Abstract

Aim: This study attempts to investigate the use and acceptance of Internet Based Platforms (IBPs) by the students and teachers of Communication skills courses in Indian Technical Higher Education. More specifically, the study focuses on identifying the preferred platforms, activities carried out, factors affecting acceptance, and the moderating effect of certain demographic characteristics of students. The study also provides a perception based feedback from teachers.

Design/Methodology: In order to achieve the goals of the study the methodology adopted is a blend of quantitative and qualitative methods. The research design is concurrent research design, where quantitative and qualitative data were gathered during the same timeline. A well established model, Unified Theory of Acceptance and Use of Technology (UTAUT) has been used for the study as a theoretical framework. The model has been chosen after exhaustive literature review. Appropriate descriptive statistics and inferential statistics have been applied to analyze the data, such as standard multiple regression and independent sample t-test.

Findings: The study reveals that YouTube, Wikipedia, Learning Management System (LMS) and Emails are the most preferred IBP destinations of the student community for sourcing course content, viewing video lectures, online discussions, etc. are some of the academic activities the users indulge in most. Performance Expectancy, Self-Efficacy, lack of Anxiety and Intention to Use are the factors which came out as the most important motivating factors for the adoption of the Internet Based Platforms. Gender and experience of the users have a little moderating effect on the IBP acceptance behavior of students, while facilitating conditions and Anxiety are the factors which reflect significant effect on IBP acceptance.