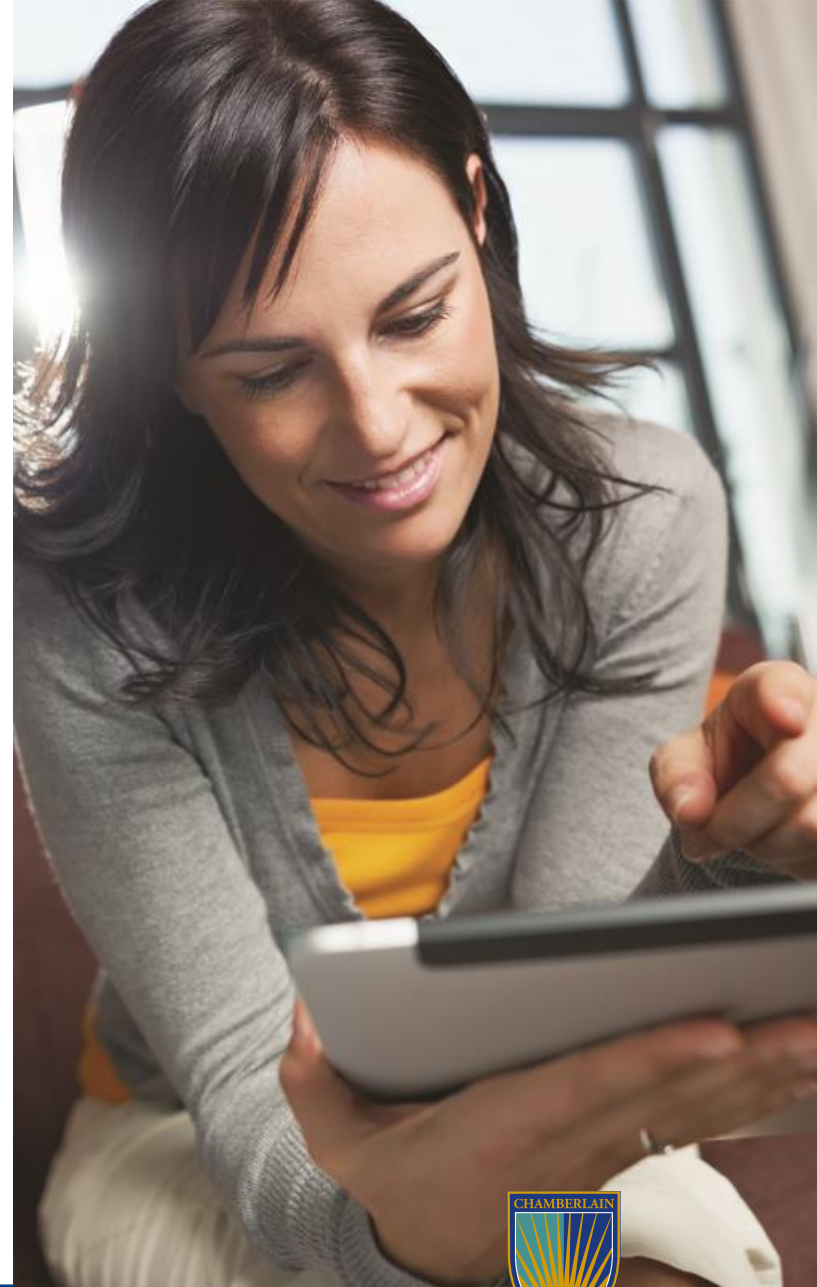
# Summary of Findings

- The iBook<sup>®</sup> was reviewed by faculty who teach online courses
- Faculty downloaded the iBook onto their tablet device so they would have full access to the interactive links
- Faculty varied in experience from novice to very experienced in using iBooks to novice users, with 64 percent reporting they are advanced users of technology
- Once reviewing the iBook, 100 percent faculty stated they were generally favorable attitude toward using iBooks and found the iBook easy to use
- 79 percent of faculty stated they intend to use iBooks frequently for teaching



# Strengths & Limitations

Although survey results show favorable outcomes for perceived usefulness and acceptance of iBook technology, further research is needed due to small study size and expertise of faculty surveyed.



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# Recommendation for Further Research

- One area for further research would be replicate the study with faculty who teach on-campus courses
- Recent IRB approval from Holy Family University was obtained and entered data collection phase of study
- Survey online learners in nursing education tract with the TAM survey related to content and technology acceptance



# Questions & Discussion

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