

**Factors that affect student e-book adoption: An experimental study based on the Technology Acceptance Model (TAM) and Diffusion of Innovation Theory (ABSTRACT ONLY)**

By

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Abstract

The purpose of this study is to understand the factors that affect student adoption of e-textbooks as a learning resource using the Technology Acceptance Model (TAM) and the Diffusion of Innovation Theory. Observability, complexity, compatibility, relative advantage, trialability, attitude towards e-textbooks, and intention to use e-textbook constructs are examined. The constructs of compatibility, low complexity, and relative advantage which all contribute to a positive attitude toward e-book, contribute to intent to use. If decision-makers of e-textbook adoption hope to increase intention to use, they need to consider variables such as compatibility, low complexity, and relative advantage and attitude towards e-textbooks. However, observability and trialability have no effect on attitude towards e-textbooks. Implications from this study include the need for faculty to consider compatibility, complexity, and relative advantage in adopting e-textbooks for courses and other learning experiences. If there are high compatibility, relative advantage, and low complexity in adopting an e-textbook, students' attitude towards e-textbook will be positively increased. This suggests that in order for students to consider using an e-textbook as a part of their learning materials, e-textbook decision makers need to consider students' attitude towards e-textbook as it drives heavily towards their intent to use and implicit future adoption of an e-textbook.