

## Chapter 12

# YouTube for Procedural Learning: Empirical Insights on Student Intention to Use

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### ABSTRACT

*YouTube is reshaping teaching and learning across the world and is becoming a preferred platform for students' procedural learning to acquire relevant skills and knowledge in implementing any tasks. The aims of this research are to assess factors influencing student intention to use YouTube for procedural learning. In addition, the technology acceptance model (TAM) was applied as the underpinning theory. Data was analyzed to examine the hypothesized relationships. Results revealed that content richness, task-technology fit, YouTube self-efficacy, and vividness significantly affect students' behavioral intention to use YouTube for procedural learning. Results infer that YouTube enlarges its function as a mass-oriented means for procedural learning as students develop positive perceived usefulness of YouTube to influence their behavioral intention to use YouTube. This study integrated TAM and assessed factors influencing student intention to use YouTube for procedural learning. Future research directions are also put forward.*

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## **INTRODUCTION**

YouTube is reshaping teaching and learning across the world and is becoming a preferred platform for students' procedural learning to acquire relevant skills and knowledge in implementing any tasks. YouTube has 4 billion type of video each month, every minute there are more video being uploaded online. YouTube incorporated content-rich video and video graphic (Cheng, Dale, & Liu, 2007; Lange, 2007). User can share their information to express their feeling through YouTube to get the solution based on the comment from the YouTuber or viewer (Chenail, 2010; Lee & Lehto, 2013). YouTube enable students to search for information and watching video to gain more input and to develop creative thinking and procedural learning (Moran, Seaman, & Kane, 2012). Availability to search and share any video of interest in a voluntary approach for any intrinsic and extrinsic task is permissible in YouTube (Gefen & Straub, 2000; Muthitacharoen, Palvia, Brooks, Krishnan, Otondo & Robert, 2006).

The technology acceptance model (TAM, originated by Davis, Bagozzi, and Warshaw (1989) was applied as the underpinning theory in this study. The selection is due to TAM is well balance in terms of its the psychological features (Muthitacharoen *et. al.*, 2006). Indeed, TAM was employed by a substantial body of past research across the world including those in education setting (Sanchiez, Hueros, & Odaz, 2013). Accordingly, more research that delve into facet of consumer behavior in the digital economy is deemed necessary (Ling Chang, Ling Tam, & Suki, 2016; Nathan, Fook Chiun, & Suki, 2016; Suki, 2013; Suki, 2016; Suki & Abang Sulaiman, 2016). Hence, the aims of this research are to assess factors influencing student's intention to use YouTube for procedural learning.

## **LITERATURE REVIEW**

### **Technology Acceptance Model**

TAM carries information system for the researcher to study the theory of each variable. Therefore, TAM influence researcher to make their decision about the factor presented with a new technology. According to Davis (1989) TAM is the method of theory for researcher to understand the information system about the aim of the variables. The value of the system shows that each variable has critical factor that affect the user (Agarwal, 2000). The performance of the perceived is based on the particular variables in the system. (Davis, 1989). Thereby usefulness and ease of use is chosen based on the TAM and the variables. Additionally, there are some variables such as intention and ease of use is indirectly being assumed by TAM.

However, TAM has been modified from the original version by the past researcher due to certain variables theory are not relevance to the theory of the study (Davis, Bagozzi & Warshaw, 2013). Usefulness can defined as the stage a people think that using methods which would improve their performance. Within a managerial context, individuals are typically reinforced for good performance by raises, promotions, bonuses, and other rewards. YouTube facilitate variety benefit and ways. For example, User of YouTube can subscribe and like other user video and even posting video. Some active user will comment amount each other video and share amount each other's. (Ryan & Deci, 2000). YouTube is a multimedia sharing social software tool. YouTube is a multimedia sharing social software tool. YouTube is an advance technology of social network that provide users to share their message, talent and information around the world (Kroop, Nussbaumer, & Fruhhman, 2010).

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