

Captive Audience: Mobile Learning Motivation Factors Mid-Pandemic

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Abstract

The study examines the motivating factors driving mobile information systems use (MISU) for mobile learning. The primary objectives include comparing attitudes of students and faculty towards the influence of perceived usefulness (PU), perceived playfulness (PP), and perceived enjoyment (PE) on MISU. Additionally, the influence of personal innovativeness (PI) on PU, PE, and PP is also assessed. The previous study examined these attitudes prior to the pandemic. This study focuses on the attitudes existing mid-pandemic, when new strategies toward m-learning were by necessity applied much more broadly than at any other time historically. The method used is a survey of quantitative constructs. Research contributions, limitations, and implications for future research are also discussed. Though student participants felt perceived usefulness led to mobile learning use mid-pandemic, faculty did not. Furthermore, neither group felt perceived usefulness yielded perceived usability.

Keywords: motivation, mobile learning, pandemic, m-learning, COVID-19

A full manuscript of this abstract may be found at <https://isedj.org>