Predicting System Success using the Technology Acceptance Model: A Case Study

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16th Australasian Conference (2005)
OUTLINE

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INTRODUCTION

• Information System successful is an ongoing concern for both researchers and practitioners
• Technology Acceptance Model (TAM) is one of the more widely accepted theoretical frameworks
• Perceived usefulness & Perceived ease-of-use
• OASIS (twelve year old IS)
• Two different groups: non-users & users
THEORETICAL BACKGROUND

- On time & on budget  (Standish Group 1995, IT Cortex 2002)
- Six interdependent measurements of success  
  (DeLone and McLean, 1992)
- System is not mandatory  (DeLone and McLean, 2005)
SYSTEM BACKGROUND (1/2)

• OASIS
  – Online Assignment Submission, Infocom System
  – Early experiments in 1994 (Only 13 course offerings)
  – Since 2000 use of OASIS has increased significantly
  – Students may also study from any location in the world via distance education
SYSTEM BACKGROUND (2/2)

Figure 1. Number and type of students enrolled in Infocom Courses (1996-2005)
RESEARCH APPROACH

• Using a case study approach
  – A popular research approach across many disciplines
  – Lacks insufficient objectivity
  – These deficiencies issues such as the quantitative nature of the research

• Case study design type
  – Includes the five components

• Data collection
  – Questionnaires, participant observation and the review of documents
  – non-users (18 responses) & users (94 responses)
NON-USERS PERCEIVE OASIS (1/2)

- Due to their potential to become users
- Mainly positive perceptions of the system
- Perceived usefulness factors
  - Efficient grade information requests in/out
  - Track how well students were progressing
  - Level of expertise throughout a particular course/subject
  - Few negative perceptions
NON-USERS PERCEIVE OASIS (2/2)

• Perceived ease of use factors
  – OASIS would be easy to use
  – They would be able to easily use OASIS
  – A very good track record
  – Not heard negative things about ease of use of the system
  – OASIS is a bit time consuming and a little confusing
USERS PERCEIVE OASIS (1/2)

• Due to their importance in maintaining the current level of system use
• Positive perceptions of the system
• Perceived usefulness factors
  – Monitor student progression
  – Hence adjust tutorials/support as needed
  – Download
  – Anywhere in the world
  – A neatly formatted
• Perceived ease of use factors
  – Users generally perceived OASIS as easy to use
  – Easy to use for new users
  – Learning OASIS for the first time is difficult because the instructions are not very clear
  – Marking and commenting takes significantly longer than on hard copy
DISCUSSION AND CONCLUSION

• Positive perceptions surrounding the usefulness of OASIS
• It's an excellent and popularity tool
• Easy to use and will not hesitate in using it when the chance arises
• System’s usefulness and easy to use characteristics
• Our findings are limited to initial analysis
  – Text questions
  – Expansion in several areas
Thanks for attention