

## Chapter 3

# ChatGPT Acceptance and Use Among Undergraduate Students: A Pilot Study

### **ABSTRACT**

*In this chapter, the authors use a adapted technology acceptance model (ATAM) to examined the extent to which undergraduate students perceived ChatGPT to be a resource that is useful and easy to use. A pilot study was performed from different discipline of undergraduate students exploring their perceptions of ChatGPT as part of their research process. A statistical analysis was performed using Smart-PLS 4.0. The current study confirmed the use of adapted technology acceptance model for predicting undergraduate student use of ChatGPT.*

### **BACKGROUND**

The potential of information and communication technology (ICT) to improve the learning and teaching process is widely recognized. It is crucial to address the critical aspect of acceptance or rejection of learning technologies. Considering that the research field of educational technology has reached a level of maturity where it stands as a distinct subject of study, it becomes

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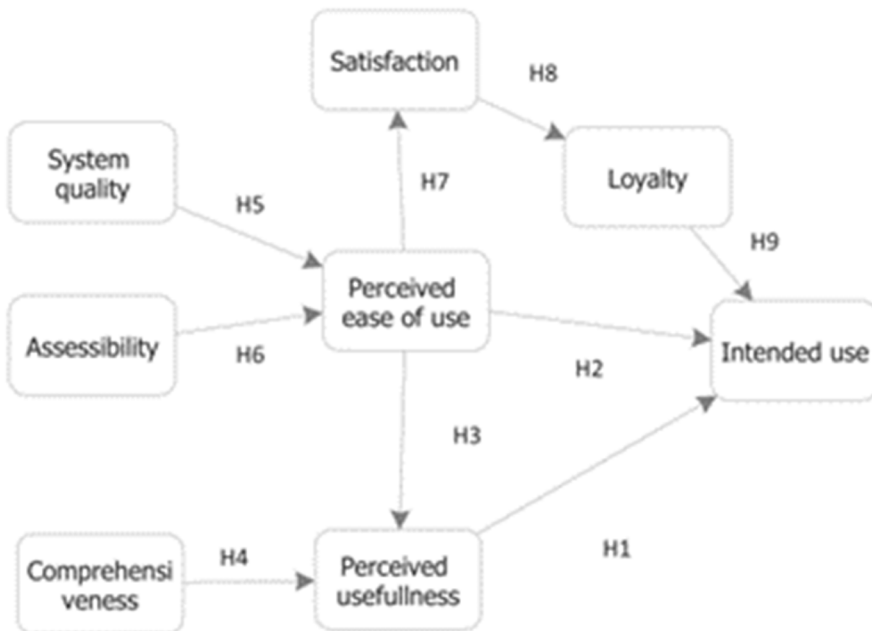
necessary to identify and evaluate existing studies to gain insights into the current state of the field (Davis, 2011; Hrastinski & Keller, 2007).

ChatGPT is recently launched by OpenAI, a tool that is trained to follow an instruction in a prompt and provide a detailed response. It is currently an important source of information among undergraduate students and there is lot of discussion on its uses and its applications in academic and research. However, there is no current information on what factors that can influence the students to use the ChatGPT. To explore the factors, the study has inspired from Tanya Cothran research on Google scholar and modified the technology acceptance model to study ChatGPT acceptance and use among undergraduate student.

The objective of current study includes:

1. How often undergraduate students use ChatGPT?
2. What factors contribute to undergraduate students' adoption of ChatGPT? Is the technology acceptance model applicable to ChatGPT acceptance by undergraduate students?

Figure 1. The proposed adapted technology acceptance model (ATAM) based on Tanya Cothran (2011) and Davis (1989) technology acceptance model



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