Determinants in the Use of Web 2.0 Tools in Teaching among the Philippine Public University Educators: A PLS-SEM Analysis of UTAUT

Sarah Obsequio Namoco
College of Science and Technology Education, University of Science and Technology of Southern Philippines, 2F Building 3, C.M. Recto Ave., Lapasan, Cagayan de Oro City, 9000 Philippines
E-mail: sarah.namoco@ustp.edu.ph

Abstract: A myriad of studies related to the technology acceptance and use in different organisations have been conducted, but little is known from the perspective of the educators in the Philippine public university. To address this gap in literature, this study aims to determine the factors that best influence the use Web 2.0 tools in teaching among educators prior to the onset of COVID-19 pandemic. To investigate this phenomenon, the data of this study was collected from 300 educators in a Philippine public university located in Northern Mindanao through online survey. The hypothesised model was analysed using partial least squares structural equation modeling using the SmartPLS software. The data analysis revealed that performance expectancy and effort expectancy are significant determinants while social influence is not a significant determinant of behavioral intention; behavioural intention and facilitating conditions are significant determinants of the use behaviour with 46.9% and 22% explained variance respectively. The results of the study contribute to further research on the use of Web 2.0 tools among educators investigating the influence of SI towards BI. Further implications and recommendations for future studies are discussed in this study.

Keywords: Social Science and Humanities, Philippine public university faculty, PLS-SEM, UTAUT, Web 2.0 tools, Philippines