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Lecture: Factors Affecting That Users' Behavioral Intention to Use a software.

Abstract
The success of software, like traditional application systems, depends on the acceptance and satisfaction of end users. It means that the ultimate goal of software development is to satisfy the user requirements. Requirement analysis and user acceptance test are most important activities during the software development process. Technology Acceptance Model (TAM) has been broadly used to observe the user acceptance and satisfaction of a developing software technology (Venkatesh and Davis, 2000).

Technology Acceptance Model (TAM) has been proposed to estimate and predict whether the users accept a newly developed information technology (Davis, 1986). TAM adopts the view point of internal perception to judge the user acceptance of a new technology (Davis, 1989). Following the track of Theory of Planned Behavior (Fishbein and Ajzen, 1975) and Innovation Diffusion Theory (Rogers, 1983), TAM is more suitable to measure IT acceptance, including: (1) Perceived Usefulness, (2) Perceived Ease of Use, (3) Attitude Toward Using, (4) Intention to Use, (5) Usage Behavior.

TAM studies have been popular for many kinds of information technologies including: word processing, computer training, telecommunication, healthcare, network banking etc. Some researchers developed similar investigation instruments, such as: Unified Theory of Acceptance and Use of Technology (Venkatesh, Morris, Davis and Davis, 2003). Others compare and discuss among various acceptance models (Taylor and Todd, 1995). Venkatesh and Davis (2000) develop TAM2 to add various affecting factors and adjust the model construct.

The reason to measure is to make improvement. Although TAM has been popular in the IS literature to make early acceptance measurement in order to develop the improvement strategy, there has been little research addressing a systematic approach for continuous acceptance improvement. In addition to increase the IT perception knowledge, it should be contributable to establish a workable framework to convert the investigation feedbacks from TAM studies into user requirements of future system development process.

In practice, the systematic understanding of user perceptions during the iterative incremental process of software development may help the software developers and providers to make faster and better responses in the competitive market.

We used TAM to understand factors that affect instructors' use of e-learning system, students' use of e-learning system, online Mathematic exams, and web based listening comprehension test. If they find it playful, they will use it."