

Understanding University students' behavioural continued intentions to use e-learning in Tanzania

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Motivation, problem area

There are few empirical studies in Tanzania regarding students' motivation to continue using web-based learning management system

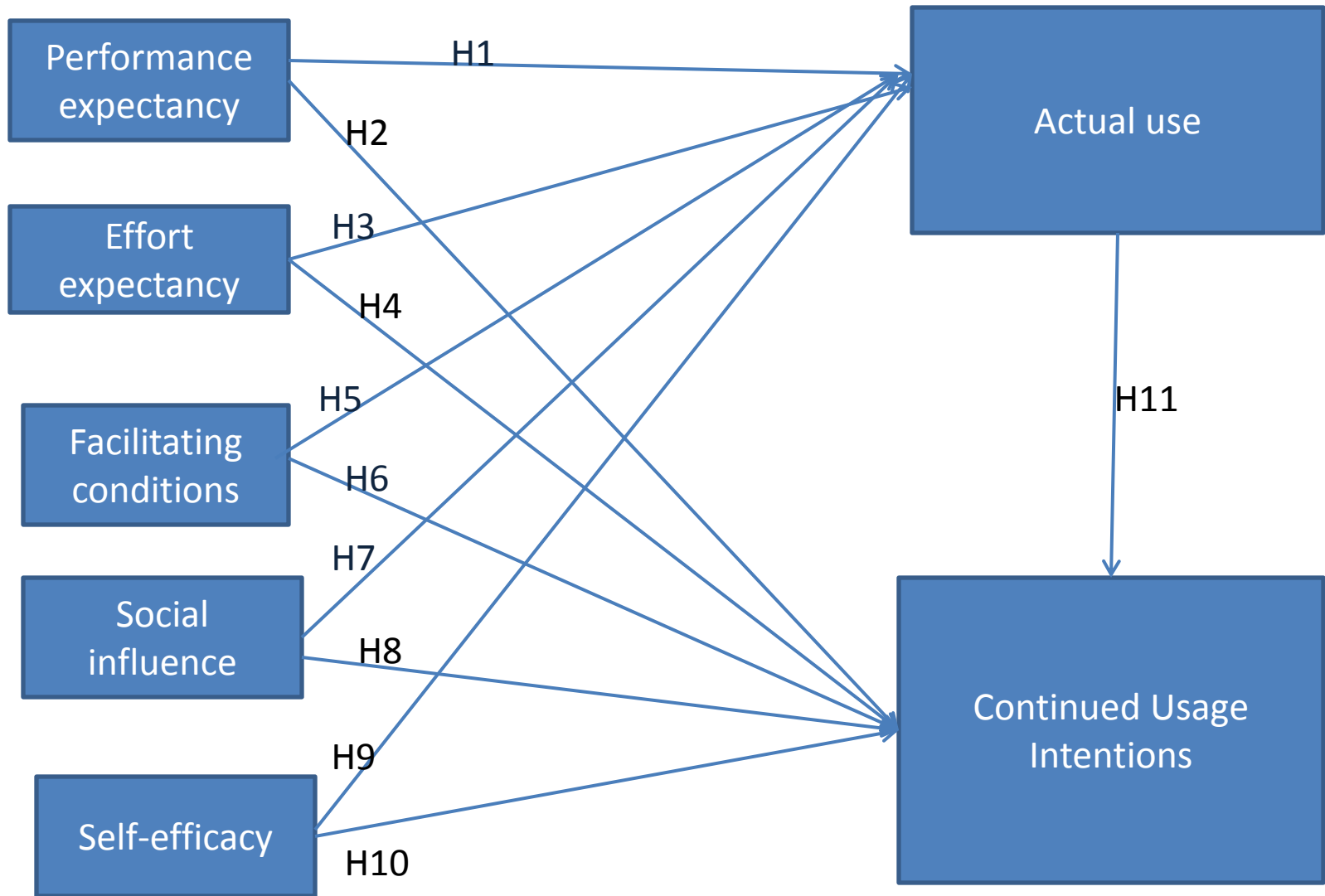
Web-based learning management systems enhance e-learning in the higher education institutions but the systems alone cannot guarantee that students will be motivated to use the system.

The study determines the factors that motivate students to adopt and continue using the e-learning system in order to enhance usage of the system

Research Objectives

- To investigate the major predictors of actual usage of an e-learning system
- To examine if the major determinants of actual usage can predict continued usage intentions of an e-learning system
- To examine factors which enhance the use of e-learning system
- To examine factors which hinder the use of e-learning system

Conceptual model and research hypothesis development



Research approach, Methodology

- Questionnaire survey
- Interview
- Mzumbe University

Research design

- Third year undergraduate students (n=300)
- Academic staff (n=20)

Study population

Research approach, Methodology

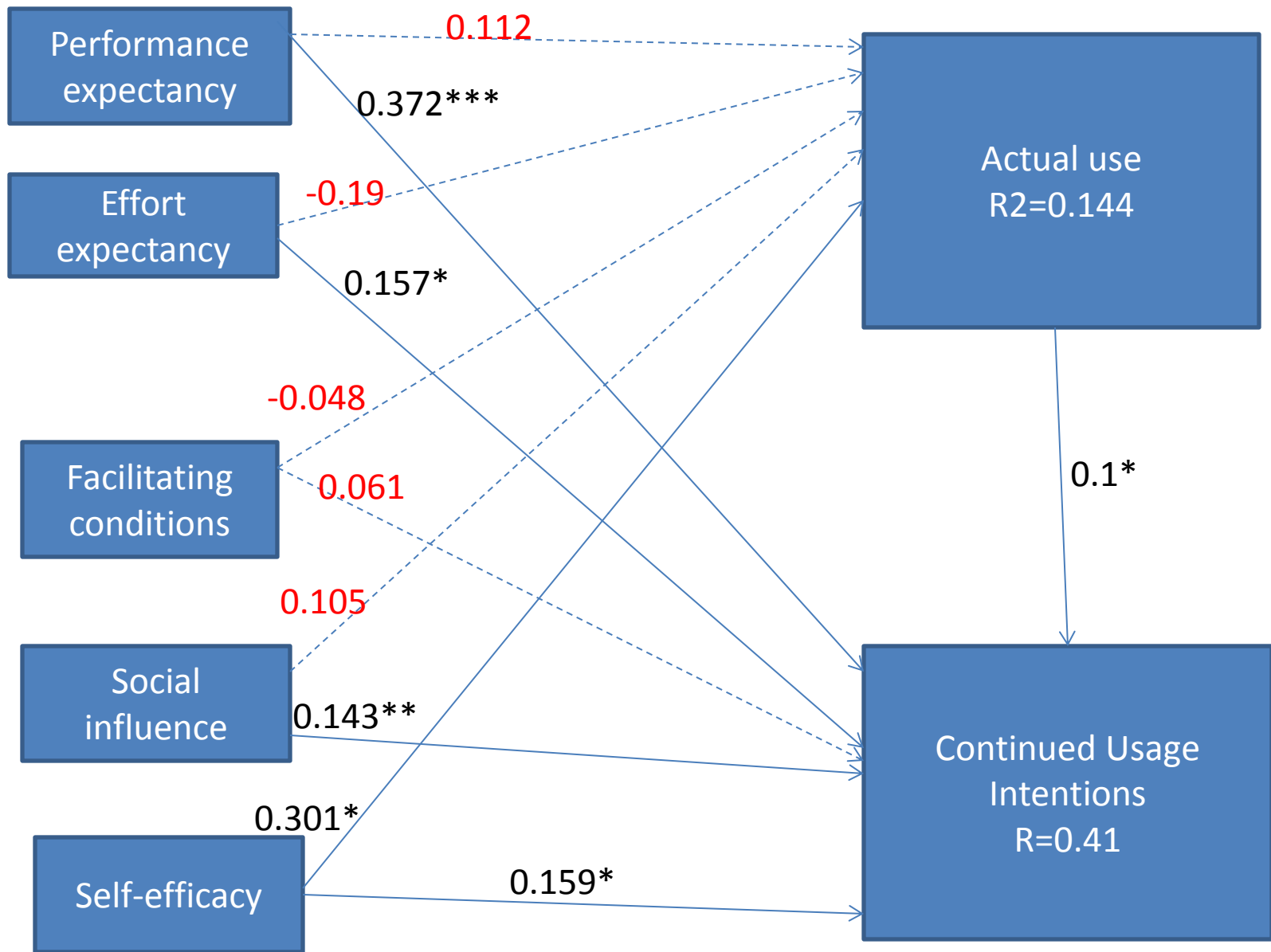
- Male 49.8%
- Female 50.2%

Gender/Students

- Male 75%
- Female 25%

Gender/Academicians

- Major predictors of actual usage of an e-learning system
- Can major determinants of actual usage predict continued usage intentions of an e-learning system?



Note: $p^* < 0.05$, $p^{**} < 0.01$, $p^{***} < 0.001$

Factors which enhance the use of e-learning system

Results from the interview

- Reliable networked environment
- The library, offices and computer labs should be connected through a Local Area Network
- Development of e-learning policy
- Support from the technical IT staff
- Availability of desktop computers and laptops to faculty and students
- The improvement of e-learning usage skills

Factors which hinder the use of e-learning system

Results from the interview

- Poor ICT infrastructure
- Lack of awareness on the existence of web-based LMS system among faculty members and students
- Resistance to change from the traditional system to electronic system of learning
- Limited skills/knowledge
- The e-learning system is not user friendly
- Lack of time to prepare e-content and use the e-learning system

Common e-learning enhancing factors: students and lecturers

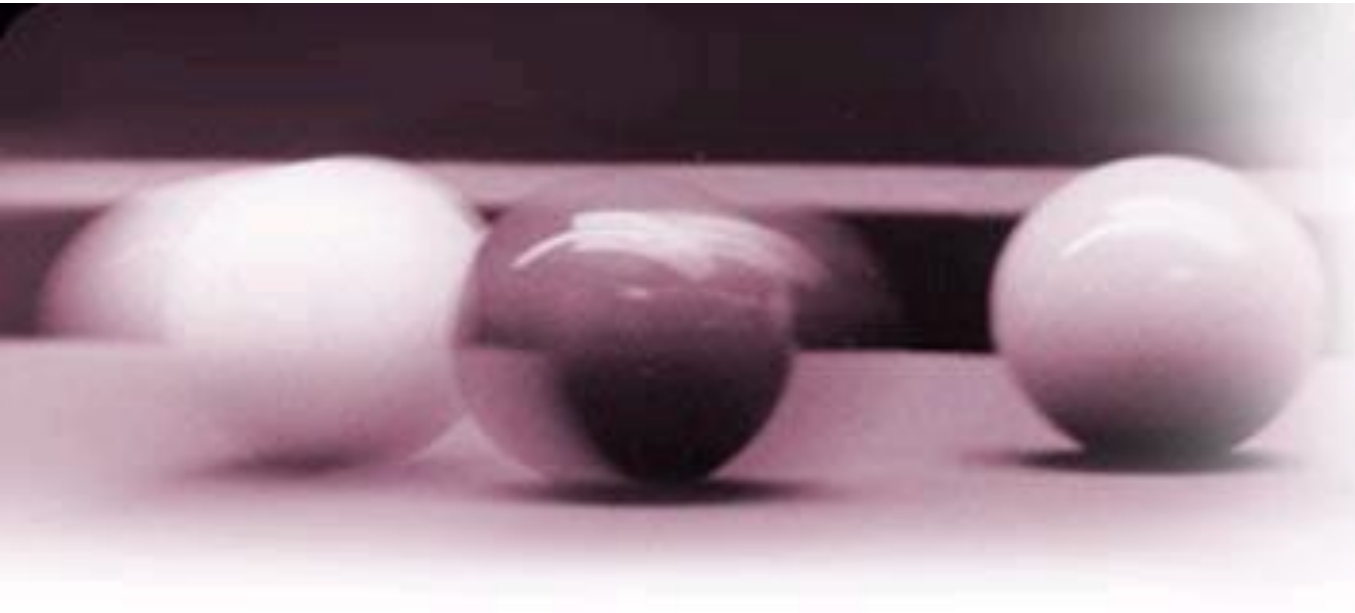
- Knowledge and skills
- Effort expectancy
- Social influence
- facilitating conditions

Practical and theory implications

- Performance expectancy is crucial in fostering intention to continue using e-learning system. Some ways of improving performance expectancy would be to create awareness and provide proper training to students and lecturers on the benefits of using the e-learning technologies.
- The positive effects of effort expectancy on continued usage intentions indicate that e-learning system should have consistent ease to use and user friendly functions to encourage students and lecturers to re-use the system

- social influence was important in influencing student's decision to continue using the e-learning system. It is clear that people responsible for e-learning should take advantage of social influence in promoting use of e-learning by encouraging course instructors to use e-learning system, since they can influence students to use the system
- It is important to improve the self-efficacy of students to enhance their participation in the e-learning system. Instructors can improve the self-efficacy of student to participate in online learning by praising and confirming their achievements when they use web-based LMS functions such as online discussions
- The university should ensure that the ICT infrastructure is suitable for e-learning systems in order to eliminate the obstacles to e-learning usage, which were revealed through interviews with academicians

The extended UTAUT model fits very well in the web-based learning circumstances hence it can be adapted to investigate the usage intentions of web-based LMS in other institutions with similar conditions.



Thank you for your attention!

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