

7 Things You Need to Know to Apply the Technology Acceptance Model to Instructional Design Effectively

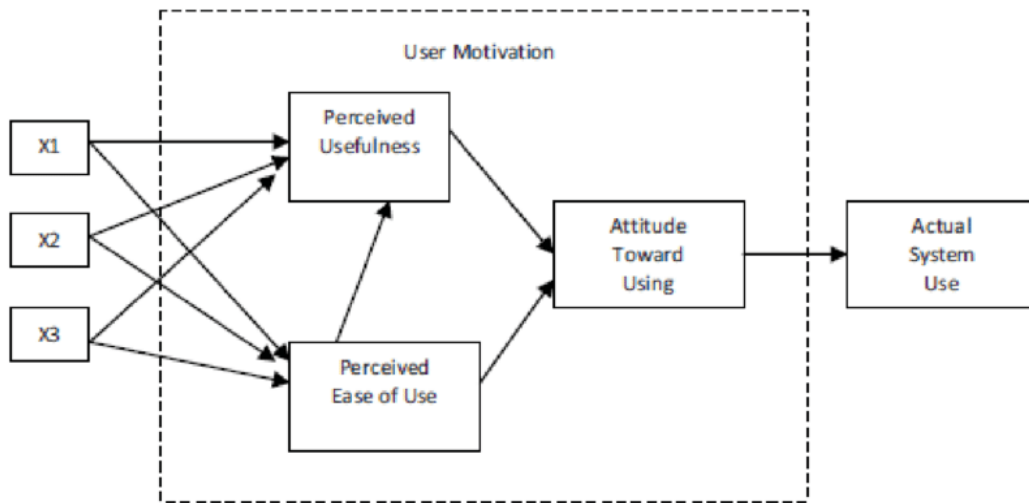


Figure 5. Original Technology Acceptance Model (Davis, 1986)

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| 1. IT Focus | The person who developed the technology acceptance model (TAM) was a computer scientist who was focused on software development. |
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| 2. Agile | TAM is similar to Agile project management methodology, during which software is developed through small, frequent releases that are thoroughly tested for functionality and ease of use. |
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| 3. Timing | TAM was developed in 1986 when computers were just being introduced to the workplace. |
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| 4. Attitude | TAM was intended to measure the adoption of new technology based on customer attitudes. |
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| 5. Blind Spot | TAM does not take into consideration negative influences that may impact the modern perception of usefulness and ease of use. |
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| 6. Focus Group | The most efficient way to determine if a particular technology is useful and easy is to allow a focus group to test it and openly share their comments and feedback. |
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| 7. Pilot | If the focus group determines that the technology is likely to be useful and easy to use, a pilot should be implemented so that any questions can be answered prior to a full-scale launch. |
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