

## Dean's Innovation Grants

### Final Report

**Date:** September 27, 2017

**Project Title:** Are print books REALLY dead?: Exploring the relationship between the technology acceptance model and the use of e-books at a large research university.

**Project Team Members:** Allyson Rodriguez, Susan Smith, Erin Miller

#### Project Purpose

Recent research suggests that digital natives still prefer print or hard copy books (Baron, 2013). However, a study that applied the Technology Acceptance Model (TAM) to faculty acceptance of e-books found those who think e-books are easier to use do use them (Al-Suqri, 2014). This study applied a model of technology acceptance (UTAUT) and the constructs of perceived usefulness and perceived ease of use to e-book usage. Researchers used funds allow team members to attend national conferences to present about this project.

#### Project Activities

We developed a model e-book acceptance and survey questions for each construct in the model. This questionnaire was then vetted by a group of experts. Two political science professors distributed the survey for us near the end of the Fall 2016 term. We presented a poster at the Charleston conference, a session at the Decision Science Institute Annual Meeting in Austin, and a poster for ALA Annual in Chicago. This poster was highly visible and led to our being asked to submit articles to two different journals which we are planning to complete by the spring.

#### Budget

Funds allowed researchers to travel to various national conferences to present about this research.

\$612.50 2016 Charleston Library Conference; Charleston, South Carolina

\$612.50 2016 Decision Sciences Annual Meeting; Austin, Texas

\$250.00 2017 ALA Annual Meeting; Chicago, Illinois

\$1475.00 Total

#### Project Outputs/Outcomes

The main outcome so far have been the valuable experience of developing skills to work as part of a collaborative research team to produce quality evidence-based research that is relevant for practitioners. Outputs include the posters and the conference presentation.

[Charleston Library Conference Poster](#)  
[Decision Sciences Institute Annual Meeting Presentation](#)  
[ALA Annual Poster](#)

#### Other Results (if applicable)

A side project that came out of this research was working with an honors undergraduate student who was awarded one of UNT Undergraduate Research Fellowships. He took our model and questions and surveyed honors students specifically about their acceptance and usage of e-books and then presented a poster at the most recent Scholars Day on campus.

Additionally, we may have identified a group and model for working on research projects together. While this project is winding down, we continue to meet regularly and are considering inviting others to our group and to work with us on future projects.

#### Anecdotal Information

Include comments or stories received from program participants, staff, or others.

#### Best Practices

You do not have to be a Ph.D. or have a lot of research experience or a statistics background to be part of a research team and produce quality evidence-based research.

Setting aside time and meeting regularly are two main keys to success for research projects such as this one.

#### Program Continuity

We may have identified a group and a model for working on research projects together. While this project is winding down, we continue to meet regularly and are considering inviting others to our group and to work with us on future projects.