AN APPLICATION OF THE UNIFIED THEORY OF ADOPTION AND USE OF TECHNOLOGY FOR UNDERSTANDING TEACHERS' PERCEPTIONS ON THE USE OF THE COURSE MANAGEMENT SOFTWARE: BASIS OF A PROPOSED IMPLEMENTATION OF ONLINE COURSE DEVELOPMENT

Rommel N. Jotic

Centro Escolar University

STATEMENT OF THE PROBLEM

1. What is the profile of the respondents in terms of the following:
   - age
   - gender
   - specialization
   - highest educational attainment

STATEMENT OF THE PROBLEM

2. How do the respondents perceive the Course Management Software in terms of the following features:

- Course Information
- Announcements
- Calendar
- Task
- E-Mail
- Discussion Board
- Chatroom
- Online Testing
- Online Survey
- Gradebook
- Messages
- Online help

STATEMENT OF THE PROBLEM

3. What is the status of the respondents as regards the following determinants of user intentions:

- performance expectancy
- effort expectancy
- social influence
- facilitating condition

STATEMENT OF THE PROBLEM

4. How do the status perceptions of the respondents compare when grouped according to:
   - age
   - gender
   - specialization
   - highest educational attainment

STATEMENT OF THE PROBLEM

5. Which among the above-mentioned variables are determinants of behavior intention to use course management system?

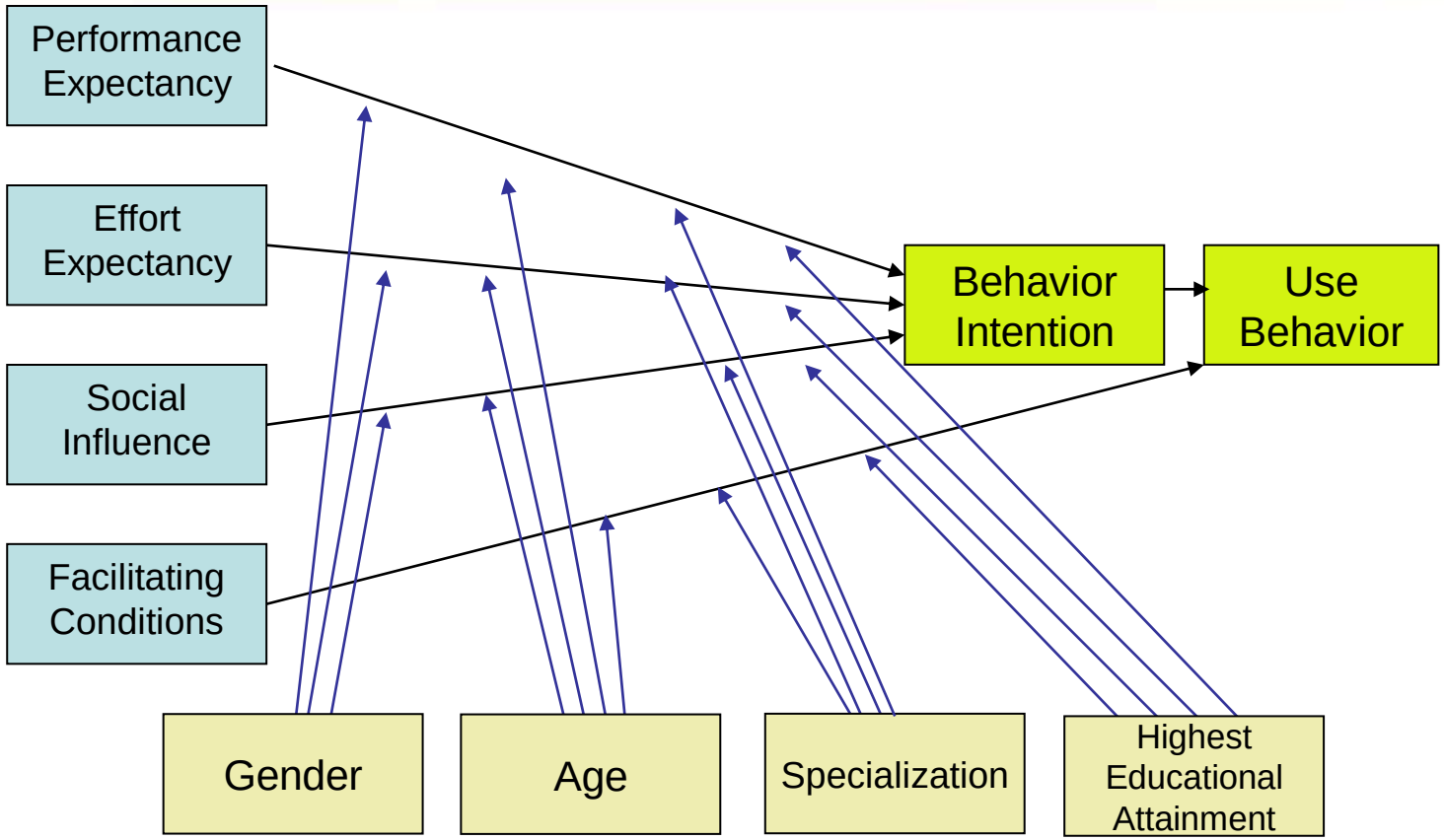
STATEMENT OF THE PROBLEM

6. Based on the perception of respondents on the course management software, how may the online course management system be implemented?

THEORETICAL CONCEPT:

Unified Theory of Acceptance and Use of Technology (UTAUT) Model.

RESEARCH PARADIGM:

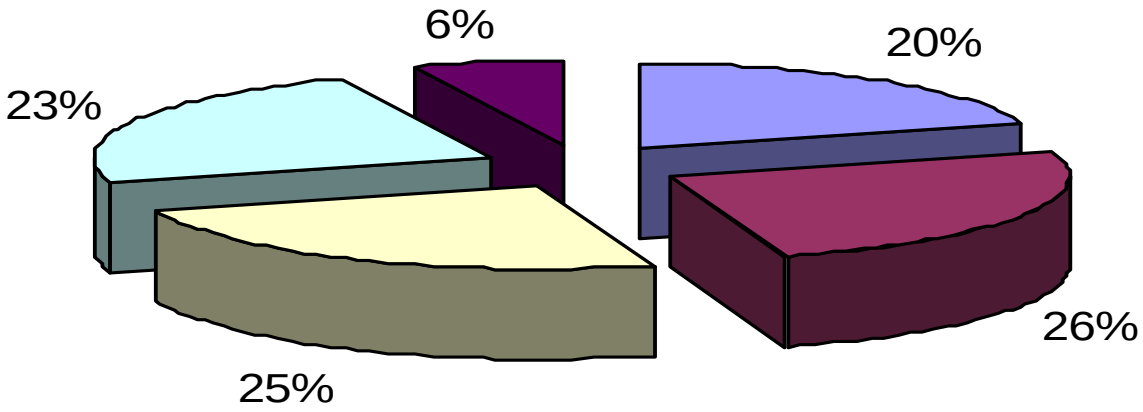


METHODS AND PROCEDURE:

- Method of Research Used
- Respondents of the Study
- Sampling Techniques
- Data Gathering Instruments Used
- Statistical Treatment of Data

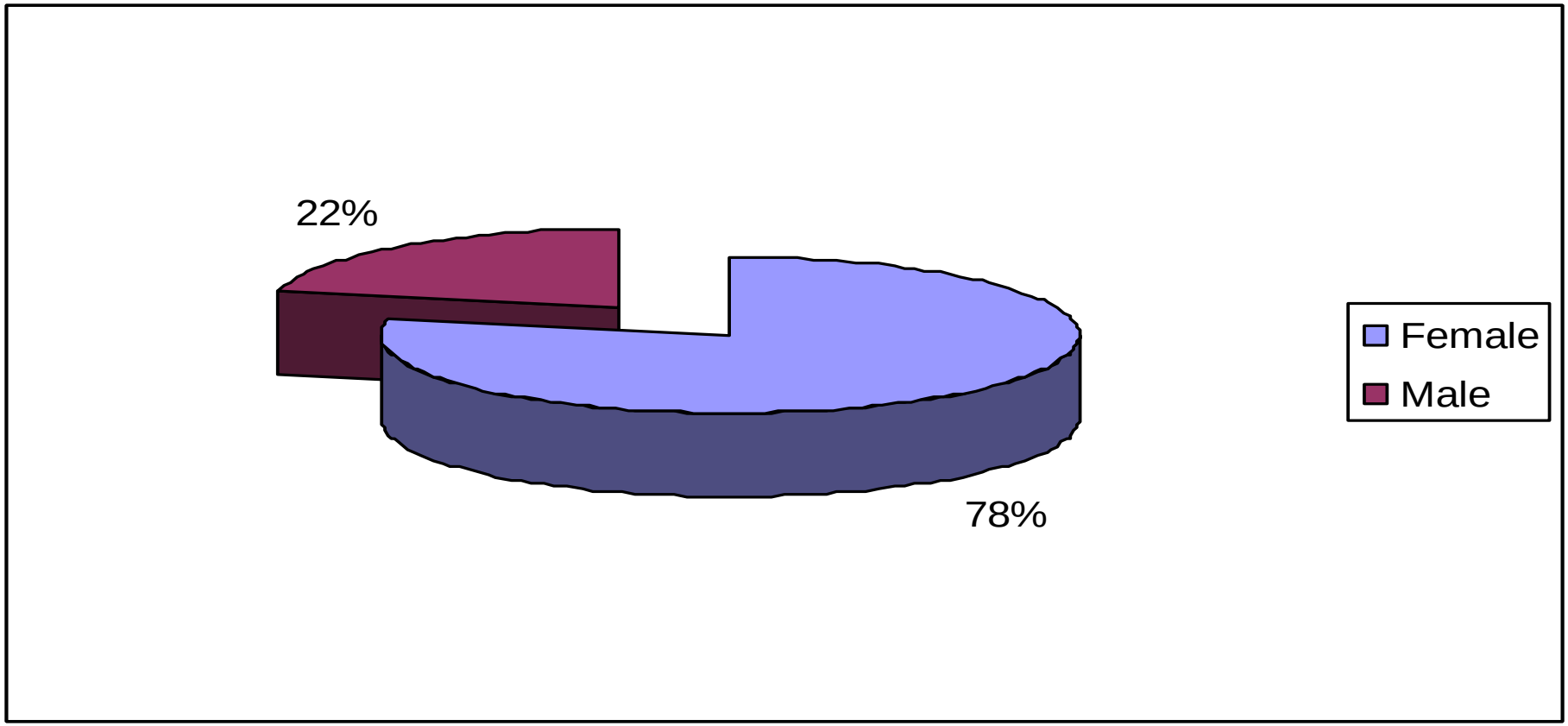
RESULTS:

Profile of the Respondents According to Age



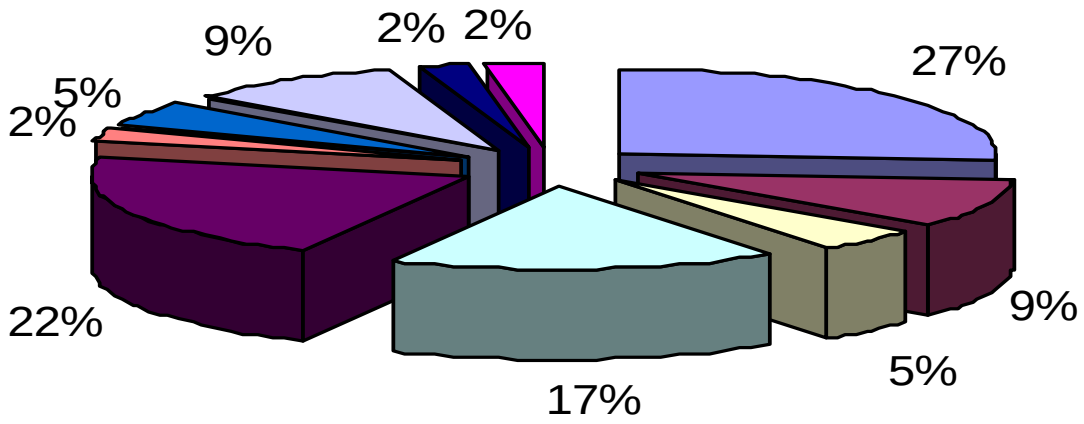
RESULTS:

Profile of the Respondents According to Gender



RESULTS:

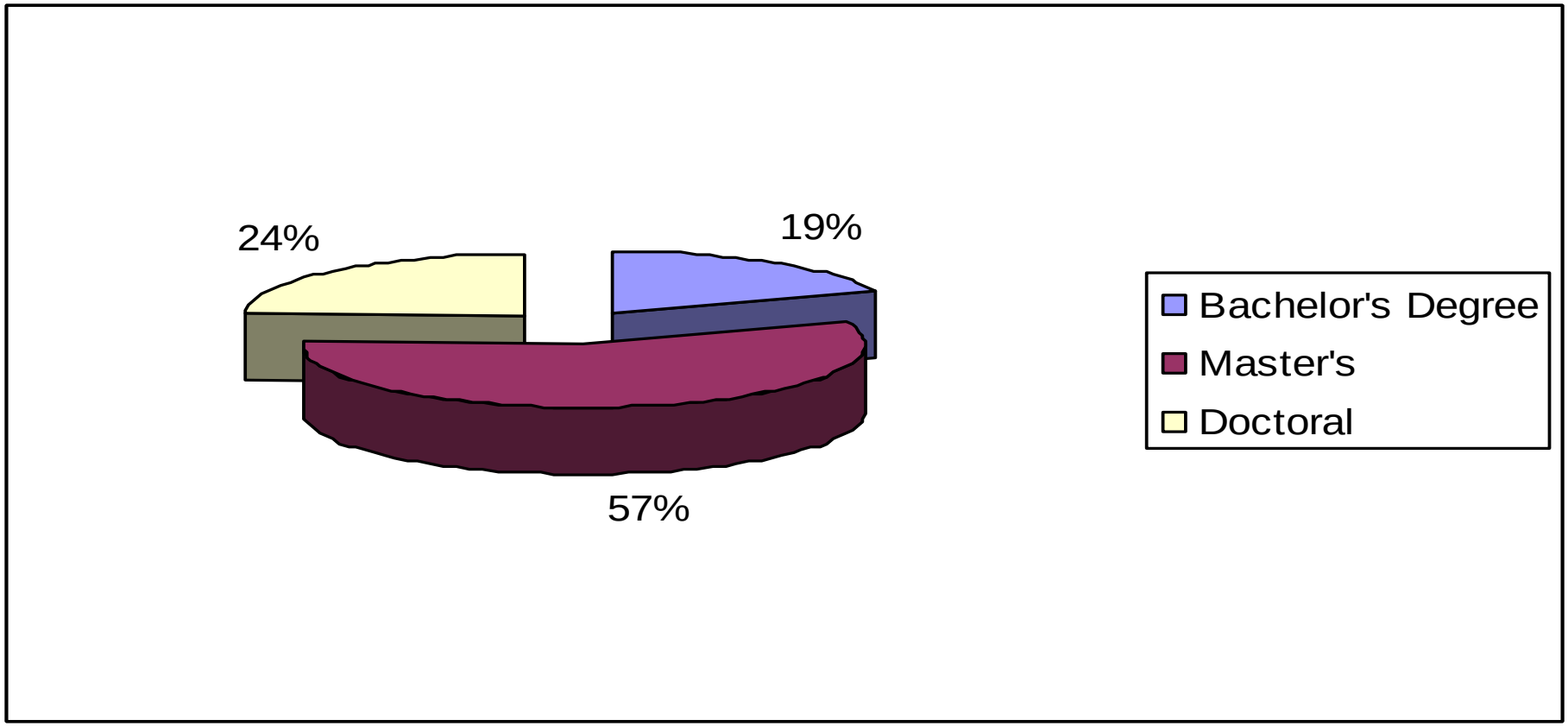
Profile of the Respondents According to Specialization



- Math
- Filipino
- Biology
- Inter Lang
- Chemistry
- Nursing
- Philosophy
- Business
- SEA
- Computer

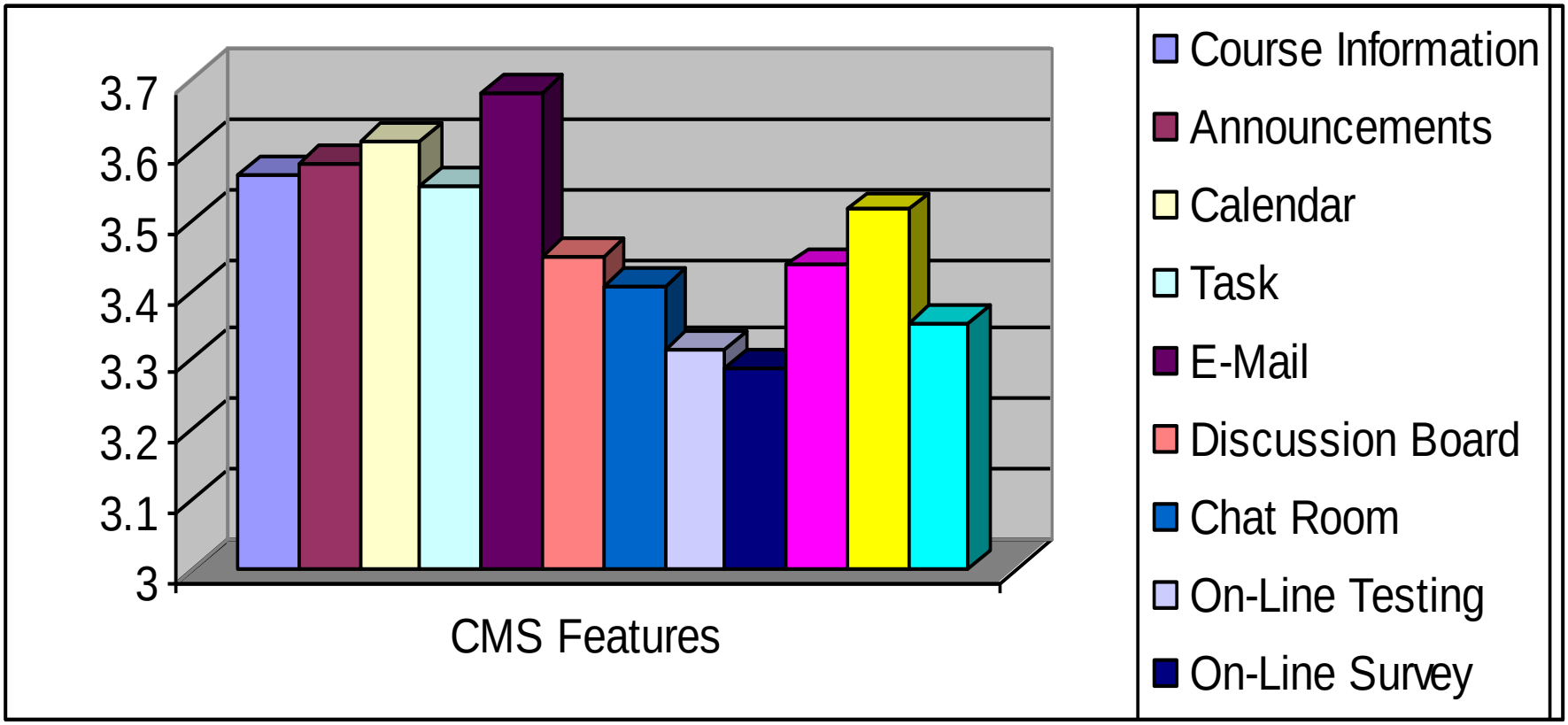
RESULTS:

Profile of the Respondents According to Highest Educational Attainment Obtained



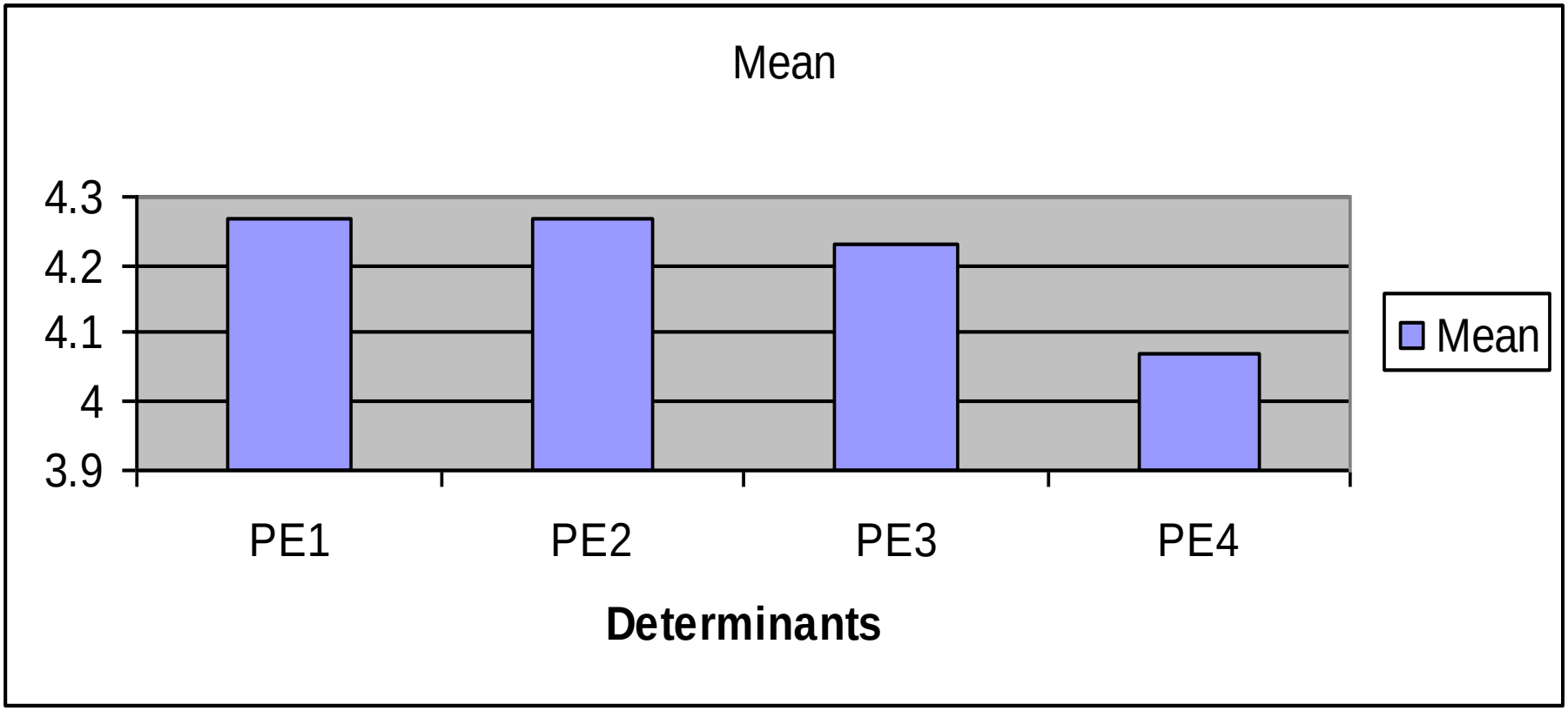
RESULTS:

Respondents' Usage of the Features of Course Management System



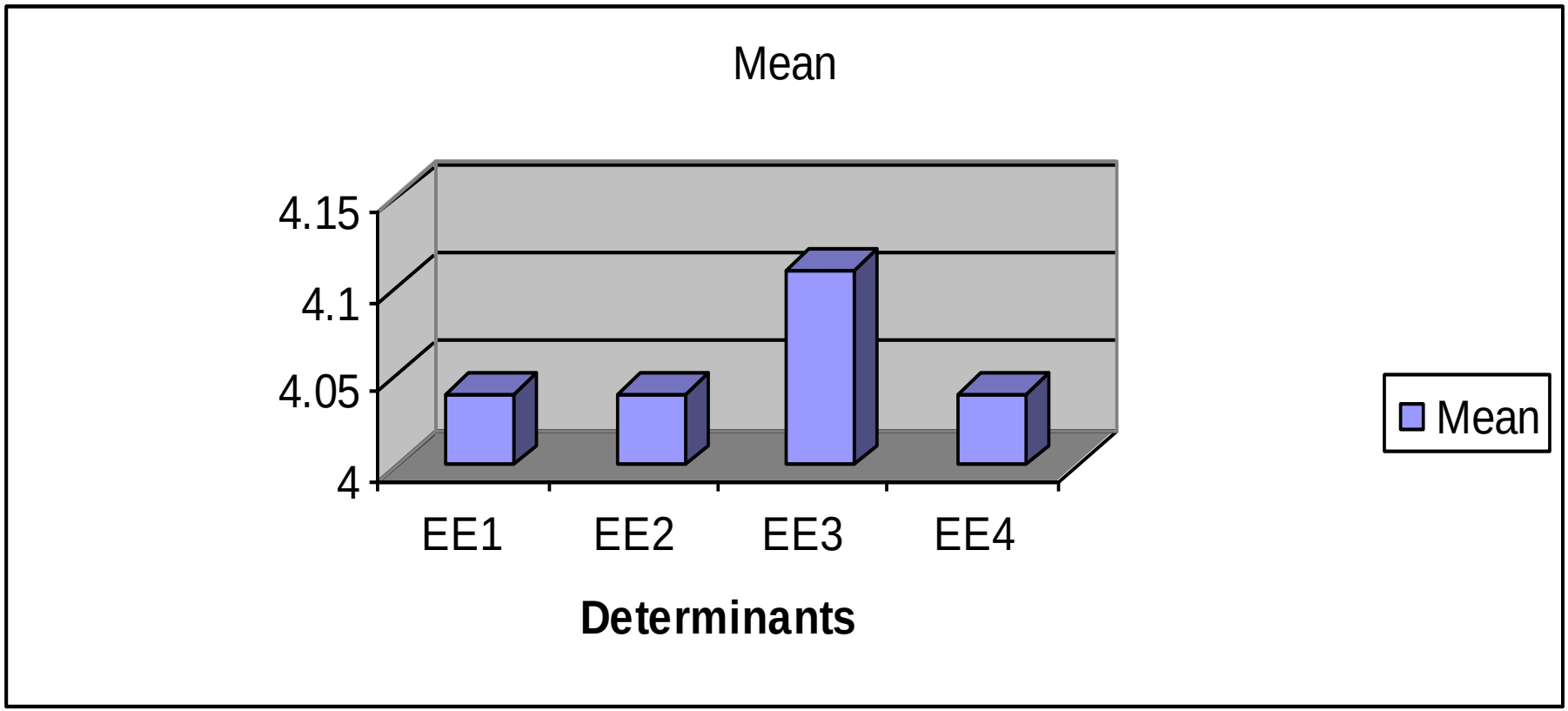
RESULTS:

Perception of Respondents as Regard Performance Expectancy



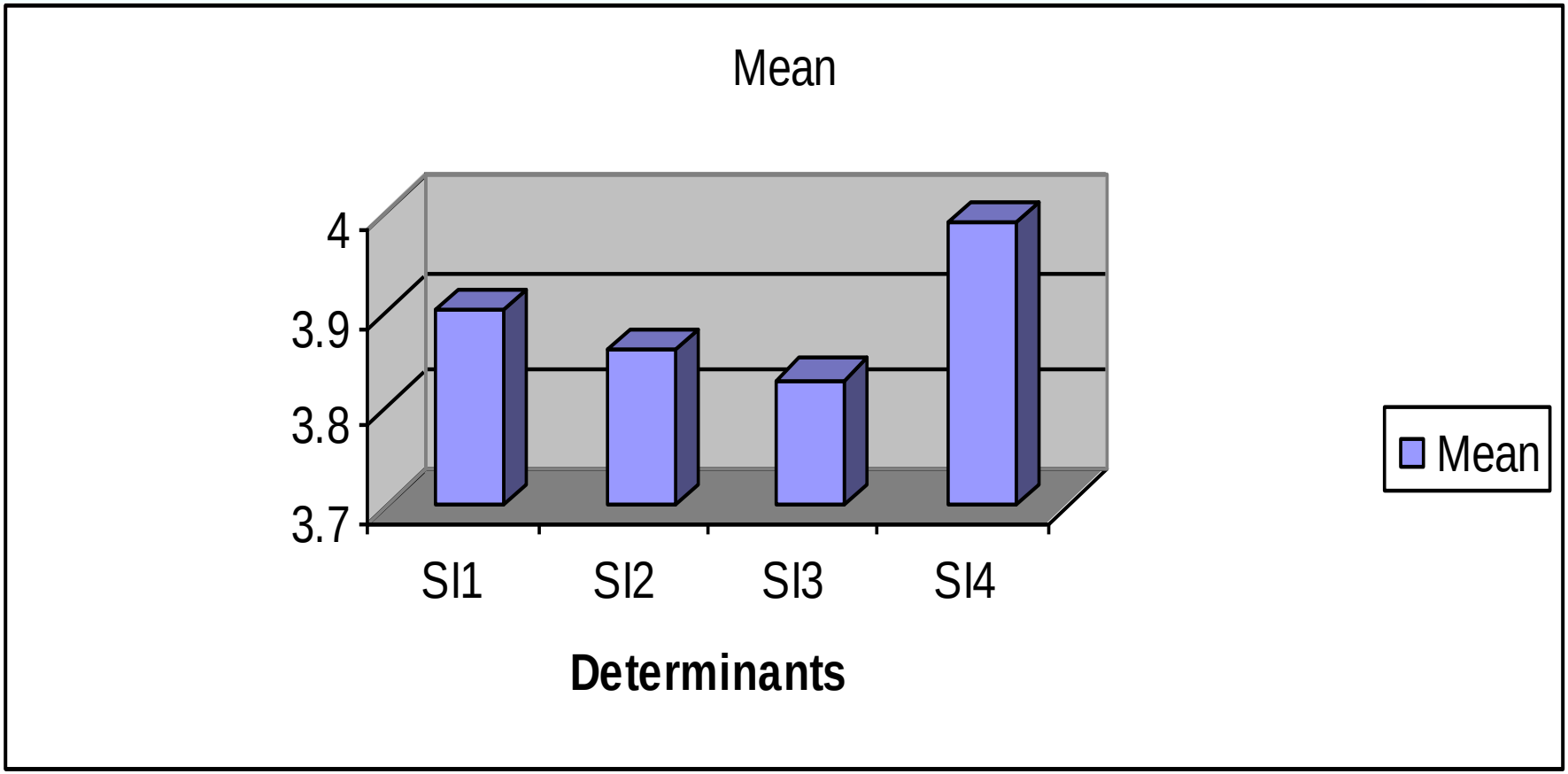
RESULTS:

Perception of Respondents as Regard Effort Expectancy



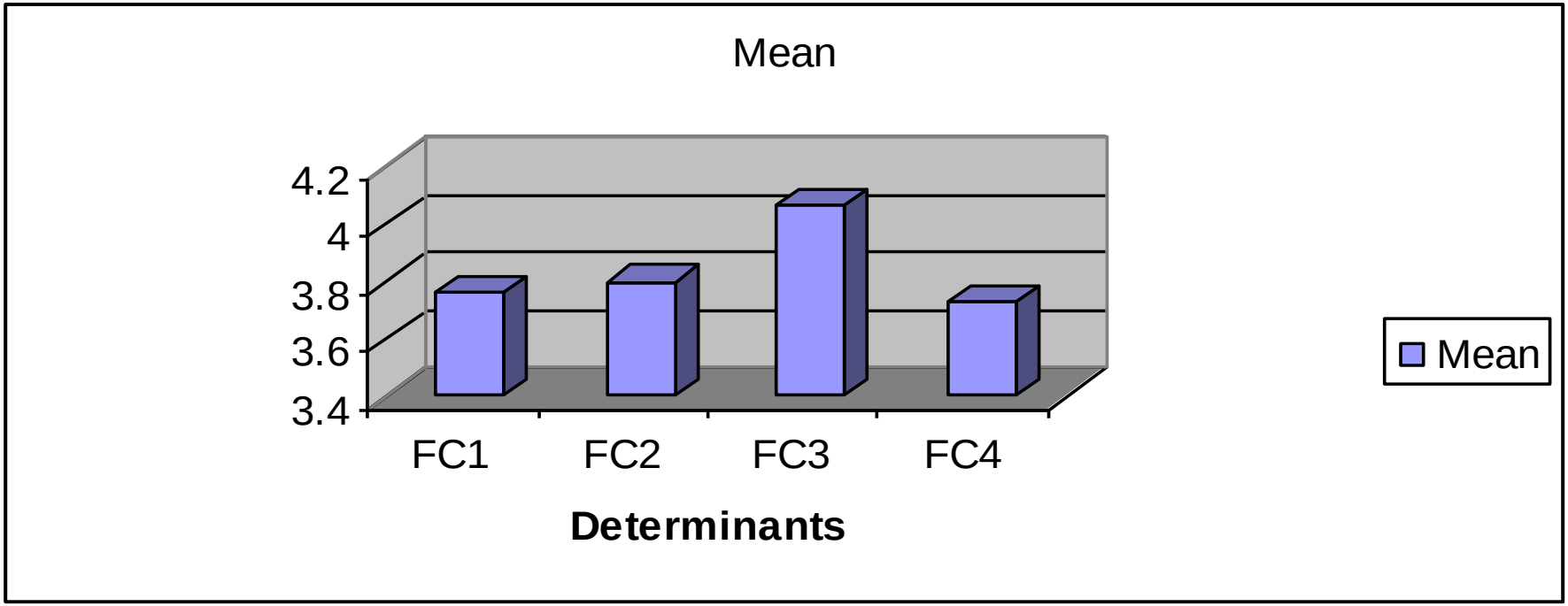
RESULTS:

Perception of Respondents as Regard Social Influence



RESULTS:

Perception of Respondents as Regard Facilitating Condition



RESULTS:

- Comparison of the Respondents' Perception on Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditioned When Grouped According to **Age,Gender, Highest Educational Attainment:**

No significant difference

RESULTS:

- Comparison of the Respondents' Perception on Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditioned When Grouped According to **Specialization:**

There is significant difference among Business and all other specializations in performance expectancy.

RESULTS:

Respondents' Assessment on Determinants of Behavioral Intention in the User Intention to Use CMS

Determinants	R square (Coefficient of Determination)	β (Beta Coefficient)
Constant		.007
Performance Expectancy (X_1)	0.653	.647
Facilitating Condition (X_2)	0.79	.354

Y (Behavioral Intention) = .007 + .647 X1 + . 354 X2

CONCLUSION:

- Performance Expectancy and Facilitating Conditions are the strong determinants of use behavior.

- There is no difference in the perception on the determinants across age , gender, highest educational attainment.

- Respondents generally agree on all of the determinants.

RECOMMENDATION:

Online Course Implementation Plan

- Development of Mission/Vision
- Development of Organizational Structure
- Creation of Teacher Training and Support Group
- Development of Infrastructure.
- Development of Business Plan.
- Development of Curriculum for Online Delivery.
- Development of Quality Assurance Plan .
- Course Management System implementation plan should be adopted

Thank you.