Toward a Better Understanding of Marketing Students' Perceptions of Twitter as a Pedagogical Tool

Khaled Aboulnasr

Abstract

Social media has transformed the way information is exchanged and delivered. The current research uses an expanded form of the Technology Acceptance Model (TAM) to explore students' perceptions of Twitter as a pedagogical tool. A model is tested in which Twitter's perceived ease of use and usefulness are used as predictors of student's attitudes and usage of the social media platform in a classroom setting. Results of a structural equation model support the hypothesized relationships.

References available upon request.

K. Aboulnasr (✉)
Florida Gulf Coast University, Fort Myers, FL 33965, USA
e-mail: kaboulna@fgcu.edu

© Academy of Marketing Science 2016
K.K. Kim (ed.), *Celebrating America's Pastimes: Baseball, Hot Dogs, Apple Pie and Marketing?*, Developments in Marketing Science: Proceedings of the Academy of Marketing Science, DOI 10.1007/978-3-319-26647-3_170