ABSTRACT

With the rapid development in information technology and the fast growth in telecommunication industry, there are more and more people using Internet for their daily life. Online course has become widely accepted and used in many educational institutions, especially North America and Europe since early 1990s. However, its adoption and usage in Macau is at an early stage. Both educators and students are still reluctant to deploy online course as education medium.

Based on Technology Acceptance Model (TAM) and Theory of Planned Behavior (TPB), factors affecting people's intention to use online course have been identified as perceived ease of use, perceived usefulness, subjective norm and perceived behavioral control. Understanding these factors can help course designers and educators to develop and implement more effective online course programs. The purpose of this research is to empirically explore and investigate the factors influencing people's intention to use online course in Macau.

Five hypotheses are formulated as follows: (1) there is a significant positive correlation between perceived ease of use and intention to use online course. (2) There is a significant

positive correlation between perceived usefulness and intention to use online course. (3) There is a significant positive correlation between subjective norm and intention to use online course. (4) There is a significant positive correlation between perceived behavioral control and intention to use online course. (5) These four independent variables significantly explain the variance in people's intention to use online course.

Samples (Internet users, employed people and college students) are selected for a questionnaire survey. The questionnaire will be constructed by the researcher with quantitative measures for each of the factors. It will be conducted through Web-based email, by employed people and college students. The data will be statistically analyzed using the SPSS12 (Statistical Package for Social Science version 12) statistical package. All hypotheses are expected to be accepted. Implications and limitations will also be discussed in this paper.