A Study of Intention to Use Tablet PC E-books from a Perspective Combining TAM and IDT

MEI-YING WU, HUNG-CHI PAN
Department of Information Management
Chung-Hua University
No.707, Sec.2, WuFu Road, Hsinchu 30012
TAIWAN. R.O.C
meiying@chu.edu.tw

Abstract: The emergence of Tablet PCs in recent years has further triggered an evolution of e-books. Tablet PCs are very likely to become a dominant e-book reading device in the future. This paper probed into attitude toward using and intention to read e-books for Tablet PCs among e-book users in Taiwan based on a model combining Technology Acceptance Model and Innovation Diffusion Theory. The proposed model was tested using confirmatory factor analysis. Results indicated that attitude toward using was significantly related to perceived usefulness, compatibility, and observability. In other words, people tend to have a positive attitude toward e-books for Tablet PCs when they perceive reading e-books on Tablet PCs as easy, compatible with traditional printed books, and helpful for their communication with others. Besides, most respondents held a positive view of e-books, and their intention to use e-books was positively affected by perceived usefulness and attitude toward using.

Key-words: e-book, Tablet PC, technology acceptance model, innovation diffusion theory

1   Introduction

With the development of information technology and increasing prevalence of the Internet in recent years, people have become used to the information diffusion model of electronic media and gradually changed their ways of acquiring information and reading. Basically, electronic books (e-books) are the digital form of books that deliver knowledge through digital devices. They can be downloaded onto computer, smart phones, and other electronic reading devices for reading at home or on the go. They are overwhelmingly superior to physical printed books, whether in terms of instantaneity or portability. The emergence of e-books has broken many barriers to reading and also increased the diversity of reading materials available to readers. It can be expected that the development of e-books will be very intense in the future.

1.1 Introduction to e-books

According to Joint Information Systems Committee (JISC), the term "e-books" is defined broadly to include electronic reference works, monographs, and textbooks that can be delivered via the Web or a handheld device [12]. Magda and Jennifer [24] suggested that e-book is the results of integrating