

Understanding ChatGPT adoption in universities: the impact of faculty TPACK and UTAUT2

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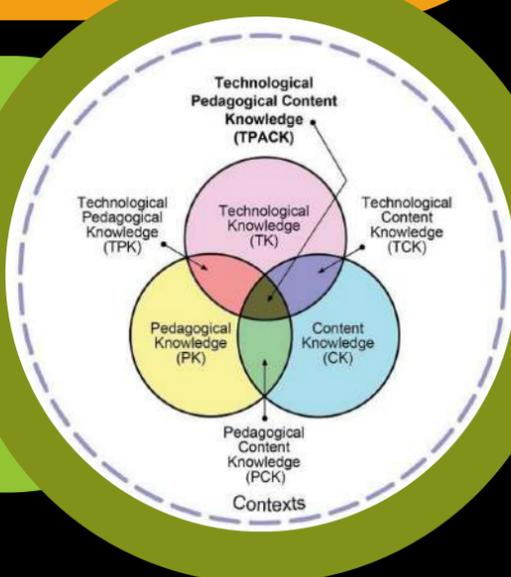


CHATGPT

The objective of the field of technology known as artificial intelligence (AI) is to create intelligent devices that can perform tasks that have traditionally required human intelligence. ChatGPT is a program based on AI that provide virtual instructors and personalized learning environment for students. It raises the bar for top performers by presenting cutting-edge information and encouraging intellectual development.

TPACK

This study aimed to investigate the significance of instructors' Technological Pedagogy Content Knowledge (TPACK) to determine the intention to use ChatGPT in the light of the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) model.



METHODOLOGY

The methodology of the study was a quantitative approach and the data was collected from 569 male and female instructors in Saudi universities. The data was analyzed by Path analysis and Smart PLS.

RESULTS I

The results of the study showed that Effort Expectancy, Social Influence, Hedonic Motivation, and Information Quality did not have a significant influence on Behavioral Intention.



RESULTS II

However, Facilitating Condition, Learning Value (negatively), and Privacy Risk have significant effects on Behavioral Intention. Moreover, there was a significant moderating role of Instructors' TPACK on the relationship between Privacy Risk and Behavioral Intention.

RECOMMENDATIONS

The results shed a light on the effect of instructors' TPACK and the lack of the relation among the three knowledge. Instructors' TPACK should be improved with professional development programs in order to adapt a positive intention of using ChatGPT in Saudi universities. Universities are recommended to facilitate sufficient support and resources for the instructors to emerge new technology in their teaching.

